

ANALYSING THE SECTORS AND COUNTRIES OF ORIGIN FOR THE TOP RANKING BRANDS. ARE THERE ANY COMMON PATTERNS?

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Abstract:

It is a well-known fact that brands play an increasingly important role in our lives. The branding process becomes a reality for even those who strictly separate themselves from the world of brands: there is no longer any sector where brands would not have penetrated into. It is also well-known that not all brands are characterized by long-term success, not even the international ones. However, there are brands so deeply embedded in cultural globalization that almost every nation regards them as their own. We have to admit that not all brands succeed to do so. Interbrand is the organization that selects and publishes the most valuable brands in the world every year. How has the top ranking of the brands evolved over the years, which brands have failed, which are the newcomers? Or which brands can successfully respond to the environmental changes – no matter if these are macro or micro changes - and fundamentally determine the demand for each sector – are among our top concerns in our research.

Keywords: global brands, brand equity, sector, country of origin, rank

1. Introduction

Uncertainty and daily struggles characterize not only the local brands and the branding process but also the internationally listed brands. Uncertainty is caused by factors such as the capricious nature of fashion, excessive self-confidence, evaluation/use of the public, change of public opinion and conflicts with each other (Olins, 2004). In addition, the following problems are also major issues of global brands on a daily level: mature markets, increasing number of brands, disappointment of consumers, managerial mistakes, media fragmentation and the bargaining power of retailers (Randall, 2000). According to Olins (2004) the lifecycle of the brands is created by customers, and customers are unpredictable. Winning and keeping customers is a top priority of each company/service, because - as we have already mentioned - the existence of brands is in the hands of customers/consumers. However, customers/consumers and brands do not declare loyalty to each other right from the first meeting. The stages of their cooperation – which can be compared to the stages of a marriage - goes through the following steps: trust, integrity, pride and passion (McEwen, 2008), the moment when the

consumer feels that a particular brand becomes essential in life. Consequently, a loyal consumer is the most valuable asset for companies.

2. Literature Review

Definition of brand equity is not easy, "because the concept can be everything, but not sharply defined or crystal clear" (Randall, 2000, p. 38). In the following, we will attempt to summarize the evidences regarding brand equity have emerged so far:

(a) brand value is the value that the consumer attributes to the brand, and this value is basically determined by "perceived quality" (Kamakura and Russell, 1993, p. 9). Furthermore,

(b) brand value "is dependent on a number of stakeholders" (Jones, 2005, p. 58), consequently a "brand value is conversationally co-created by multiple stakeholders in a fluid space subject to constant negotiation" (Iglesias, Ind et al, 2017, p. 148). It is a fact, that:

(c) "brand value is the sale or replacement value of a brand" (Raggio and Leone, 2007, p. 380) therefore, we can only speak of true brand equity if the improvement of price and communication strategies is a top priority of the company (Wang and Tzeng, 2012). Brand equity alone does not represent value for the company, only if:

(d) brand equity and performance are related to each other, since "it allows for brand equity to be included in the balance sheet" (Yeung and Ramasamy, 2008, p. 322) therefore, "the value of a brand is thought to reside in its 'brand equity'", (Arvidsson, 2006, p. 189) and thus brand equity is the "aggregate of assets and liabilities" (Aaker, 1991, in Randall p. 38), because there is a positive relationship between "a firm's accumulated brand value and market-to-book (M/B) ratio" (Kerin and Sethuraman, 1998, available at: <https://link.springer.com/article/10.117-7/0092070398264001>). Consequently, brand equity can be determined "as the difference in equilibrium profit between the brand in question and its counterfactual unbranded equivalent on search attributes" (Goldfarb, Lu et al, 2008, available at: <https://pubsonline.informs.org/doi/abs/10.1287/mksc.1080.0376>). At the same time, we should not ignore the fact that

(e) CRS activities have a positive impact on the company's performance, so a "brand value is more sensitive to CSR than a market-based performance indicator (MVA)" (Melo and Galan, 2011, p. 12).

3. Research objectives

The aim of this study is to analyze the Top 10 rankings of the world's best brands based on the following criteria:

A. Which sectors are present and which sector is at the top of the list?
B. What are those global brands that have been on the global Top 10 list for 19 years?

C. Which countries have been on the list of Top 10 best brands in the world and which countries are leading it?

D. Which global brands have achieved the highest value growth compared to their debut year?

E. What are those global brands which have not been able to stay among the Top 10 of the world's top brands?

F. How did the brand value of the analysed global brands develop by regions and countries?

3.1. Methodology of research

- analyses were based on the list of Top 10 best global brands set up by Interbrand,
- the analyzed time period were the years between 2000-2018,
- we examined the evolution of brand equity in relation to the global brands that ranked the Top 10 best in 2018,
- the rankings refer to the values of the global brands operating in the field, or the values of the global brands that are the end products of a particular country,
- because the ranking list set up by Interbrand was based on Brand Values; therefore, the "best global brands" have the same content as "the most valuable global brands",
- hypothesis were used which may be confirmed or not:
 - Technology sector showed an intense presence in the Top 10 during our research analysis.
 - Furthermore, it seems evident that a particular country's brand ranking is higher if it presents more brands, or is present in the international market for a longer period.

3.2. Research hypotheses

Based on the aforementioned, this paper presents the following hypotheses:

H₁: International brands present in the technology sector have the highest mean ranking.

H₂: A particular country's brand ranking is determined by the number of brands offered by the given country and their history (how long they are present in the market).

4. Results and discussion

A. The Top 10 best brands in the world are represented by sectors such as: beverages, tobacco, automotive, technology, restaurants, media, business and telecommunications, retail services. GE's conglomerate has a wide range of activities.

- There were 77 occasions when world-leading technology brands achieved results that contributed to the world's most valuable brands. Successful brands in the field of technology include the following: Microsoft, Intel, Nokia, Google, hp, Apple, Samsung, and Facebook.

- Technology is followed by automotive (23 times) with brands such as: Ford, Mercedes-Benz and Toyota. None of these brands could stay permanently among the Top 10. Toyota was among the Top 10 most valuable global brands for 13 times, Mercedes-Benz 8 times, and Ford 2 times. The automotive sector was not represented for two years (2010, 2011). In 2001, Ford formulated its corporate values according to the expectations of the 20th century: focusing on man/employee and quality has become a top priority (available at: <https://corporate.ford.com/history.html>). However, this creed was no longer enough

to achieve results in the years to come - even though 2003 was the centennial of Ford. These results would have provided a place on the list of Top 10 most valuable brands in the world.

- The beverages sector is represented by a brand for 19 years, which is known throughout the world for its advertising and branding elements. This brand is the Coca-Cola and part of world culture.

- Business services sector (IBM) achieved 18 top results on 19 occasions that helped international recognition.

- GE's conglomerate was able to rank in the Top 10 for 17 times.

- McDonald's, the advocate of fast food services, also succeeded in achieving top ranking results for 17 times. These results made the company one of the Top 10 world brands. McDonald's also succeeded in becoming part of the mass culture.

- The media occupies the 6th place with the Disney brand, as it has managed to rank in the Top 10 for 12 times.

- The market for tobacco was represented four times by Marlboro. Marlboro is part of the masculine appearance (even today) despite the fact that women were the target segment when the brand was launched on the market (available at: <https://www.stylemagazin.hu/kiemelt-hir/A-vilag-leghiresebb-dohanyanak-tortenete/1590>). In fact, Marlboro created Marlboro Man, the hero of the western world (available at: https://mixie.blog.hu/2018/05/07/ilyenek_voltak_a_cigi-es_alkohol_reklamok_a_xx_szazadban).

- Amazon achieved outstanding results in the retail services market. During the analyzed time period, he was among the Top 10 world brands for 4 times. Despite the fact that there are products that are risky to buy online, Amazon's success is steady. Time, comfort have become more appreciated and they may mean more to the consumer today than the presence of the risk. It is also likely that risk-taking will make the purchasing process more exciting and it will add something more to the shopping experience.

- During the period of observation, telecommunication was in the Top 10 only for 2 times with the brand at&t.

B. Coca-Cola as a beverage representative was in the Top 10, more precisely leading the list of the Top 10 most valuable world brands for 13 times, and 5 times "only" ranked in the top 5. Coca-Cola is ranked in the Top 10 due to its historic past and creative and high-quality advertising. At the same time, the Coca-Cola product range is tailored to suit both classical and modern consumers who enjoy diversity. Coca-Cola advertisements trigger feelings. Their Christmas advertisements have become a special accessory to the celebration over the years. Their main success factor, therefore, is the continuously high quality of communication campaigns and products, as well as triggering feelings, which have become highly appreciated by today's customers/consumers. The Microsoft brand also managed to achieve a level of performance that secured its place in the Top 10, and even the top 5, during the entire time period involved in the analysis. Microsoft's products are an integral part of most people's lives, so it's likely to be ranked in the Top 10 most valuable brands in the coming years.

C. During the analyzed time period, the United States of America dominated the list of the world's most valuable brands. In 2011, the global brands among the Top 10 were the end products of the United States of America. The United States of

America was represented by seven products/services at least in the Top 10 each year. Japan has been ranked in the Top 10 of the world's best brands for 13 times during the entire time period involved in the analysis. Germany was included for 8, while South Korea for 7 times into the Top 10 list. Most of us associate the United States of America with democracy, technology and attractive craps (Olins, 2004). The success of technology is truly significant as it has successfully conquered its target audience with many brands (Apple, Microsoft, Google, Facebook, etc.). Coca-Cola, McDonald's and Disney are also among the Top 10 most prestigious brands in the world, and as a result, brands associated with the USA are present in the Top 10 rankings. Interestingly, this result has been achieved by the United States of America by not attempting to give a clear picture of what it represents (Olins, 2004). Japan ranks second. The success of the Japanese economy is provided by their respect for work, the tendency to conform and the spirit of competition. In fact Japan has a specific character of competitive spirit (Rekettye and Fojtik, 2009) and it is likely that these factors have enabled Japanese brands to be present in the Top 10 most valuable global brands. Precision, engineering skills are the features that make a brand successful: Mercedes-Benz has all these features. Human solidarity, however, is one of the greatest virtues of the Finnish (Simoncsics, 2012). As the figure below (Figure 1) illustrates, technology is the only sector where there is competition among countries. The competition was stronger between the USA and Finland than between the USA and South Korea during the analyzed period. The car industry is dominated by Germany and Japan. The United States of America manages the retail, business services, restaurant (fast food) and beverages markets.

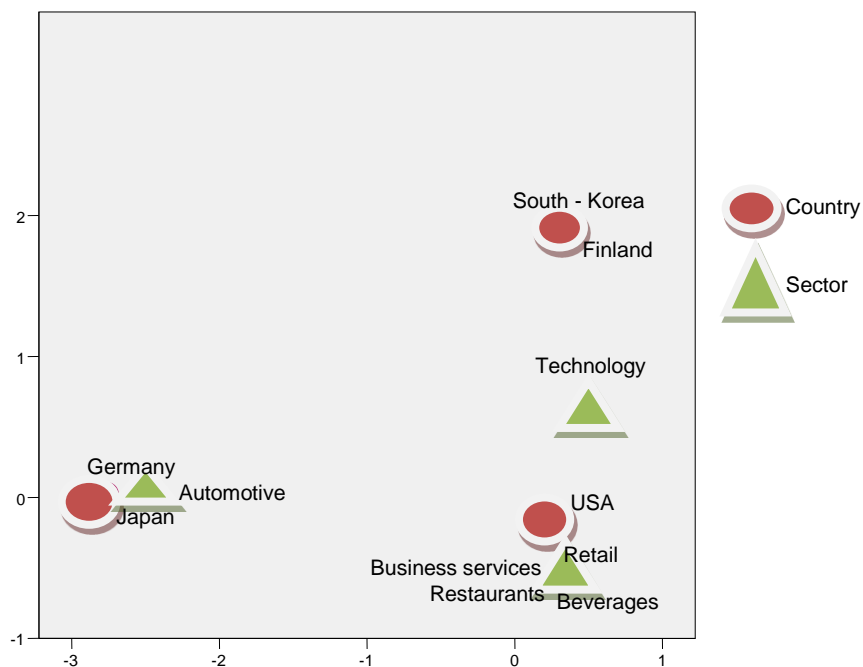


Figure 1. Correspondence between the countries of origin and sector of activity of the Top 10 most valuable global brands

D. Regarding brand equity, during the entire time period involved in the analysis, the growth was much higher (196%) for first-ranked global brands, than for the last-ranked global brands (70%). In the following, we present the brand equity evolution of the 2018 top list brands.

- Apple started with the 8th position in 2011, but in 2012 it was already in the second place. In the following years, it ranked first. In 2018, it increased its brand equity by 540% compared to 2011, and showed a 16% increase compared to 2017.
- In 2008, Google was listed as the Top 10 most prestigious brands in the world and won the 10th position, but in 2010 it was already second. Its brand value increased by 507.68% in 2018 compared to 2008. Compared to 2017, it recorded an increase of 9.74%.
- Amazon started with the 10th position in 2015, and then continued with the 8th in 2016, 5th in 2017 and 3rd in 2018. It increased its brand value by 166% in 2018 compared to 2015. However, compared to the previous year (2017), its brand equity increased by 56%.
- In 2000 Microsoft ranked second among the Top 10 most valuable global brands. The increase in brand equity was not significant, as “only” increased by 32.08% during the analyzed time period, but in 2018 it was already 15.90% higher than in 2017.
- Coca-Cola was ranked first in 2000. However, its brand value fell by 8.54% in 2018 compared to 2000. In addition, in 2018 it fell by 4.86% compared to 2017. However, this decline was not so significant; it is still one of the world's most valuable 5 brands.
- Samsung was the 9th in 2012. In 2018 the company ranked fourth on the list. In 2018, its brand value was 82.08% higher than in 2012 and increased by 6.48% compared to 2017.
- Toyota was ranked 9th in 2004 and won the 7th position in 2018. Its brand value increased significantly over the years, with an increase of 135.54% in 2018 compared to its debut year. Compared to 2017, the value of its brand has increased by 6.19%.
- Mercedes-Benz appeared on the list of Top 10 most valuable brands in 2002 and occupied the 10th place. By 2018, it was ranked the 8th. Its brand value also increased significantly, as it was 131.32% higher in 2018 compared to 2002. In 2017, it could only increase its brand value by 1.61% compared to the previous year.
- Facebook was ranked 8th in 2017, but in 2018 its ranking dropped to 7th, so its brand value fell by 6.267%.

E. IBM, Intel, Nokia, Ford, Disney, at&t, Marlboro, hp are the global brands that failed to be on the list of the world's Top 10 most valuable brands between 2000-2018. The biggest "losers" were Ford, hp, at&t and Marlboro. The tobacco industry is a sector that has irrevocably dropped out from the Top 10, as trends in consumer behaviour and changes in the political-legal environment have had an impact on Marlboro's brand equity. Health has become valuable for today's consumer. More and more people are interested in healthy lifestyle, and more and more are willing to do something in order to preserve it (Töröcsik, 2006).

F. In the following, we examine the ranking of the values of the global brands involved in the analysis. As shown in the table below (Table 1) Coca-Cola, representing the market for beverages, has achieved the highest mean rank (160.32), followed by IBM (133.50), the advocate of business services. In the third place the Amazon is the representative of retail services (127.25), while the fourth place was occupied by technology with a mean rank of 107.18. The *Asymp. Sig.* value is less than .05, consequently there is a significant difference between the mean rank of global brands in the particular sectors.

Table 1

| Ranks - Test Statistics | | | |
|--|--------------------|-----|-----------|
| | Sector | N | Mean Rank |
| Brand Value Chi-Square 92.729 Asymp. Sig. .000 | Technology | 74 | 107.18 |
| | Retail | 4 | 127.25 |
| | Beverages | 19 | 160.32 |
| | Automotive | 23 | 59.39 |
| | Restaurants | 17 | 47.82 |
| | Business services | 18 | 133.50 |
| | Media | 12 | 33.67 |
| | Telecommunications | 2 | 12.00 |
| | Diversified | 17 | 95.59 |
| | Tobacco | 4 | 6.00 |
| | Total | 190 | |

Based on the results we can conclude:

- Brand makes a sector successful. The history of the Coca-Cola, their global view (basically same product with minor changes everywhere) positioned the beverages sector to the first place.
- The sector makes the given brand successful (Amazon). Undoubtedly retail is the sector with the longest history. Yet, consumer behaviour changes continuously, based on the opportunities offered by technology. Consequently, comfort, range of selection and shortened time of purchases are advantages which are considered as real equity for the customers/consumers.

Using the country of origin as a variable of the brands (Table 2) involved in the analysis, the obtained results are as follows. The United States of America reached the highest mean rank (103.69), followed by South Korea (101.85), which is followed by Japan (66.85) then by Germany (48.13) and Finland (47.73). As a result of the significance level analysis, it can be concluded that there is a significant difference between countries based on the mean rank of their global brands.

Table 2

| Ranks – Test Statistics | | | |
|-------------------------|------------------|-----|-----------|
| | Country | N | Mean Rank |
| Brand Value | USA | 151 | 103.69 |
| | Southern - Korea | 7 | 101.29 |
| Chi-Square 21.194 | Japan | 13 | 66.85 |
| | Germany | 8 | 48.13 |
| Asymp. Sig. .000 | Finland | 11 | 47.73 |
| | Total | 190 | |

Three different sectors (beverage, business services and retail) reached the highest mean rank. The United States of America has been able to create a number of brands that are well known on a global scale, leading to a top mean rank of brand equity. South Korea's outstanding performance is surprising, as it has only one brand in the technology sector (Samsung) among the Top 10 most valuable global brands from 2012 onwards.

Consequently, the customers/consumers are open towards “unknown” countries as well, which have not been present in the international market before. It is likely that price and quality, as well as promotion are factors which role is important to determine the success of a brand representing a particular country.

5. Conclusions

The brand equity is considered “as a driver for the development of business to business” (Leek and Christodoulides, 2012, p.106), supported by their statement that „international marketers should focus on creating and communicating quality rather than the status and prestige advantages of global brands” (Steenkamp, Batra et al, 2003, p. 61).

Ford, Mercedes-Benz, Disney, McDonald's, Apple and Microsoft are global brands that have an impact on the 20th century. Henry Ford, Walt Disney, Steve Jobs, Bill Gates, McDonalds brothers/Rey Krock, Karl and Berta Benz represented/represent values that are world-renowned and accepted as part of world culture (available at: <https://www.biographyonline.net/people/century/changed-20th-century.html> and Viasat History, The 101 who made the twentieth century). Being a genius in itself is not the key to success, it needs more: faith and business. The success story of Karl and Berta Benz is based on the fusion of these three factors, and their recipe is eternal.

Retail is a sector of the economy where the most valuable global brands appeared among the Top 10 only in 2015, but achieved significant growth in the following three years. Technology is the sector that dominates the rankings. Technology was represented at least for three times a year during the analyzed period, therefore technology will most likely dominate the list of the Top 10 most valuable brands in the forthcoming years, as its end products are essential for the majority of the people in their daily life. However, this does not mean that technology is the sector with the highest mean rank regarding brand equity during a certain period of time. The automotive industry's advocates failed to achieve stable results, as there were years

when their brands were not among the Top 10 most valuable brands in the world. However, there were years when one or even two brands were included and ranked on the list. These fluctuations are also shown by the mean ranks.

The United States of America has been able to launch products on the international market, and those products, as already mentioned, are part of world culture. It is also interesting that no other country has succeeded in having more than one product/service among the ranked ones. Despite the fact that Finland was represented earlier and for several years was on the list of the Top 10 most valuable brands in the world, South Korea proved to be its biggest competitor. Based on this fact, South Korea seems to be the most successful country.

Apple's brand value growth is more significant than that of Google or Amazon compared to its debut year, but in 2018, the Amazon was characterized by a larger increase than Apple or Google compared to the previous year. In the case of the two world brands, Coca-Cola and Facebook, the brand value decreased. It is definitely worth noting that despite the fact that the largest decrease was suffered by the Coca-Cola global brand (8.54%), it still had the highest mean rank during the analyzed period. It can be concluded that the true value of a brand lies in sustainable success on the long run in a sector where it has proved to be the best.

Success in business can be defined by the past, present or the future, such as:

- The history of a brand, its embedding into people's minds through the life feelings evoked by that brand, which has important role to sustain brand loyalty. History provides sense of security: for the brand and for the consumers as well.
- The identification of the opportunities given by the present and the reaction given to them, as well as the acknowledgement of the relationships between different areas and their use which also provides important input to develop brand value in a positive way.
- The research of the future, to turn latent needs into real needs, may also provide the establishment of brand values and the growth of them, because it does not follow but predict consumer behaviour.

Brand loyalty is nevertheless important, as no hotel is represented on this list, even though these types of services are playing an increasingly important role in our lives. However, in the case of tourism services, the lack of loyalty to a brand is more frequent, which is aggravated by the following facts: the tourist is (1) a trained and critical user, (2) takes into consideration the price/value ratio, (3) the tourist insists on a particular level of comfort and not on a particular brand, and finally (4) the tourist did not socialize on brand loyalty (Kovács, 2004).

What is certain regarding the life of the brands is that continuous research on consumer behaviour is necessary, as consumer attitude greatly contributes to a brand's international value.

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Viasat History TV Channel (2019), "The 101 who made the twentieth century"

Appendix

Brand Value – in \$m

The world's best brands - Top 10 list 2000

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|--------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 72,537 | USA |
| 2. | Microsoft | Technology | 70,196 | USA |
| 3. | IBM | Business Services | 53,183 | USA |
| 4. | Intel | Technology | 39,048 | USA |
| 5. | Nokia | Technology | 38,528 | Finland |
| 6. | GE | Diversified | 38,127 | USA |
| 7. | Ford | Automotive | 36,368 | USA |
| 8. | Disney | Media | 33,553 | USA |
| 9. | McDonald's | Restaurants | 27,859 | USA |
| 10. | at&t | Telecommunications | 25,548 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2000/ranking/>

The world's best brands - Top 10 list 2001

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|--------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 68,945 | USA |
| 2. | Microsoft | Technology | 65,068 | USA |
| 3. | IBM | Business Services | 52,752 | USA |
| 4. | GE | Diversified | 42,396 | USA |
| 5. | Nokia | Technology | 35,035 | Finland |
| 6. | Intel | Technology | 34,665 | USA |
| 7. | Disney | Media | 32,591 | USA |
| 8. | Ford | Automotive | 30,092 | USA |
| 9. | McDonald's | Restaurants | 25,289 | USA |
| 10. | at&t | Telecommunications | 22,828 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2001/ranking/>

The world's best brands - Top 10 list 2002

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|-------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 69,637 | USA |
| 2. | Microsoft | Technology | 64,091 | USA |
| 3. | IBM | Business Services | 51,188 | USA |
| 4. | GE | Diversified | 41,311 | USA |
| 5. | Intel | Technology | 30,861 | USA |
| 6. | Nokia | Technology | 29,970 | Finland |
| 7. | Disney | Media | 29,256 | USA |
| 8. | McDonald's | Restaurants | 26,375 | USA |
| 9. | Marlboro | Tobacco | 24,151 | USA |
| 10. | Mercedes-Benz | Automotive | 21,010 | Germany |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2002/ranking/>

The world's best brands - Top 10 list 2003

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|-------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 70,453 | USA |
| 2. | Microsoft | Technology | 65,174 | USA |
| 3. | IBM | Business Services | 51,767 | USA |
| 4. | GE | Diversified | 42,340 | USA |
| 5. | Intel | Technology | 31,112 | USA |
| 6. | Nokia | Technology | 29,440 | Finland |
| 7. | Disney | Media | 28,036 | USA |
| 8. | McDonald's | Restaurants | 24,699 | USA |
| 9. | Marlboro | Tobacco | 22,183 | USA |
| 10. | Mercedes-Benz | Automotive | 21,371 | Germany |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2003/ranking/>

The world's best brands - Top 10 list 2004

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|-------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 67,394 m\$ | USA |
| 2. | Microsoft | Technology | 61,372 m\$ | USA |
| 3. | IBM | Business Services | 53,791 m\$ | USA |
| 4. | GE | Diversified | 44,111 m\$ | USA |
| 5. | Intel | Technology | 33,499 m\$ | USA |
| 6. | Disney | Media | 27,113 m\$ | USA |
| 7. | McDonald's | Restaurants | 25,001 m\$ | USA |
| 8. | Nokia | Technology | 24,041 m\$ | Finland |
| 9. | Toyota | Automotive | 22,673 m\$ | Japan |
| 10. | Marlboro | Tobacco | 22,128 m\$ | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2004/ranking/>

The world's best brands - Top 10 list 2005

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|-------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 67,525 m\$ | USA |
| 2. | Microsoft | Technology | 59,941 m\$ | USA |
| 3. | IBM | Business Services | 53,376 m\$ | USA |
| 4. | GE | Diversified | 46,996 m\$ | USA |
| 5. | Intel | Technology | 35,588 m\$ | USA |
| 6. | Nokia | Technology | 26,452 m\$ | Finland |
| 7. | Disney | Media | 26,441 m\$ | USA |
| 8. | McDonald's | Restaurants | 26,014 m\$ | USA |
| 9. | Toyota | Automotive | 24,837 m\$ | Japan |
| 10. | Marlboro | Tobacco | 21,189 m\$ | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2005/ranking/>

The world's best brands - Top 10 list 2006

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|-------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 67,000 | USA |
| 2. | Microsoft | Technology | 56,926 | USA |
| 3. | IBM | Business Services | 56,201 | USA |
| 4. | GE | Diversified | 48,907 | USA |
| 5. | Intel | Technology | 32,319 | USA |
| 6. | Nokia | Technology | 30,131 | Finland |
| 7. | Toyota | Automotive | 27,941 | Japan |
| 8. | Disney | Media | 27,848 | USA |
| 9. | McDonald's | Restaurants | 27,501 | USA |
| 10. | Mercedes-Benz | Automotive | 21,795 | Germany |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2006/ranking/>

The world's best brands - Top 10 list 2007

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 65,324 | USA |
| 2. | Microsoft | Technology | 58,709 | USA |
| 3. | IBM | Business Service | 57,090 | USA |
| 4. | GE | Diversified | 51,569 | USA |
| 5. | Nokia | Technology | 33,696 | Finland |
| 6. | Toyota | Automotive | 32,070 | Japan |
| 7. | Intel | Technology | 30,954 | USA |
| 8. | McDonald's | Restaurants | 29,398 | USA |
| 9. | Disney | Media | 29,210 | USA |
| 10. | Mercedes-Benz | Automotive | 23,568 | Germany |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2007/ranking/>

The world's best brands - Top 10 list 2008

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 66,667 | USA |
| 2. | IBM | Business Service | 59,031 | USA |
| 3. | Microsoft | Technology | 59,007 | USA |
| 4. | GE | Diversified | 53,086 | USA |
| 5. | Nokia | Technology | 35,942 | Finland |
| 6. | Toyota | Automotive | 34,050 | Japan |
| 7. | Intel | Technology | 31,261 | USA |
| 8. | McDonald's | Restaurants | 31,049 | USA |
| 9. | Disney | Media | 29,251 | USA |
| 10. | Google | Technology | 25,590 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2008/ranking/>

The world's best brands - Top 10 list 2009

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 68,734 | USA |
| 2. | IBM | Business Service | 60,211 | USA |
| 3. | Microsoft | Technology | 56,647 | USA |
| 4. | GE | Diversified | 47,777 | USA |
| 5. | Nokia | Technology | 34,864 | Finland |
| 6. | McDonald's | Restaurants | 32,275 | USA |
| 7. | Google | Technology | 31,980 | USA |
| 8. | Toyota | Automotive | 31,330 | Japan |
| 9. | Intel | Technology | 30,636 | USA |
| 10. | Disney | Media | 28,447 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2009/ranking/>

The world's best brands - Top 10 list 2010

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 70,452 | USA |
| 2. | IBM | Business Service | 64,727 | USA |
| 3. | Microsoft | Technology | 60,895 | USA |
| 4. | Google | Technology | 43,557 | USA |
| 5. | GE | Diversified | 42,808 | USA |
| 6. | McDonald's | Restaurants | 33,578 | USA |
| 7. | Intel | Technology | 32,015 | USA |
| 8. | Nokia | Technology | 29,495 | Finland |
| 9. | Disney | Media | 28,731 | USA |
| 10. | hp | Technology | 26,867 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2010/ranking/>

The world's best brands - Top 10 list 2011

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|---------|
| 1. | Coca-Cola | Beverages | 71,861 | USA |
| 2. | IBM | Business Service | 69,905 | USA |
| 3. | Microsoft | Technology | 59,087 | USA |
| 4. | Google | Technology | 55,317 | USA |
| 5. | GE | Diversified | 42,808 | USA |
| 6. | McDonald's | Restaurants | 35,593 | USA |
| 7. | Intel | Technology | 35,217 | USA |
| 8. | Apple | Technology | 33,492 | USA |
| 9. | Disney | Media | 29,018 | USA |
| 10. | hp | Technology | 28,479 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2011/ranking/>

The world's best brands - Top 10 list 2012

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|-------------|
| 1. | Coca-Cola | Beverages | 77,839 | USA |
| 2. | Apple | Technology | 76,568 | USA |
| 3. | IBM | Business Service | 75,532 | USA |
| 4. | Google | Technology | 69,726 | USA |
| 5. | Microsoft | Technology | 57,853 | USA |
| 6. | GE | Diversified | 43,682 | USA |
| 7. | McDonald's | Restaurants | 40,062 | USA |
| 8. | Intel | Technology | 39,385 | USA |
| 9. | Samsung | Technology | 32,893 | South-Korea |
| 10. | Toyota | Automotive | 30,280 | Japan |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2012/ranking/>

The world's best brands - Top 10 list 2013

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|------------------|-------------|-------------|
| 1. | Apple | Technology | 98,316 | USA |
| 2. | Google | Technology | 93,291 | USA |
| 3. | Coca-Cola | Beverages | 79,213 | USA |
| 4. | IBM | Business Service | 78,808 | USA |
| 5. | Microsoft | Technology | 59,546 | USA |
| 6. | GE | Diversified | 46,947 | USA |
| 7. | McDonald's | Restaurants | 41,992 | USA |
| 8. | Samsung | Technology | 39,610 | South-Korea |
| 9. | Intel | Technology | 37,257 | USA |
| 10. | Toyota | Automotive | 35,346 | Japan |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2013/ranking/>

The world's best brands - Top 10 list 2014

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|-----------------|-------------|-------------|
| 1. | Apple | Technology | 118,863 | USA |
| 2. | Google | Technology | 107,439 | USA |
| 3. | Coca-Cola | Beverages | 81,563 | USA |
| 4. | IBM | Business Sector | 72,244 | USA |
| 5. | Microsoft | Technology | 61,154 | USA |
| 6. | GE | Diversified | 45,480 | USA |
| 7. | Samsung | Technology | 45,462 | South-Korea |
| 8. | Toyota | Automotive | 42,392 | Japan |
| 9. | McDonald's | Restaurants | 42,254 | USA |
| 10. | Mercedes-Benz | Automotive | 34,338 | Germany |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2014/ranking/>

The world's best brands - Top 10 list 2015

| Rank | Brand | Sector | Brand Value | Country |
|------|------------|-----------------|-------------|-------------|
| 1. | Apple | Technology | 170,276 | USA |
| 2. | Google | Technology | 120,314 | USA |
| 3. | Coca-Cola | Beverages | 78,423 | USA |
| 4. | Microsoft | Technology | 67,670 | USA |
| 5. | IBM | Business Sector | 65,095 | USA |
| 6. | Toyota | Automotive | 49,048 | Japan |
| 7. | Samsung | Technology | 45,297 | South-Korea |
| 8. | GE | Diversified | 42,267 | USA |
| 9. | McDonald's | Restaurants | 39,809 | USA |
| 10. | Amazon | Retail | 37,948 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2015/ranking/>

The world's best brands - Top 10 list 2016

| Rank | Brand | Sector | Brand Value | Country |
|------|------------------|-------------------|-------------|-------------|
| 1. | Apple | Technology | 178,119 | USA |
| 2. | Google | Technology | 133,252 | USA |
| 3. | Coca-Cola | Beverages | 73,102 | USA |
| 4. | Microsoft | Technology | 72,795 | USA |
| 5. | Toyota | Automotive | 53,580 | Japan |
| 6. | IBM | Business Services | 52,500 | USA |
| 7. | Samsung | Technology | 51,808 | South-Korea |
| 8. | Amazon | Retail | 50,338 | USA |
| 9. | Mercedes-Benz | Automotive | 43,490 | Germany |
| 10. | General Electric | Diversified | 43,130 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2016/ranking/>

The world's best brands - Top 10 list 2017

| Rank | Brand | Sector | Brand Value | Country |
|------|---------------|-------------------|-------------|-------------|
| 1. | Apple | Technology | 184,154 | USA |
| 2. | Google | Technology | 141,703 | USA |
| 3. | Microsoft | Technology | 79,999 | USA |
| 4. | Coca-Cola | Beverages | 69,733 | USA |
| 5. | Amazon | Retail | 64,796 | USA |
| 6. | Samsung | Technology | 56,249 | South-Korea |
| 7. | Toyota | Automotive | 50,291 | Japan |
| 8. | Facebook | Technology | 48,188 | USA |
| 9. | Mercedes-Benz | Automotive | 47,829 | Germany |
| 10. | IBM | Business Services | 46,829 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2017/ranking/>

The world's best brands - Top 10 list 2018

| Rank | Brand | Sector | Brand Value | Country |
|-------------|---------------|---------------|--------------------|----------------|
| 1. | Apple | Technology | 214,480 | USA |
| 2. | Google | Technology | 155,506 | USA |
| 3. | Amazon | Retail | 100,764 | USA |
| 4. | Microsoft | Technology | 92,715 | USA |
| 5. | Coca-Cola | Beverages | 66,341 | USA |
| 6. | Samsung | Technology | 59,890 | South-Korea |
| 7. | Toyota | Automotive | 53,404 | Japan |
| 8. | Mercedes-Benz | Automotive | 48,601 | Germany |
| 9. | Facebook | Technology | 45,168 | USA |
| 10. | McDonald's | Restaurants | 43,417 | USA |

Source: <https://www.interbrand.com/best-brands/best-global-brands/2018/ranking/>