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**INNOVATION METRICS**

Data provided by:  
**Interbrand**

# Top 100 Global Brands Scoreboard

The table that follows ranks 100 global brands that have a value greater than \$1 billion. The brands were selected according to two criteria. They had to be global in nature, deriving 20% or more of sales from outside their home country. There also had to be publicly available marketing and financial data on which to base the valuation.

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**PREMIUM CONTENT**

2005 Brand Rank	2004 Brand Rank	2003 Brand Rank	2002 Brand Rank	2001 Brand Rank	Brand Name	Parent Company	Country	2005 Brand Value (\$Mil)	2004 Brand Value (\$Mil)	Change in Brand Value (%)
1	1	1	1	1	Coca-Cola	Coca-Cola	U.S.	67,525	67,394	0
2	2	2	2	2	Microsoft	Microsoft	U.S.	59,941	61,372	-2
3	3	3	3	3	IBM	International Business Machines Corporation	U.S.	53,376	53,791	-1
4	4	4	4	4	GE	GE	U.S.	46,996	44,111	7
5	5	5	5	6	Intel	Intel	U.S.	35,588	33,499	6
6	8	6	6	5	Nokia	Nokia	Finland	26,452	24,041	10
7	6	7	7	7	Disney	Walt Disney Company	U.S.	26,441	27,113	-2
8	7	8	8	9	McDonald's	McDonald's Corporation	U.S.	26,014	25,001	4
9	9	11	12	14	Toyota	Toyota Motor Corporation	Japan	24,837	22,673	10
10	10	9	9	11	Marlboro	Altria Group	U.S.	21,189	22,128	-4
11	11	10	10	12	Mercedes-Benz	DaimlerChrysler AG	Germany	20,006	21,331	-6
12	13	NR	NR	NR	Citi	Citigroup	U.S.	19,967	19,971	0

MBA Insider	13	12	12	14	15	Hewlett-Packard	Hewlett-Packard	U.S.	18,866	20,978	-10
<b>ONLINE FEATURES</b>	14	14	15	15	17	American Express	American Express	U.S.	18,559	17,683	5
Columnists	15	15	16	19	18	Gillette	Gillette	U.S.	17,534	16,723	5
Book Reviews											
BW Video	16	17	19	20	22	BMW	Bayerische Motoren Werke AG	Germany	17,126	15,886	8
Interactive Gallery											
Newsletters	17	16	17	16	NR	Cisco	Cisco	U.S.	16,592	15,948	4
Past Covers	18	44	45	41	38	Louis Vuitton	LVMH Moët Hennessy Louis Vuitton	France	16,077	NA	NA
<b>BLOGS</b>											
Blogspotting	19	18	18	18	21	Honda	Honda	Japan	15,788	14,874	6
Brand New Day	20	21	NR	34	42	Samsung	Samsung	S. Korea	14,956	12,553	19
Deal Flow	21	25	29	31	32	Dell	Dell	U.S.	13,231	11,500	15
Economics Unbound											
Hot Property	22	19	14	11	8	Ford	Ford	U.S.	13,159	14,475	-9
Tech Beat	23	22	23	45	44	Pepsi	Pepsi	U.S.	12,399	12,066	3
Well Spent	24	23	21	22	23	Nescafé	Nestlé	Switzerland	12,241	11,891	3
<b>TECHNOLOGY</b>	25	26	27	25	19	Merrill Lynch	Merrill Lynch	U.S.	12,018	11,499	5
J.D. Power Ratings	26	24	22	24	26	Budweiser	Anheuser-Busch	U.S.	11,878	11,846	0
Product Reviews											
Special Reports	27	28	24	23	25	Oracle	Oracle	U.S.	10,887	10,935	0
Tech & You Podcast	28	20	20	21	20	Sony	Sony	Japan	10,754	12,759	-16
Wildstrom: Tech Maven	29	33	37	NR	NR	HSBC	HSBC	Britain	10,429	8,671	20
<b>INNOVATION &amp; DESIGN</b>	30	31	33	35	34	Nike	Nike	U.S.	10,114	9,260	9
Home Page	31	29	28	28	30	Pfizer	Pfizer	U.S.	9,981	10,635	-6
Architecture	32	NR	NR	NR	NR	UPS	UPS	U.S.	9,923	New	New
Brand Equity	33	27	26	26	NR	Morgan Stanley	Morgan Stanley	U.S.	9,777	11,498	-15
Car Buff	34	30	NR	NR	NR	JPMorgan	JP Morgan Chase	U.S.	9,455	9,781	-3
Game Room	35	35	39	43	41	Canon	Canon	Japan	9,044	8,055	12
<b>SMALLBIZ</b>											
Smart Answers	36	34	35	42	43	SAP	SAP Aktiengesellschaft	Germany	9,006	8,323	8
Success Stories	37	37	41	39	33	Goldman Sachs	Goldman Sachs	U.S.	8,495	7,954	7
Trailblazing Companies	38	NR	NR	NR	NR	Google	Google	U.S.	8,461	New	New
<b>INVESTING</b>	39	36	38	40	39	Kellogg's	Kellogg's	U.S.	8,306	8,029	3
Annual Reports	40	38	36	36	31	Gap	Gap	U.S.	8,195	7,873	4
BW 50											
S&P Picks & Pans	41	43	50	50	49	Apple	Apple	U.S.	7,985	6,871	16

Stock Screeners	42	40	43	44	46	Ikea	Ikea	Sweden	7,817	7,182	9
Free S&P Stock Report	43	NR	NR	NR	NR	Novartis	Novartis	Switzerland	7,746	New	New
<b>SCOREBOARDS</b>	44	45	NR	NR	NR	UBS	UBS	Switzerland	7,565	6,526	16
Mutual Funds	45	39	NR	NR	98	Siemens	Siemens	Germany	7,507	7,470	1
Info Tech 100	46	41	44	NR	NR	Harley-Davidson	Harley-Davidson	U.S.	7,346	7,057	4
S&P 500	47	42	40	37	37	Heinz	H. J. Heinz Company	U.S.	6,932	7,026	-1
<b>B-SCHOOLS</b>	48	47	46	47	40	MTV	Viacom	U.S.	6,647	6,456	3
MBA Profiles	49	59	53	52	50	Gucci	Gucci Group N.V.	Italy	6,619	NA	NA
MBA Rankings	50	46	32	32	29	Nintendo	Nintendo Co., Ltd.	Japan	6,470	6,479	0
Who's Hiring Grads	51	50	52	53	NR	Accenture	Accenture Ltd.	U.S.	6,142	5,772	6
<b>BW EXTRAS</b>	52	49	47	54	NR	L'Oreal	L'Oréal SA	France	6,005	5,902	2
BW Digital	53	65	59	60	55	Philips	Philips	Netherlands	5,901	NA	NA
Dashboard Widgets	54	51	48	51	45	Xerox	Xerox Corporation	U.S.	5,705	5,696	0
Handheld Edition	55	60	NR	NR	NR	eBay	eBay Inc.	U.S.	5,701	4,700	21
<b>XML</b> RSS Feeds	56	48	42	38	35	Volkswagen	Volkswagen	Germany	5,617	6,410	-12
<b>XML</b> PODCASTS	57	52	55	57	57	Wrigley's	Wm. Wrigley Jr. Company	U.S.	5,543	5,424	2
Reprints/Permissions	58	61	65	67	59	Yahoo!	Yahoo! Inc.	U.S.	5,256	4,545	16
Conferences	59	58	57	62	60	Avon	Avon Products, Inc.	U.S.	5,213	4,849	8
Investor Workshops	60	56	56	59	56	Colgate	Colgate-Palmolive Company	U.S.	5,186	4,929	5
Research Services	61	54	49	49	51	KFC	YUM! Brands, Inc.	U.S.	5,112	5,118	0
	62	53	34	30	27	Kodak	Eastman Kodak Company	U.S.	4,979	5,231	-5
	63	55	51	48	47	Pizza Hut	YUM! Brands, Inc.	U.S.	4,963	5,050	-2
	64	57	54	55	54	Kleenex	Kimberly-Clark Corporation	U.S.	4,922	4,881	1
	65	64	61	64	61	Chanel	Chanel S.A.	France	4,778	4,416	8
	66	62	60	61	NR	Nestlé	Nestlé S.A.	Switzerland	4,744	4,529	5
	67	63	62	66	NR	Danone	Groupe Danone	France	4,513	4,488	1
	68	66	74	80	76	Amazon.com	Amazon.com, Inc.	U.S.	4,248	4,156	2
	69	67	63	65	65	Kraft	Kraft Foods Inc.	U.S.	4,238	4,112	3
	70	68	75	79	NR	Caterpillar	Caterpillar Inc.	U.S.	4,085	3,801	7
	71	69	67	68	70	adidas	adidas-Salomon AG	Germany	4,033	3,740	8
	72	70	68	69	69	Rolex	Montres Rolex S.A.	Switzerland	3,906	3,720	5

73	76	81	74	66	Motorola	Motorola, Inc.	U.S.	3,877	3,483	11
74	71	76	58	52	Reuters	Reuters Group PLC	Britain	3,866	3,691	5
75	72	69	76	74	BP	BP p.l.c.	Britain	3,802	3,662	4
76	74	NR	NR	NR	Porsche	Dr. Ing. H.c. F. Porsche AG	Germany	3,777	3,646	4
77	NR	NR	NR	NR	Zara	Industria de Diseno Textil, S.A.	Spain	3,730	New	New
78	77	79	81	72	Panasonic	Matsushita Electric Industrial Co., Ltd	Japan	3,714	3,480	7
79	81	NR	NR	NR	Audi	Volkswagen AG	Germany	3,686	3,288	12
80	80	71	75	62	Duracell	The Gillette Company	U.S.	3,679	3,362	9
81	75	NR	72	NR	Tiffany & Co.	Tiffany & Co.	U.S.	3,618	3,637	-1
82	79	73	NR	NR	Hermes	Hermes International	France	3,540	3,376	5
83	78	78	77	71	Hertz	Ford Motor Company	U.S.	3,521	3,411	3
84	NR	NR	NR	NR	Hyundai	Hyundai Corporation	S. Korea	3,480	New	New
85	90	89	NR	NR	Nissan	Nissan Motor Co., Ltd.	Japan	3,203	2,833	13
86	83	82	NR	NR	Hennessy	LVMH Moët Hennessy Louis Vuitton	France	3,201	3,084	4
87	88	NR	NR	NR	ING	ING Groep N.V.	Netherlands	3,177	2,864	11
88	86	85	84	78	Smirnoff	Diageo plc	Britain	3,097	2,975	4
89	91	NR	NR	NR	Cartier	Compagnie Financiere Richemont SA	France	3,050	2,749	11
90	84	83	83	77	Shell	Royal Dutch Petroleum Company	Brit./Neth.	3,048	2,985	2
91	87	86	85	NR	Johnson & Johnson	Johnson & Johnson	U.S.	3,040	2,952	3
92	89	88	87	79	Moët & Chandon	LVMH Moët Hennessy Louis Vuitton	France	2,991	2,861	5
93	95	87	86	NR	Prada	I Pellettieri d'Italia S.p.A.	Italy	2,760	2,568	7
94	NR	NR	NR	NR	Bulgari	Bulgari S.p.A.	Italy	2,715	New	New
95	93	NR	100	91	Armani	Giorgio Armani S.p.A.	Italy	2,677	2,613	2
96	85	77	73	67	Levi's	Levi Strauss & Co.	U.S.	2,655	2,979	-11
97	NR	NR	NR	NR	LG	LG Electronics Inc.	S. Korea	2,645	New	New
98	97	92	91	87	Nivea	Beiersdorf AG	Germany	2,576	2,409	7
99	98	93	93	88	Starbucks	Starbucks Corporation	U.S.	2,576	2,400	7

100	99	90	88	82	Heineken	Heineken N.V.	Netherlands	2,357	2,380	-1
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