

Apple tops the 2015 Interbrand Best Global Brands report

The 16th annual Best Global Brands report has been released by Interbrand. The report identifies the 100 most valuable brands around the world.



Image via Pxabay

Top 10

- Apple (#1, +43%)
- Google (#2, +12%)
- Coca-Cola (#3, -4%)
- Microsoft (#4, +11%)
- IBM (#5, -10%)
- Toyota (#6, +16%)
- Samsung (#7, 0%)
- GE (#8, -7%)
- McDonald's (#9, -6%)
- Amazon (#10, +29%)

Top Risers

- Facebook (#23, +54%)
- Apple (#1, +43%)
- Amazon (#10, +29%)
- Hermès (#41, +22%)
- Nissan (#49, +19%)

New Entrants

- Lego (#82)
- PayPal (#97)

- MINI (#98)
- Moët & Chandon (#99)

- Lenovo (#100)

"The Best Global Brands report examines what it takes for brands to succeed in today's hyper-fragmented world. As people demand immediate, personalised and tailored experiences, business and brands need to move at the speed of life," says Doug de Villiers, Interbrand Africa's Group Chief Executive Officer. "Many of the brands in this year's Top 100 are so intuitively aligned with people's priorities, that they are able to seamlessly integrate into their everyday lives."

Methodology

Interbrand's 16th annual ranking identifies the 100 most valuable global brands by analysing the many ways a brand benefits an organization—from delivering on customer expectations to driving economic value. Interbrand's Best Global Brands methodology was the first brand valuation method to become ISO certified.

The ranking is based on a combination of attributes that contribute to a brand's cumulative value:

- The financial performance of the branded products and services
- The role the brand plays in influencing customer choice

- The strength the brand has to command a premium price or secure earnings for the company

For more information, visit bestglobalbrands.com to read the 2015 Best Global Brands report in full. To join the conversation on social media, use the hashtag #BGB2015.

For more, visit: <https://www.bizcommunity.com>