

BRANDZ Top 25 de las Marcas Más Valiosas Globalmente 2016


























Marca	Categoría	Valor de la Marca 2016 \$Mil.	Contribución de la Marca	Cambio de Valor de la Marca % 2016 vs. 2015	Cambio de Puesto
1 Google	Technology	229,198	4	32%	1
2 Apple	Technology	228,460	4	-8%	-1
3 Microsoft	Technology	121,824	3	5%	0
4 AT&T	Telecom Providers	107,387	3	20%	2
5 facebook	Technology	102,551	4	44%	7
6 VISA	Payments	100,800	4	10%	-1
7 amazon	Retail	98,988	3	59%	7
8 verizon	Telecom Providers	93,220	3	8%	-1
9 McDonald's	Fast Food	88,654	4	9%	0
10 IBM	Technology	86,206	4	-8%	-6
11 Tencent 腾讯	Technology	84,945	4	11%	0
12 Marlboro	Tobacco	84,143	3	5%	-2
13 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14 Wells Fargo	Regional Banks	58,540	3	-1%	2
15 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16 GE	Conglomerate	54,093	2	-9%	1
17 UPS	Logistics	49,816	4	-4%	1
18 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19 Disney	Entertainment	49,229	4	15%	0
20 MasterCard	Payments	46,141	4	15%	0
21 Starbucks	Fast Food	43,565	4	49%	8
22 SAP	Technology	39,023	3	2%	2
23 T-Mobile	Telecom Providers	37,733	3	12%	4
24 Nike	Apparel	37,472	4	26%	4
25 Vodafone	Telecom Providers	36,750	3	-4%	-2

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26 The Home Depot	Retail	36,440	2	32%	5
27 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28 TOYOTA	Cars	29,501	3	2%	2
29 Baidu 百度	Technology	29,030	4	-27%	-8
30 Louis Vuitton	Luxury	28,508	4	4%	2
31 Budweiser	Beer	27,925	4	5%	2
32 Walmart	Retail	27,275	2	-23%	-6
33 BMW	Cars	26,837	4	2%	1
34 American Express	Payments	26,641	4	-30%	-9
35 ZARA	Apparel	25,221	3	14%	7
36 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37 Pampers	Baby Care	22,911	5	-4%	0
38 accenture	Technology	22,813	3	13%	13
39 Mercedes-Benz	Cars	22,708	4	4%	4
40 movistar	Telecom Providers	21,945	3	3%	6
41 SUBWAY	Fast Food	21,567	4	-4%	-1
42 hp	Technology	21,387	2	-7%	-3
43 HSBC	Global Banks	20,276	2	-16%	-8
44 HERMÈS PARIS	Luxury	19,821	5	5%	11
45 RBC	Regional Banks	19,635	4	-18%	-9
46 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47 NTT	Telecom Providers	19,552	2	N/A	N/A
48 SAMSUNG	Technology	19,490	4	-10%	-3
49 ORACLE	Technology	19,489	1	-10%	-5
50 HUAWEI	Technology	18,652	3	22%	20

Source: BrandZ™ / Millward Brown (incluye información de Kantar Retail y Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light
NTT is now valued as a telecom provider and its brand value is restated this year

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51 	Technology	18,632	2	1%	5
52 	Telecom Providers	18,575	3	3%	6
53 	Telecom Providers	18,465	3	6%	8
54 	Personal Care	18,319	4	2%	3
55 	Retail	18,082	3	6%	9
56 	Global Banks	17,055	2	-2%	4
57 	Insurance	16,910	2	6%	11
58 	Oil & Gas	16,838	1	-18%	-9
59 	Insurance	16,712	2	-4%	3
60 	Regional Banks	16,543	3	-20%	-13
61 	Personal Care	16,400	4	-17%	-9
62 	Regional Banks	16,331	2	-19%	-12
63 	Logistics	16,236	4	-17%	-10
64 	Regional Banks	16,227	3	-21%	-16
65 	Payments	15,910	4	35%	23
66 	Oil & Gas	14,940	1	-21%	-12
67 	Technology	14,508	2	-10%	0
68 	Retail	14,461	2	29%	29
69 	Regional Banks	14,440	3	3%	5
70 	Regional Banks	14,098	2	-5%	2
71 	Regional Banks	13,803	2	-16%	-6
72 	Oil & Gas	13,206	1	-24%	-9
73 	Logistics	13,199	4	-19%	-7
74 	Cars	13,195	3	-1%	4
75 	Cars	13,084	3	0%	5

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76 	Retail	13,001	2	21%	NEW
77 	Regional Banks	12,883	3	-27%	-18
78 	Telecom Providers	12,825	3	1%	4
79 	Apparel	12,665	2	-8%	-4
80 	Luxury	12,592	5	-9%	-4
81 	Conglomerate	12,485	2	-19%	-12
82 	Fast Food	12,386	3	-2%	1
83 	Oil & Gas	12,341	1	-18%	-12
84 	Regional Banks	12,330	3	6%	5
85 	Technology	12,314	4	1%	0
86 	Soft Drinks	12,188	4	-7%	-7
87 	Retail	12,077	2	4%	3
88 	Retail	12,074	3	17%	NEW
89 	Global Banks	11,943	2	-12%	-12
90 	Soft Drinks	11,667	3	3%	4
91 	Retail	11,509	2	-19%	-18
92 	Cars	11,479	2	1%	1
93 	Alcohol	11,465	4		NEW
94 	Telecom Providers	11,343	2	2%	4
95 	Regional Banks	11,289	2	0%	0
96 	Oil & Gas	10,552	1	-18%	-15
97 	Beer	10,549	4	9%	NEW
98 	Insurance	10,545	2	10%	NEW
99 	Retail	10,496	2	37%	NEW
100 	Technology	10,440	2	41%	NEW

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