

BRANDZ™ TOP

100

**MOST
VALUABLE
GLOBAL
BRANDS
2009**



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. The BrandZ study has conducted 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 fourth year in 2009.

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 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 a company's 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 Brands 2009

#	Brand	Brand Value (\$M)	Brand Value Change
1	Google	100,039	16%
2	Microsoft	76,249	8%
3	Coca-Cola	67,625	16%
4	IBM	66,622	20%
5	McDonald's	66,575	34%
6	Apple	63,113	14%
7	China Mobile	61,283	7%
8	GE (General Electric)	59,793	-16%
9	Vodafone	53,727	45%
10	Marlboro	49,460	33%

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

Top 10 Brand Risers 2009

#	Brand	Brand Value Change
1	China Merchants Bank	168%
2	BlackBerry	100%
3	Amazon	85%
4	Wendy's	72%
5	AT&T	67%
6	ALDI	49%
7	Auchan	48%
8	Vodafone	45%
9	Johnnie Walker	42%
10	Kronenbourg 1664	41%

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

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