

## The Most Valuable Brands in the World

This marketing exercise is designed to look at the most valuable brands in the world – as highlighted by BrandZ - comparing the top 10 brands from 2015 to 2021.

As you probably know, brand equity is becoming increasingly important factor to successful brands. Brand equity has the ability for firms to gain additional market share, at a price premium, with increased customer loyalty, and greater acceptance of new products. It also provides significantly more access to more retailer channels and easier ability to enter new markets.

Professional valuation companies that rank firms on the brand equity value consider how much the brand contributes to additional profitability.

**Here are the top 10 brands for 2015, compared to 2021, as determined by Kanter Brand Z.**

Rank	Top 10 2015	Top 10 2021	Brand Valuation Ranking Changes
1	Apple	Amazon	<i>Amazon, up from 14 to 1</i>
2	Google	Apple	<i>Apple, down from 1 to 2</i>
3	Microsoft	Google	<i>Google, down from 2 to 3</i>
4	IBM	Microsoft	<i>Microsoft, down from 3 to 4</i>
5	Visa	Tencent	<i>Tencent, up from 11 to 5</i>
6	AT&T	Facebook	<i>Facebook, up from 12 to 6</i>
7	Verizon	Alibaba	<i>Alibaba, up from 13 to 7</i>
8	Coca-Cola	Visa	<i>Visa, down from 5 to 8</i>
9	McDonalds	McDonalds	<i>McDonalds, no change, stays at 9</i>
10	Marlboro	Mastercard	<i>Mastercard, up from 20 to 10</i>
			<i>Verizon, down from 7 to 13</i>
			<i>AT&amp;T, down from 6 to 14</i>
			<i>Coca-Cola, down from 8 to 16</i>
			<i>Marlboro, down from 10 to 32</i>

### Student Discussion Questions

1. Most professional brand valuation firms consider the impact of brand's contribution to overall profitability to measure brand equity, rather than softer emotional metrics, such as likability – do you agree with this profit-focused approach?
2. Have a look at the top 10 brands in the world, what similarities can you see in regard to their marketing activities?
3. Compare the brand valuation rankings from 2015 to 2021. What do you think are the main strategic, marketing, and environmental drivers that have contributed to the re-ordering of these brand ranks?
4. Around 2005, Coca-Cola was one of the top five most valuable brands in the world, and before that it held the number one spot. Do you think it is possible for Coca-Cola to every regain the number one spot?
5. How is it possible that the Marlboro (cigarette) brand is still a valuable worldwide brand world – given it is prohibited from advertising in many countries? Therefore, to what extent do you think that advertising spend influences overall brand equity?