

BrandZ™ Top 100 Most Valuable Global Brands 2017

Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1 Google	Technology	245,581	4	7%	0
2 Apple	Technology	234,671	4	3%	0
3 Microsoft	Technology	143,222	4	18%	0
4 amazon	Retail	139,286	4	41%	3
5 facebook	Technology	129,800	4	27%	0
6 AT&T	Telecom Providers	115,112	3	7%	-2
7 VISA	Payments	110,999	4	10%	-1
8 Tencent 腾讯	Technology	108,292	5	27%	3
9 IBM	Technology	102,088	4	18%	1
10 McDonald's	Fast Food	97,723	4	10%	-1
11 verizon	Telecom Providers	89,279	3	-4%	-3
12 Marlboro	Tobacco	87,519	3	4%	0
13 Coca-Cola	Soft Drinks	78,142	5	-3%	0
14 Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15 Wells Fargo	Regional Banks	58,424	3	0%	-1
16 ups	Logistics	58,275	4	17%	1
17 中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18 Disney	Entertainment	52,040	4	6%	1
19 GE	Conglomerate	50,208	2	-7%	-3
20 MasterCard	Payments	49,928	4	8%	0
21 SAP	Technology	45,194	3	16%	1
22 Starbucks	Fast Food	44,230	4	2%	-1
23 xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24 Home Depot	Retail	40,327	3	11%	2
25 T-Mobile	Telecom Providers	38,493	3	2%	-2

























Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2017

Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26 Nike	Apparel	34,185	4	-9%	-2
27 Vodafone	Telecom Providers	31,602	3	-14%	-2
28 ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29 LV	Luxury	29,242	4	3%	1
30 Toyota	Cars	28,660	4	-3%	-2
31 Walmart	Retail	27,934	2	2%	1
32 accenture	Technology	27,243	3	19%	6
33 Budweiser	Beer	27,037	4	-3%	-2
34 ZARA	Apparel	25,135	3	0%	1
35 BMW	Cars	24,559	4	-8%	-2
36 American Express	Payments	24,150	4	-9%	-2
37 Samsung	Technology	24,007	4	23%	11
38 L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39 Baidu 百度	Technology	23,559	5	-19%	-10
40 Mercedes-Benz	Cars	23,513	4	4%	-1
41 HERMÈS PARIS	Luxury	23,416	5	18%	3
42 Pampers	Baby Care	22,312	5	-3%	-5
43 movistar	Telecom Providers	22,002	3	0%	-3
44 intel	Technology	21,919	2	18%	7
45 SUBWAY	Fast Food	21,713	4	1%	-4
46 ORACLE	Technology	21,359	2	10%	3
47 RBC	Regional Banks	21,145	4	8%	-2
48 HSBC	Global Banks	20,536	3	1%	-5
49 HUAWEI	Technology	20,388	3	9%	1
50 NTT	Telecom Providers	20,197	2	3%	-3

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most Valuable Global Brands 2017

Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51 	Logistics	19,441	4	20%	12
52 	Payments	19,156	4	20%	13
53 	Retail	18,944	3	5%	2
54 	Regional Banks	18,770	2	-4%	-8
55 	Oil & Gas	18,727	1	11%	3
56 	Regional Banks	18,551	3	12%	4
57 	Oil & Gas	18,346	1	23%	9
58 	Personal Care	17,740	4	-3%	-4
59 	Global Banks	17,580	2	3%	-3
60 	Regional Banks	17,437	3	7%	4
61 	Insurance	17,260	3	2%	-4
62 	Telecom Providers	17,180	3	-7%	-9
63 	Regional Banks	17,137	4	19%	6
64 	Alcohol	16,983	4	48%	29
65 	Technology	16,785	4	NEW ENTRY	
66 	Technology	16,725	2	15%	1
67 	Personal Care	16,278	5	-1%	-6
68 	Retail	16,257	2	12%	0
69 	Telecom Providers	16,026	3	-14%	-17
70 	Logistics	15,844	4	20%	3
71 	Regional Banks	15,202	3	8%	-1
72 	Regional Banks	14,981	2	-8%	-10
73 	Regional Banks	14,289	3	16%	11
74 	Global Banks	14,129	3	18%	15
75 	Regional Banks	14,044	3	9%	2

Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2017

Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76 	Technology	14,018	3	NEW ENTRY	
77 	Conglomerate	13,947	2	12%	4
78 	Insurance	13,910	3	-17%	-19
79 	Technology	13,594	4	10%	6
80 	Luxury	13,548	5	8%	0
81 	Fast Food	13,521	3	9%	1
82 	Retail	13,375	2	3%	-6
83 	Cars	13,065	3	0%	-8
84 	Soft Drinks	12,730	4	4%	2
85 	Oil & Gas	12,639	1	-4%	-13
86 	Retail	12,365	3	7%	5
87 	Regional Banks	12,286	2	9%	8
88 	Telecom Providers	12,273	4	-4%	-10
89 	Retail	12,273	2	2%	-2
90 	Technology	12,234	2	NEW ENTRY	
91 	Cars	12,163	4	-8%	-17
92 	Technology	12,057	2	NEW ENTRY	
93 	Technology	12,026	4	NEW ENTRY	
94 	Regional Banks	12,013	2	-13%	-23
95 	Telecom Providers	11,964	2	5%	-1
96 	Telecom Providers	11,795	3	NEW ENTRY	
97 	Insurance	11,691	3	11%	1
98 	Technology	11,649	2	12%	2
99 	Soft Drinks	11,567	4	-1%	-9
100 	Cars	11,341	3	-1%	-8

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola