

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

2005 Rank	2004 Rank	Brand	2005 Brand Value (\$ Millions)	2005 Brand Value (EURO Millions)	Percent Change from 2004	2004 Brand Value (\$ Millions)	Country of Origin
1	1	Coca-Cola	67'525	56'046	0%	67'594	US
2	2	Microsoft	59'941	49'751	-2%	61'372	US
3	3	IBM	53'376	44'302	-1%	53'791	US
4	4	GE	46'996	39'006	7%	44'111	US
5	5	Intel	35'588	29'538	6%	33'499	US
6	8	Nokia	26'452	21'955	10%	24'041	Finland
7	6	Disney	26'441	21'946	-2%	27'113	US
8	7	McDonald's	26'014	21'592	4%	25'001	US
9	9	Toyota	24'837	20'615	10%	22'673	Japan
10	10	Marlboro	21'189	17'587	-4%	22'128	US
11	11	Mercedes	20'006	16'605	-6%	21'331	Germany
12	13	Citi	19'967	16'573	0%	19'971	US
13	12	Hewlett-Packard	18'866	15'659	-10%	20'978	US
14	14	American Express	18'559	15'404	5%	17'683	US
15	15	Gillette	17'534	14'553	5%	16'723	US
16	17	BMW	17'126	14'214	8%	15'886	Germany
17	16	Cisco	16'592	13'771	4%	15'948	US
18	44	Louis Vuitton	16'077	13'344	Restatement	6'602	France
19	18	Honda	15'788	13'104	6%	14'874	Japan
20	21	Samsung	14'956	12'413	19%	12'553	Rep. of Korea

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21	25	Dell	13'231	10'982	15%	11'500	US
22	19	Ford	13'159	10'922	-9%	14'475	US
23	22	Pepsi	12'399	10'291	3%	12'066	US
24	23	Nescafé	12'241	10'160	3%	11'892	Switzerland
25	26	Merrill Lynch	12'018	9'975	5%	11'499	US
26	24	Budweiser	11'878	9'858	0%	11'846	US
27	28	Oracle	10'887	9'037	0%	10'935	US
28	20	Sony	10'754	8'926	-16%	12'759	Japan
29	33	HSBC	10'429	8'656	20%	8'671	UK
30	31	Nike	10'114	8'394	9%	9'260	US
31	29	Pfizer	9'981	8'284	-6%	10'635	US
32	New	UPS	9'923	8'236	New	New	US
33	27	Morgan Stanley	9'777	8'115	-15%	11'498	US
34	30	J.P. Morgan	9'455	7'848	-3%	9'782	US
35	35	Canon	9'044	7'506	12%	8'055	Japan
36	34	SAP	9'006	7'475	8%	8'323	Germany
37	37	Goldman Sachs	8'495	7'051	7%	7'954	US
38	New	Google	8'461	7'023	New	New	US
39	36	Kellogg's	8'306	6'894	3%	8'029	US
40	38	Gap	8'195	6'801	4%	7'873	US
41	43	Apple	7'985	6'628	16%	6'871	US
42	40	Ikea	7'817	6'488	9%	7'182	Sweden
43	New	Novartis	7'746	6'429	New	New	Switzerland
44	45	UBS	7'565	6'279	16%	6'526	Switzerland
45	39	Siemens	7'507	6'231	1%	7'470	Germany
46	41	Harley-Davidson	7'346	6'097	4%	7'057	US
47	42	Heinz	6'932	5'754	-1%	7'026	US
48	47	MTV	6'647	5'517	3%	6'456	US
49	59	Gucci	6'619	5'494	Restatement	4'715	Italy
50	46	Nintendo	6'470	5'370	0%	6'479	Japan

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51	50	Accenture	6'142	5'097	6%	5'772	US
52	49	L'Oréal	6'005	4'984	2%	5'902	France
53	65	Philips	5'901	4'898	Restatement	4'378	Netherlands
54	51	Xerox	5'705	4'735	0%	5'696	US
55	60	eBay	5'701	4'732	21%	4'700	US
56	48	Volkswagen	5'617	4'663	-12%	6'410	Germany
57	52	Wrigley's	5'543	4'601	2%	5'424	US
58	61	Yahoo!	5'256	4'363	16%	4'545	US
59	58	Avon	5'213	4'327	8%	4'849	US
60	56	Colgate	5'186	4'304	5%	4'929	US
61	54	KFC	5'112	4'243	0%	5'118	US
62	53	Kodak	4'979	4'132	-5%	5'231	US
63	55	Pizza Hut	4'963	4'119	-2%	5'050	US
64	57	Kleenex	4'922	4'086	1%	4'881	US
65	64	Chanel	4'778	3'965	8%	4'416	France
66	62	Nestlé	4'744	3'938	5%	4'529	Switzerland
67	63	Danone	4'513	3'746	1%	4'488	France
68	66	Amazon.com	4'248	3'526	2%	4'156	US
69	67	Kraft	4'238	3'517	3%	4'112	US
70	68	Caterpillar	4'085	3'390	7%	3'801	US
71	69	adidas	4'033	3'347	8%	3'740	Germany
72	70	Rolex	3'906	3'242	5%	3'720	Switzerland
73	76	Motorola	3'877	3'218	11%	3'483	US
74	71	Reuters	3'866	3'209	5%	3'691	UK
75	72	BP	3'802	3'155	4%	3'662	UK
76	74	Porsche	3'777	3'135	4%	3'646	Germany
77	New	Zara	3'730	3'096	New	New	Spain
78	77	Panasonic	3'714	3'083	7%	3'480	Japan
79	81	Audi	3'686	3'060	12%	3'288	Germany
80	80	Duracell	3'679	3'053	9%	3'362	US

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81	75	Tiffany & Co.	3'618	3'003	-1%	3'638	US
82	79	Hermès	3'540	2'938	5%	3'376	France
85	78	Hertz	3'521	2'922	3%	3'411	US
84	New	Hyundai	3'480	2'888	New	New	Rep. of Korea
85	90	Nissan	3'203	2'659	13%	2'833	Japan
86	85	Hennessy	3'201	2'657	4%	3'084	France
87	88	ING	3'177	2'637	11%	2'864	Netherlands
88	86	Smirnoff	3'097	2'571	4%	2'975	UK
89	91	Cartier	3'050	2'532	11%	2'749	France
90	84	Shell	3'048	2'530	2%	2'985	Netherlands
91	87	Johnson & Johnson	3'040	2'524	3%	2'952	US
92	89	Moët & Chandon	2'991	2'483	5%	2'861	France
95	95	Prada	2'760	2'291	7%	2'568	Italy
94	New	Bulgari	2'715	2'253	New	New	Italy
95	93	Armani	2'677	2'222	2%	2'613	Italy
96	85	Levi's	2'655	2'204	-11%	2'979	US
97	New	LG	2'645	2'196	New	New	Rep. of Korea
98	97	Nivea	2'576	2'138	7%	2'409	Germany
99	98	Starbucks	2'576	2'138	7%	2'400	US
100	99	Heineken	2'357	1'957	-1%	2'380	Netherlands