

# Apple remains no.1 in the BrandZ Top 100

Issued by [Kantar](#)

22 May 2013

African telecoms network MTN retain their position in the Top 100, moving up nine places from 88 to 79 with a positive brand value change of 23%. Apple remains the BrandZ Top 100 Most Valuable Global Brand for 2013, worth \$185 billion. Apple grew just +1% in the last year compared to a +51% growth for its closest competitor, Samsung, which is now no.30 in the global ranking with a brand value of \$21 billion.



Google is also a serious challenger for the no.1 spot, reversing last year's decline to grow +5% in brand value this year. The brand is no.2 in the ranking with a value of \$114 billion. IBM is no.3 in the ranking with a brand value of \$112 billion.

"Vying for leadership in the smartphone market, Samsung fuelled its huge increase in brand value by balancing a remarkable period of innovation with growing market share - it spent \$1.6 billion more on advertising in the last year," said Nick Cooper, MD of Millward Brown Optimor. "Despite a more competitive marketplace and other challengers nipping at its heels, Apple's ability to maintain its no.1 position demonstrates the value that having a strong brand brings to business. People still love the brand regardless of its stock price."

## Top 10 Telecom Providers

	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012
1 AT&T	75,507	3	10%
2 China Mobile	55,368	3	18%
3 Verizon	53,004	3	8%
4 Vodafone	39,712	3	-8%
5 Deutsche Telekom	23,893	2	-11%
6 Orange	13,829	2	-10%
7 Movistar	13,336	2	-22%
8 MTN	11,448	3	23%
9 MTS	10,633	3	11%
10 Airtel	10,054	3	-13%

Notations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg. Brand Contribution measures the influence of brand on earnings, on a scale of 1 to 5 (1 highest).



[click to enlarge](#)

Technology and Telecom brands together make up the largest segment of the BrandZ Top 100, both in the number of brands represented and in their aggregate value, with six in the Top 10. MTN, the African multinational brand, rose 23 percent in brand value, the greatest appreciation in the BrandZ telecom ranking. The brand, which operates throughout Africa and in parts of the Middle East, enjoyed strong revenue and earnings growth following a 15 percent increase in subscribers and a 58.5 percent hike in revenue derived from data.

"The Millward-Brown BrandZ Top 100 Global Brands Listing, which has moved MTN nine places up to number 79, with an overall increase in brand value of 23%, is particularly exciting and timely as we embark on our new vision "to lead the delivery of a bold, new Digital World to our

customers" in all our markets," says Jennifer Forrester, Executive for Group Marketing at MTN.

"The listing is recognition that for a global brand to connect with its consumers in each of its markets, it needs to reflect them. Consumers want to see themselves in the brands they admire. They want to see that a brand, local or global, understands them, and knows what it is they want and need. MTN is proud of this recognition. We pledge to continue with our quest to make the lives of our customers a whole lot brighter," says Forrester.

The BrandZ Top 100 Most Valuable Global Brands study, commissioned by WPP and conducted by Millward Brown

Optimor, is now in its eighth year. It is the only ranking that uses the views of potential and current buyers of a brand, alongside financial data, to calculate its value.

The combined value of the Top100 has grown by 77% since 2006. They are now worth \$2.6 trillion.

David Roth, CEO of The Store at WPP, said: "This year's ranking highlights the return on investment that brands give businesses. It shows that strong brands bring market share growth, increased profits from being able to command a price premium and greater shareholder returns."

Eileen Campbell, Global CEO of brand research company Millward Brown added: "Brand valuation and other measures that show return on marketing investment give marketers a stronger voice in the boardroom by ensuring that marketing is better understood and accounted for as a key driver of financial and business success."

## The Top 10 Most Valuable Global Brands 2013

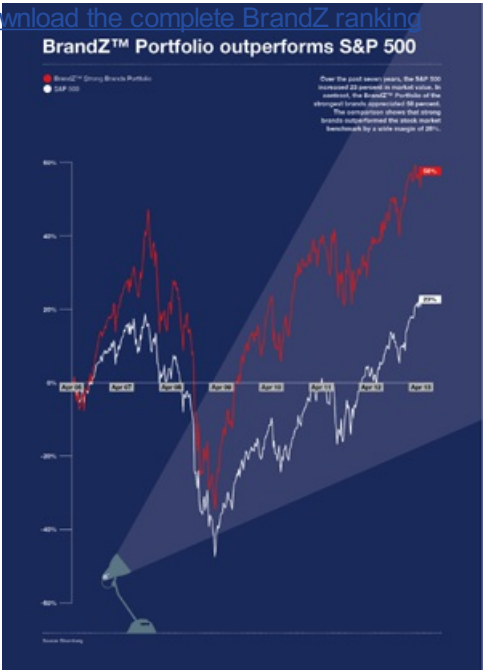
Rank 2013	Category	Brand	Brand Value 2013 (\$M)	Brand Value Change	Rank 2012
1	Technology	Apple	185,071	1%	1
2	Technology	Google	113,669	5%	3
3	Technology	IBM	112,536	-3%	2
4	Fast Food	McDonald's	90,256	-5%	4
5	Soft drinks	Coca-Cola	78,415	6%	6
6	Telecoms	AT&T	75,507	10%	8
7	Technology	Microsoft	69,814	-9%	5
8	Tobacco	Marlboro	69,383	-6%	7
9	Credit cards	Visa	56,060	46%	15
10	Telecoms	China Mobile	55,368	18%	10

Key findings highlighted in this year's research report include:

- **Top risers provide meaningful differentiation:** The Top 10 brand value growth risers score significantly higher than average on the BrandZ equity measures of Meaningful, Different and Salient. Prada grew the most in brand value, by +63%. Outstripping the performance of all other luxury brands it is now no.4 in the luxury category (95 globally) and worth \$9.5 billion.
- **Brewers experienced a rapid rise:** The world's most widely consumed alcoholic beverage, beer, was the highest growth category in the rankings this year. The Top 10 beer brands grew by +36% and are now worth a combined \$63 billion. The sector has benefited from growing sales in Latin America and China. Global brewer Heineken is the third largest beer brand worth \$8 billion, and profited from publicity around the James Bond Skyfall movie. Brazil's Brahma beer grew by +61% in the last year and is worth \$4 billion.
- **High value brands provide faster growth:** An analysis of the BrandZ Top 100 Most Valuable Global Brands as a 'stock portfolio' over the last eight years shows a highly favorable performance compared to a current stock market index, the S&P500. While the value of the companies in the S&P500 index grew by 23%, the BrandZ portfolio grew by 58%, proving that companies with strong brands are able to deliver better value to their shareholders.
- **As technology brands continue to dominate the ranking the sun rises on digital China:** Technology and telecoms brands continue to dominate the ranking with 29 brands in the global BrandZ Top 100, worth 43% of the total value of the Top 100, more than \$1 trillion. Growth in this sector remains flat. In contrast to a decline in Facebook's brand value, its Chinese equivalent, Tencent, rose 52%, making it one of the Top 10 risers in the ranking with almost 800 million active users. Yahoo also joins the ranking after the appointment of a new CEO from Google lifted expectations and share price which drove the appreciation of brand value.

The BrandZ Top 100 Most Valuable Global Brands study is available online. It includes a ranking and analysis of the

most valuable brands for key regions of the world and 13 market sectors. [Download the complete BrandZ ranking here](#), including regional and category breakdowns, and in-depth insights from WPP companies. The rankings and a great deal more brand insight are also available as a free interactive mobile app for Apple and Android and as an [iPad magazine](#).



[click to enlarge](#)

**BRANDZ™ Top 100 Most Valuable Global Brands 2013**

Category	Brand	Brand value \$Bn 2013	Brand contribution	Brand value % change since 2012	Rank change
1 Technology	Apple	166,241	4	17%	0
2 Technology	Google	119,889	3	31%	1
3 Technology	IBM	111,048	5	-14%	-1
4 Fast Food	McDonald's	89,226	4	0%	0
5 Soft Drinks	Coca-Cola	78,415	5	8%	1
6 Telecomm	AT&T	75,807	3	100%	2
7 Technology	Microsoft	69,814	3	4%	-2
8 Telecomm	Verizon	69,385	3	4%	-1
9 Credit Card	VISA	59,088	4	46%	8
10 Telecomm	Sprint	58,348	3	100%	0
11 Conglomerate	Unilever	58,347	2	21%	0
12 Telecomm	Verizon	58,348	3	0%	-10
13 Regional Bank	Wells Fargo	47,748	3	20%	1
14 Retail	Amazon.com	46,727	3	20%	0
15 Logistics	UPS	42,747	3	100%	1
16 Regional Bank	Bank of America	41,418	3	-1%	-10
17 Telecomm	Verizon	58,348	3	4%	-5
18 Retail	Walmart	38,220	2	3%	-1
19 Technology	SAP	34,866	2	34%	5
20 Credit Card	MasterCard	27,821	4	34%	8
21 Technology	Tencent	27,275	4	52%	16
22 Regional Bank	China Construction Bank	26,888	2	100%	2
23 Cars	Toyota	24,487	4	100%	8
24 Cars	Ford	24,019	4	2%	-1
25 Global Bank	HSBC	23,875	3	34%	8

26	Entertainment		23,875	3	40%	17
27	Telecomm		23,880	2	-17%	-7
28	Credit Card		23,874	4	14%	2
29	Luxury		22,718	4	-12%	-4
30	Technology		21,201	5	31%	25
31	Technology		21,201	4	-18%	-12
32	Baby Care		20,584	5	13%	5
33	Technology		20,445	5	-18%	-8
34	Beer		20,287	4	28%	14
35	Apparel		20,107	5	80%	21
36	Technology		20,038	2	-17%	-4
37	Regional Bank		19,875	2	13%	1
38	Regional Bank		19,888	2	100%	2
39	Oil & Gas		19,029	1	0%	0
40	Luxury		18,708	4	0%	-8
41	Retail		18,488	2	40%	21
42	Personal Care		17,871	4	30%	15
43	State		17,882	4	11%	2
44	Fast Food		17,880	4	5%	-2
45	Personal Care		17,820	4	-8%	-12
46	Regional Bank		17,791	4	22%	5
47	Retail		17,748	2	40%	17
48	Regional Bank		17,748	3	36%	12
49	Oil & Gas		17,678	1	-1%	-10
50	Personal Care		17,282	4	14%	1

[click to enlarge](#)

**BRANDZ™ Top 100 Most Valuable Global Brands 2013**

Category	Brand	Brand value \$Bn 2013	Brand contribution	Brand value % change since 2012	Rank change
51 Fast Food		16,881	4	10%	1
52 Regional Bank		16,585	3	New	New
53 Technology		16,585	3	2%	-8
54 Technology		16,582	2	-20%	-18
55 Retail		16,585	4	-2%	-18
56 Apparel		16,817	4	-2%	-12
57 Insurance		16,218	3	3%	-4
58 Regional Bank		16,228	2	100%	3
59 Regional Bank		16,198	1	100%	4
60 Telecomm		16,829	2	-10%	-19
61 Technology		16,787	2	-12%	-12
62 Logistics		16,782	4	17%	8
63 Regional Bank		16,718	3	100%	8
64 Global Bank		16,688	2	27%	16
65 Oil & Gas		16,585	1	17%	3
66 Telecomm		16,228	2	100%	15
67 Oil & Gas		16,127	1	4%	-11
68 Luxury		16,738	3	40%	New
69 Apparel		16,782	2	4%	-11
70 Regional Bank		16,885	3	100%	4
71 Cars		16,487	3	-2%	-8
72 Technology		16,201	1	100%	1
73 Alcohol		16,188	3	3%	-4
74 Retail		16,048	3	31%	10
75 Soft Drinks		16,028	4	-2%	-8

Rank	Brand	Brand value \$Bn 2013	Brand contribution	Brand value % change since 2012	Rank change
76	Retail 	16,076	3	100%	5
77	Technology 	16,076	2	-17%	-18
78	Oil & Gas 	16,029	1	11%	-1
79	Telecomm 	16,029	3	20%	0
80	Retail 	16,029	3	100%	New
81	Global Bank 	16,029	3	20%	11
82	Telecomm 	16,029	3	11%	5
83	Soft Drinks 	16,029	3	8%	-1
84	Insurance 	16,029	3	4%	-8
85	Regional Bank 	16,029	2	8%	-2
86	Cars 	16,188	3	3%	-8
87	Global Bank 	16,188	2	1%	-8
88	Regional Bank 	16,076	3	New	New
89	Telecomm 	16,029	3	-10%	-18
90	Telecomm 	16,029	3	-17%	-15
91	Fast Food 	16,029	3	100%	0
92	Technology 	16,029	3	New	New
93	Global Bank 	16,029	2	New	New
94	Telecomm 	16,029	2	New	New
95	Luxury 	16,041	4	80%	New
96	Global Bank 	16,029	3	8%	-1
97	Oil & Gas 	16,029	1	0%	-4
98	Logistics 	16,040	3	14%	2
99	Retail 	16,029	2	-1%	-12
100	State 	16,760	3	0%	-4

[click to enlarge](#)

- **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024
- **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024
- **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024
- **10 marketing trends for 2024** 5 Dec 2023
- **Kantar's Media and Trends Predictions for 2024: the advertising-based video on demand revolution** 20 Nov

2023

Kantar

**KANTAR** Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.  
[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>