

Interbrand's Annual Ranking of 100 of the Best Global Brands, 2005

Rank	Brand	2005 Brand Value (\$ Millions)	% change from 2002	2002 Brand Value (\$ Millions)	Country of Origin
1	Coca-Cola	70,453	1%	69,637	U.S.
2	Microsoft	65,174	2%	64,091	U.S.
3	IBM	51,767	1%	51,188	U.S.
4	GE	42,340	2%	41,311	U.S.
5	Intel	31,112	1%	30,861	U.S.
6	Nokia	29,440	-2%	29,970	Finland
7	Disney	28,036	-4%	29,256	U.S.
8	McDonald's	24,699	-6%	26,375	U.S.
9	Marlboro	22,183	-8%	24,151	U.S.
10	Mercedes	21,371	2%	21,010	Germany
11	Toyota	20,784	7%	19,448	Japan
12	Hewlett-Packard	19,860	18%	16,776	U.S.
13	Citibank	18,571	3%	18,066	U.S.
14	Ford	17,066	-16%	20,403	U.S.
15	American Express	16,833	3%	16,287	U.S.
16	Gillette	15,978	7%	14,959	U.S.
17	Cisco	15,789	-3%	16,222	U.S.
18	Honda	15,625	4%	15,064	Japan
19	BMW	15,106	5%	14,425	Germany
20	Sony	13,153	-5%	13,899	Japan

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21	Nescafé	12,336	-4%	12,843	Switzerland
22	Budweiser	11,894	5%	11,549	U.S.
23	Pepsi	11,777	6%	11,143	U.S.
24	Oracle	11,263	-2%	11,510	U.S.
25	Samsung Electronics	10,846	31%	8,310	South Korea
26	Morgan Stanley	10,691	-5%	11,205	U.S.
27	Merrill Lynch	10,521	-6%	11,230	U.S.
28	Pfizer	10,455	7%	9,770	U.S.
29	Dell	10,367	12%	9,237	U.S.
30	Merck	9,407	3%	9,138	U.S.
31	JP Morgan	9,120	-6%	9,695	U.S.
32	Nintendo	8,190	-11%	9,219	Japan
33	Nike	8,167	6%	7,724	U.S.
34	Kodak	7,826	-19%	9,671	U.S.
35	SAP	7,714	14%	6,775	Germany
36	Gap	7,688	4%	7,406	U.S.
37	HSBC	7,565		-	Britain
38	Kellogg's	7,438	3%	7,191	U.S.
39	Canon	7,192	7%	6,721	Japan
40	Heinz	7,097	-3%	7,347	U.S.
41	Goldman Sachs	7,039	-2%	7,194	U.S.
42	Volkswagen	6,938	-4%	7,209	Germany
43	IKEA	6,918	6%	6,545	Sweden
44	Harley-Davidson	6,775	8%	6,266	U.S.
45	Louis Vuitton	6,708	-5%	7,054	France
46	MTV	6,278	3%	6,078	U.S.
47	L'Oreal	5,600	10	5,079	France
48	Xerox	5,578	5%	5,308	U.S.
49	KFC	5,576	4%	5,346	U.S.
50	Apple	5,554	4%	5,316	U.S.

51	Pizza Hut	5,312	-12%	6,046	U.S.
52	Accenture	5,301	2%	5,182	U.S.
53	Gucci	5,100	-4%	5,304	Italy
54	Kleenex	5,057	0%	5,039	U.S.
55	Wrigley's	5,057	7%	4,747	U.S.
56	Colgate	4,686	2%	4,602	U.S.
57	Avon	4,631	5%	4,399	U.S.
58	Sun Microsystems	4,465	-6%	4,773	U.S.
59	Philips	4,464	-2%	4,561	Netherlands
60	Nestlé	4,460	1%	4,430	Switzerland
61	Chanel	4,315	1%	4,272	France
62	Danone	4,237	5%	4,054	France
63	Kraft	4,171	2%	4,079	U.S.
64	AOL	3,961	-8%	4,326	U.S.
65	Yahoo!	3,895	1%	3,855	U.S.
66	Time	3,784	3%	3,682	U.S.
67	adidas	3,679	0%	3,690	Germany
68	Rolex	3,673	0%	3,686	Switzerland
69	BP	3,582	6%	3,390	Britain
70	Tiffany & Co.	3,540	2%	3,482	U.S.
71	Duracell	3,438	1%	3,409	U.S.
72	Bacardi	3,431	3%	3,341	Bermuda
73	Hermes	3,416	-	-	France
74	Amazon.com	3,405	7%	3,175	U.S.
75	Caterpillar	3,363	5%	3,218	U.S.
76	Reuters	3,300	-28%	4,611	Britain
77	Levi's	3,298	-5%	3,454	U.S.
78	Hertz	3,288	-2%	3,362	U.S.
79	Panasonic	3,257	4%	3,141	Japan
80	Ericsson	3,153	-12%	3,589	Sweden

81	Motorola	3,103	-9%	3,416	U.S.
82	Hennessey	2,996		-	France
83	Shell	2,983	6%	2,810	Britain/Netherl.
84	Boeing	2,864	-4%	2,973	U.S.
85	Smirnoff	2,806	3%	2,723	Britain
86	Johnson & Johnson	2,706	8%	2,509	U.S.
87	Prada	2,535	2%	2,489	Italy
88	Moet & Chandon	2,524	3%	2,445	France
89	Nissan	2,495		-	Japan
90	Heineken	2,431	1%	2,396	Netherlands
91	Mobil	2,407	2%	2,358	U.S.
92	Nivea	2,221	8%	2,059	Germany
93	Starbucks	2,136	9%	1,961	U.S.
94	Burger King	2,121	-2%	2,163	U.S.
95	Ralph Lauren Polo	2,048	6%	1,928	U.S.
96	FedEx	2,032	6%	1,919	U.S.
97	Barbie	1,873	-3%	1,937	U.S.
98	Wall Street Journal	1,763	-10%	1,961	U.S.
99	Johnnie Walker	1,724	4%	1,654	Britain
100	Jack Daniel's	1,6120	2%	1,580	U.S.