

Top 10 Risers 2010

#	Brand	Brand Value \$M	Brand Value Growth
1	Samsung	11,351	80%
2	Baidu	9,356	62%
3	MasterCard	11,659	57%
4	Next	2,569	54%
5	Visa	24,883	52%
6	HP	39,717	48%
7	Verizon Wireless	24,675	39%
8	Apple	83,153	32%
9	IBM	86,383	30%
10	Sony	8,147	30%

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)



Contacts

For media inquiries please contact:

Miquet Humphryes Associate Director,
Global Communications & Marketing
miquet.humphryes@millwardbrown.com

For more information on brand valuation,
please contact Millward Brown Optimor:

Joanna Seddon Executive Vice President
joanna.seddon@millwardbrown.com

Peter Walshe Global BrandZ Director
peter.walshe@millwardbrown.com

Nik Gharekhan Senior Vice President
nikhil.gharekhan@millwardbrown.com

Cristiana Pearson Director
cristiana.pearson@millwardbrown.com

For more information, please visit
www.millwardbrown.com/brandz

BRANDZ™

Top 100 Most valuable global brands 2010



What is BrandZ?

BrandZ is a quantitative brand equity study carried out annually by Millward Brown on behalf of WPP. It has been running since 1998, and is based on Millward Brown's BrandDynamics™ framework.

The data for BrandZ is collected by interviewing consumers and business users about brands from categories in which they shop on a regular basis. Respondents evaluate those brands competitively; they are asked to think about all the brands that they know within a category.

The interviews deliver valuable insights because respondents who know a category are better suited to tell us what brand attributes matter to them most. These attributes are key measures of brand strength. BrandZ is based on interviews with over one million consumers and business-to-business customers about thousands of brands in over 30 countries.

What is the BrandZ Top 100 Most Valuable Global Brands ranking?

The BrandZ Top 100 ranking is a global study that identifies the most valuable brands as measured by their dollar value. Commissioned by WPP and developed by Millward Brown Optimor, the BrandZ Top 100 ranking is published in the *Financial Times* and enters its fifth year in 2010.

The BrandZ Top 100 is the first brand ranking to:

- Combine financial data with consumer research data (from BrandZ)
- Include both business and consumer brands
- Consider a brand's growth prospects when calculating brand value

Why the BrandZ Top 100 ranking matters

The BrandZ Top 100 is the only brand ranking based on primary research. It is the only brand ranking that reflects the perceptions of people who really count – brand users and consumers. Understanding the value of a brand is important because:

- Brands are among a corporation's most valuable assets: They contribute significantly to shareholder value
- Companies with strong brands outperform the market

BrandZ Top 100 methodology

Step 1:

We look at a company's financials to determine its intangible earnings. We then allocate those intangibles to each of the company's brands in each country of operation.

Step 2:

We determine the percentage of demand for a product or service that is attributable to its brand alone (as opposed to other factors, such as price). This percentage is known as Brand Contribution and it reflects the share of revenues that comes from a product or service's most loyal consumers. We calculate Brand Contribution by using BrandZ data about the strength of a brand's relationship with consumers.

Step 3:

We look at company financials, its sector and BrandZ to forecast a brand's short-term future performance. This metric reflects a brand's risk profile and growth potential.

BrandZ Top 100 outputs

For each brand in the BrandZ Top 100, we provide the following metrics:

- Brand Value: In million \$
- Brand Contribution: Index of brand strength
- Brand Momentum: Index of a brand's short-term growth potential

Top 10 Most Valuable Global Brands 2010

#	Brand	Brand Value \$M
1	Google	114,260
2	IBM	86,383
3	Apple	83,153
4	Microsoft	76,344
5	Coca-Cola*	67,983
6	McDonald's	66,005
7	Marlboro	57,047
8	China Mobile	52,616
9	GE	45,054
10	Vodafone	44,404

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)
*Value includes Lites, Diets and Zero

