

Interbrand's best global brands of 2019: Top 15 ranking

Now in its 20th year, Interbrand's annual ranking of the 100 best global brands is determined by a number of factors: the financial performance of a brand's products and services, the brand's competitive strength and ability to create loyalty, its involvement in purchase decisions, and its sustainable demand and profit prospects. Within the index, each brand's top three brand strength factors are also presented. These factors represent potential levers of growth and opportunity while also identifying potential risks.



APPLE (brand value: \$234.24 billion)

Growth: + 9%

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. (apple.com)

Brand strength factors: differentiation, engagement, governance

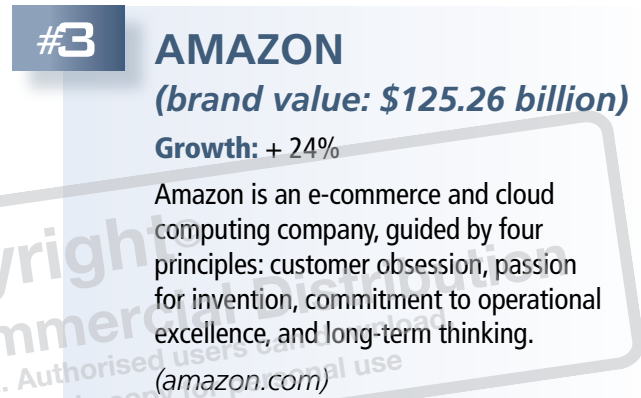


GOOGLE (brand value: \$167.71 billion)

Growth: + 8%

Since the beginning, Google's goal has been to develop services that significantly improve the lives of as many people as possible. Not just for some. For everyone. (google.com)

Brand strength factors: presence, relevance, responsiveness



AMAZON (brand value: \$125.26 billion)

Growth: + 24%

Amazon is an e-commerce and cloud computing company, guided by four principles: customer obsession, passion for invention, commitment to operational excellence, and long-term thinking.

(amazon.com)

Brand strength factors: presence, relevance, responsiveness

#4



MICROSOFT

(brand value: \$108.85 billion)

Growth: + 17%

Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more. (microsoft.com)

Brand strength factors: clarity, relevance, responsiveness

#5

COCA-COLA

(brand value: \$63.37 billion)

Growth: – 4%

The Coca-Cola Company is the world's largest total beverage company, offering over 500 brands to people in more than 200 countries. (coca-cola.com)

Brand strength factors: authenticity, commitment, presence



#6

SAMSUNG

(brand value: \$61.10 billion)

Growth: + 2%

Samsung's vision is to inspire the world and create the future. Inspire the world with innovative technologies, products and design that enrich people's lives and contribute to social prosperity by creating a new future. (samsung.com)

Brand strength factors: authenticity, relevance, responsiveness



#7



TOYOTA

(brand value: \$56.25 billion)

Growth: + 5%

Toyota manufactures a diverse lineup of vehicles all over the globe and is taking great steps to develop eco-cars, which will help us become a low carbon society. (toyota-global.com)

Brand strength factors: authenticity, presence, relevance

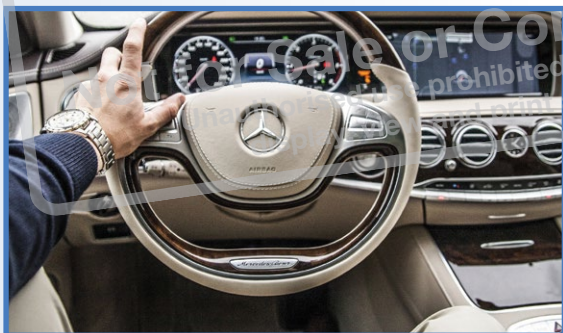
#8

MERCEDES-BENZ
(brand value: \$50.83 billion)

Growth: + 5%

Mercedes-Benz is the luxury automotive division of The Daimler Group, a producer of premium cars, manufacturer of commercial vehicles, and pioneer of engineering and mobility. (mercedes-benz.com)

Brand strength factors: commitment, relevance, responsiveness



#9



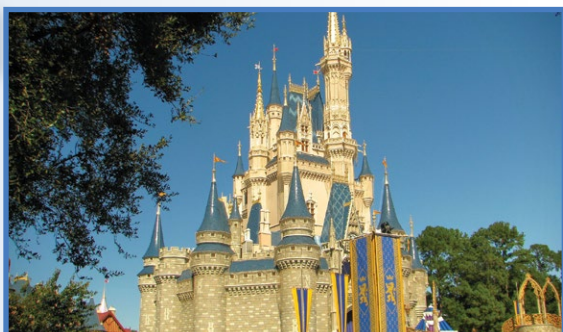
MCDONALD'S
(brand value: \$45.36 billion)

Growth: + 4%

McDonald's is the world's leading global food service retailer with more than 37,000 locations in more than 120 markets. More than 90 percent of McDonald's restaurants worldwide are owned and operated by independent local business men and women. (mcdonalds.com)

Brand strength factors: commitment, differentiation, presence

#10



DISNEY
(brand value: \$44.35 billion)

Growth: + 11%

The Walt Disney Company, together with its subsidiaries, is a diversified worldwide entertainment company with operations in four business segments: Media Networks; Studio Entertainment; Parks, Experiences and Consumer Products; and Direct-to-Consumer and International. (thewaltdisneycompany.com)

Brand strength factors: authenticity, presence, relevance

#11

BMW
(brand value: \$41.44 billion)

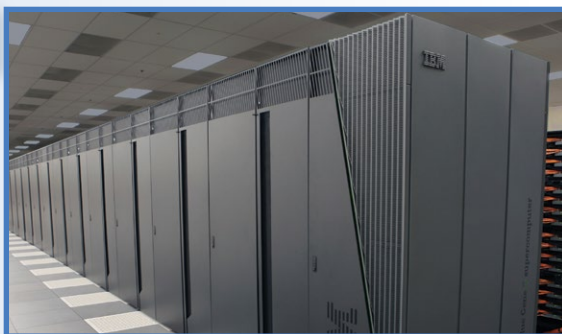
Growth: + 1%

BMW is the luxury automobile brand of the BMW Group, an international automobile manufacturer committed to the very highest in quality for all of its products and services. (bmw.com)

Brand strength factors: clarity, consistency, presence



#12



IBM

(brand value: \$40.38 billion)

Growth: – 6%

IBM is a leading cloud platform and cognitive solutions company. Restlessly reinventing since 1911, IBM is the largest technology and consulting employer in the world. (*ibm.com*)

Brand strength factors: commitment, consistency, responsiveness

#13

INTEL

(brand value: \$40.20 billion)

Growth: – 7%

Intel expands the boundaries of technology to make the most amazing experiences possible. (*intel.com*)

Brand strength factors: authenticity, governance, responsiveness



#14

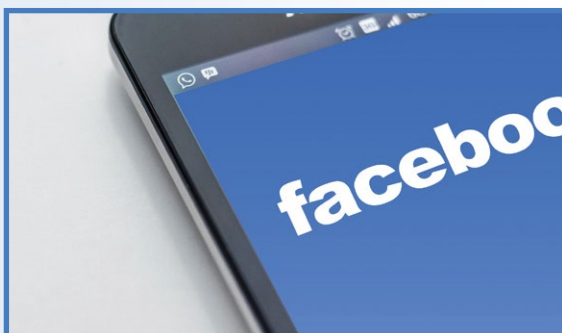
FACEBOOK

(brand value: \$39.86 billion)

Growth: – 12%

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. (*facebook.com*)

Brand strength factors: clarity, differentiation, presence



#15



CISCO

(brand value: \$35.56 billion)

Growth: + 3%

Cisco is the worldwide technology leader that has been making the Internet work since 1984. Cisco's people, products, and partners help society securely connect and seize tomorrow's digital opportunity today. (*cisco.com*)

Brand strength factors: authenticity, governance, responsiveness

For the full list of Interbrand's 100 Best Global Brands 2019, please refer to <https://www.interbrand.com/best-brands/best-global-brands/2019/ranking/>