



## Press Release – Embargoed 00:01 EST 3/17/2014

### Brand Finance US 500 - The Billion Dollar Brands Club

Welcome to the [Brand Finance US 500](#). In the first and only study of its kind, leading brand valuation consultancy [Brand Finance](#) has put all of America's listed companies to the test to determine how much their brands are really worth. The top 500 most valuable brands that make the list are all able to claim membership of the 'Billion Dollar Brands Club'.

#### Overview

- ALL of America's top 500 brands are worth in excess of \$1 billion
- There are approximately 15,000 listed companies in the US but only 519 billion dollar brands
- The total brand value of America's top 500 brands is \$2.5 trillion

#### America's Most Valuable Brand

- **Apple** is the first and only brand to be valued at over \$100 billion
- It has been crowned the world's most valuable for 3 consecutive years
- Its \$105 billion brand value is more than the totals of 44

#### Tech Takeover

- **Tech** is the most valuable sector in the *Brand Finance US 500*, making up 23% of the total
- The 52 tech brands collectively generate over \$550 billion of brand value
- Half of this value is generated in **California**, or Silicon Valley to be precise, home to brands such as; **Apple** (brand value \$105bn, 1st in the US), **Google** (\$69bn/2<sup>nd</sup>), **Intel** (\$23bn/18<sup>th</sup>), **Oracle** (\$21bn/22<sup>nd</sup>), **HP** (\$20bn/24<sup>th</sup>), **Ebay** (\$13bn/37<sup>th</sup>), **Facebook** (\$10bn/48<sup>th</sup>) **Salesforce** (\$2.6bn/223<sup>rd</sup>), **LinkedIn** (\$2.2bn/278<sup>th</sup>) and **Twitter** (\$1.5bn/375<sup>th</sup>)
- Tech brands based outside California include Washington's **Microsoft** (\$63bn/3<sup>rd</sup>) & **Amazon** (\$45bn/7<sup>th</sup>), Connecticut's **Priceline.com** (\$7bn/65<sup>th</sup>) and **Xerox** (\$4bn/124<sup>th</sup>), New York's **IBM** (\$42bn/9<sup>th</sup>), and **Dell** (\$8bn/55<sup>th</sup>) from Texas
- **Paypal** (\$7bn/64<sup>th</sup>) and **Netflix** (\$3.2bn/174<sup>th</sup>) are this year's biggest tech winners, increasing their brand values by 102% and 93%, respectively. With no notable losers, the technology sector will continue to be the primary generator of brand value in the foreseeable future.
- However, the success of technology brands comes at the expense of 'real world' brands. Retail is the latest sector to fall victim to technology with **Walmart** (\$44.8bn/8<sup>th</sup>), once America's most valuable brand, being overtaken by **Amazon** (\$45.1bn/7<sup>th</sup>). Walmart has struggled to keep up with Amazon's range and speed of delivery, providing customers with a simpler way to buy goods that would otherwise draw shoppers to Walmart's 'Supercentres'. As a result, Amazon grew 23% whilst Walmart staggers behind at 6%.



### California and New York Dominate the 'Brandscape'

- **California's** Silicon Valley and **New York's** Wall Street dominate the US 'brandscape'
- California has 61 brands totaling \$484 billion (20% of the Brand Finance US 500)
- New York has 75 brands totaling \$422 billion (17% of the Brand Finance US 500)
- This duopoly has led to a concentration of brand value (not to mention jobs and wealth) at the expense of America's heartland
- 11 states now have no brands big enough to make the top 500, including; **Mississippi, South Carolina, and Utah**
- **Texas** is the 3<sup>rd</sup> biggest state by brand value; its success is founded on big oil brands
- **ExxonMobil** (\$17bn/30<sup>th</sup>) and **ConocoPhillips** (\$6bn/85<sup>th</sup>) have long been turning black gold into brand value, but the fracking boom sees new players like **Apache** (\$2.4bn/245<sup>th</sup>) and **Anadarko** (\$1.6bn/370<sup>th</sup>) join the 'billion dollar brands club'
- Over 70% of **Washington's** brand value comes from **Microsoft** and **Amazon** alone
- It is the 4<sup>th</sup> biggest state by brand value despite only having 12 brands including; **Costco** (\$10.4bn/33<sup>rd</sup>), **Starbucks** (\$10bn/47<sup>th</sup>) & **Nordstrom** (\$5.6bn/89<sup>th</sup>)
- **Illinois** has one of the most well-balanced range of brands, with no one sector dominating
- It is home to the likes of **McDonald's** (\$26bn/13<sup>th</sup>), **Walgreens** (\$15bn/31<sup>st</sup>), **Accenture** (\$11bn/42<sup>nd</sup>), **Boeing** (\$11bn/43<sup>rd</sup>), **Kraft** (\$3bn/183<sup>rd</sup>), **Kmart** (\$2bn/379<sup>th</sup>) and **Hyatt Hotels** (\$2bn/326<sup>th</sup>)

### On the Billion \$ Borderline

- Notable brands towards the bottom end of the Brand Finance US 500 include; consulting group **BCG** (\$1.05bn/500<sup>th</sup>), **TripAdvisor** (\$1.08bn/494<sup>th</sup>), **Dunlop** (\$1.1bn/487<sup>th</sup>), **M&M's** (\$1.2bn/466<sup>th</sup>), **Clinique** (\$1.08bn/497<sup>th</sup>) & America's newest car brand **Tesla** (\$1bn/464<sup>th</sup>)
- 19 brands miss the cut for the Brand Finance US 500 but are nonetheless valuable enough to enter the 'billion dollar brands club'. They include; well-known retailers **FootLocker** (\$1.04bn/508<sup>th</sup>), **Guess?** (\$1.03bn/509<sup>th</sup>) & **Banana Republic** (\$1bn/518<sup>th</sup>); **M&T Bank** (\$1.04bn/507<sup>th</sup>); PepsiCo's **Sierra Mist** (\$1.02bn/511<sup>th</sup>); and New York's iconic **Madison Square Garden** (\$1.01bn/515<sup>th</sup>)
- Brands that just miss the billion dollar mark but could be poised to join the club next year include another beneficiary of the shale boom, **Cabot Oil & Gas** (\$989m/523<sup>rd</sup>), the home of Mad Men and Breaking Bad, **AMC** (\$990m/522<sup>nd</sup>), both the **NASDAQ** (\$993m/521<sup>st</sup>) and **NYSE** (\$956m/534<sup>th</sup>) stock exchanges, sportswear company **Columbia** (\$986m/524<sup>th</sup>) and P&G's **Always** (\$983m/526<sup>th</sup>)



## Quotes

**David Haigh, CEO, Brand Finance:** “Warren Buffett is well known for investing in heavily branded businesses such as Citi, Coca-Cola and Heinz. The *Brand Finance US 500* significantly outperforms the S&P, bearing out the wisdom of the Sage of Omaha.”

**Edgar Baum, Managing Director, Brand Finance North America:** “Brand Finance’s ‘Billion Dollar Brands Club’ raises a question as to whether CEOs, Boards, and their executive teams understand the role their brand plays in driving long term success for their business. The stronger the brand the more resilient a company is to adverse market conditions and the more likely that the company is able to sustain its business through thick and thin.”

**Don Schulz, Chairman, Brand Finance North America:** “Brand Finance’s ‘Billion Dollar Brands Club’ illustrates once again that managing the firm’s intangible assets (brands) are a key skill for success in today’s interactive economy. The brands, dominated by technology and retail, both of which rely heavily on close connections between the buyer and seller, makes it clear that managing customer assets in addition to corporate assets are the key requirements for marketplace success today”.

For the full *Brand Finance US 500*, [click here](#). Use the filters for top brands by state and by sector.

Total Brand Value by State		
State	Total Brand Value (\$bn)	Portion of US Total Brand Value (%)
California	484.4	19.8%
New York	421.8	17.2%
Texas	191.5	7.8%
Washington	151.6	6.2%
Illinois	124.5	5.1%
Georgia	105.6	4.3%
Connecticut	99.8	4.1%
Ohio	94.2	3.8%
Minnesota	70.8	2.9%
New Jersey	68.0	2.8%
North Carolina	63.9	2.6%
Michigan	63.6	2.6%
Arkansas	63.3	2.6%
Virginia	62.9	2.6%
Pennsylvania	54.2	2.2%
Massachusetts	39.5	1.6%
Missouri	32.7	1.3%
Florida	32.3	1.3%
Tennessee	28.5	1.2%
Nebraska	25.1	1.0%
Rhode Island	21.9	0.9%
Colorado	21.1	0.9%
Oregon	20.8	0.9%
Wisconsin	19.9	0.8%
Maryland	15.4	0.6%
Kentucky	11.1	0.5%
Indiana	9.6	0.4%
Louisiana	8.7	0.4%
Arizona	8.0	0.3%
Kansas	7.7	0.3%
Nevada	5.9	0.2%
Vermont	3.4	0.1%
Oklahoma	3.1	0.1%
Delaware	3.0	0.1%

Total Brand Value by Sector		
Sector	Total Brand Value (\$bn)	Portion of US Total Brand Value (%)
Technology	552.5	22.6%
Retail	296.1	12.1%
Banks	179.7	7.3%
Media	157.5	6.4%
Telecoms	146.0	6.0%
Beverages	101.0	4.1%
Oil & Gas	84.5	3.5%
Conglomerate	83.3	3.4%
Cosmetics	69.3	2.8%
Insurance	67.4	2.8%
Food	64.9	2.7%
Utilities	57.5	2.4%
Financial Services	55.5	2.3%
Healthcare	53.9	2.2%
Automobiles	49.2	2.0%
Transportation	47.1	1.9%
Restaurants	45.9	1.9%
Apparel	45.3	1.9%
Aerospace/Defense	33.4	1.4%
Pharmaceuticals	22.1	0.9%
Tobacco	18.9	0.8%
Consulting Services	17.6	0.7%
Commercial Services	16.9	0.7%
Airlines	15.4	0.6%
Lodging	14.8	0.6%
Engineering	13.3	0.5%
Mining & Construction	12.2	0.5%
Oil & Gas Services	11.5	0.5%
Chemicals	11.4	0.5%
Leisure Time	10.2	0.4%
Automobile Parts	9.9	0.4%
Baby Products	9.6	0.4%
Pipelines	7.3	0.3%
Household Products	7.2	0.3%



Idaho	2.7	0.1%
Iowa	1.7	0.1%
District of Columbia	1.5	0.1%
New Hampshire	1.4	0.1%
Alabama	1.3	0.1%

Biotechnology	6.5	0.3%
Machinery	6.1	0.2%
Fashion	5.3	0.2%
Packaging	5.1	0.2%
Other	35.3	1.4%

Billion Dollar Brands Outside the US 500				
Rank	Brand	State	Brand Value 2014 (\$m)	Brand Rating
501	Nuance	MA	1057	AA-
502	Valspar Corp	MN	1056	AA-
503	Fidelity	FL	1055	AA
504	Mondelez	IL	1051	AA
505	D.R. Horton	TX	1043	AA-
506	Rockwell Collins	IA	1042	AA-
507	M&T Bank	NY	1042	AA
508	Foot Locker	NY	1037	AA-
509	Guess?	CA	1034	AA-
510	Sinclair	MD	1031	A+
511	Sierra Mist	NY	1023	AA
512	US Cellular	IL	1022	A+
513	Radioshack	TX	1016	A+
514	Norwegian Cruise	FL	1015	A+
515	Madison Sq Garden	NY	1013	AA
516	Rackspace Hostin	TX	1006	AA-
517	Ruddick	NC	1005	A+
518	Banana Republic	CA	1002	AA-
519	f5	WA	1000	AA-

Brands Soon to Join the 'billion \$ brands club'				
Rank	Brand	State	Brand Value (\$m)	Brand Rating
520	Smurfit-Stone Container Corp	IL	993	A
521	NASDAQ	NY	993	AAA-
522	AMC Networks	NY	990	A+
523	Cabot Oil & Gas	TX	989	AA-
524	Columbia	OR	986	AA-
525	Zoetis Inc	NJ	983	A+
526	Always	OH	983	AA-
527	Spirit Aerosys	KS	982	A
528	Intercontinental exchange	GA	980	A+
529	Philip Morris	NY	980	AA
530	W.R. Berkley	CT	964	A+
531	Boston Scientific	MA	959	AA-
532	Philip Morris	NY	959	AA+
533	Apollo Group	AZ	956	AA-
534	NYSE	NY	956	AA
535	Cameron	TX	955	AA-
536	Iron Mountain	MA	954	AA
537	PENN	PA	954	AA-
538	United Natural	RI	951	AA

### Media Contacts

Twitter

@BrandFinance

#billiondollarbrandsclub

David Haigh, CEO

T: +44 (0)2073899400

M: +44 (0)7885153725

[d.haigh@brandfinance.com](mailto:d.haigh@brandfinance.com)

Edgar Baum, Managing Director, North America

M: +1 647 922 6238

[e.baum@brandfinance.com](mailto:e.baum@brandfinance.com)

Alex Couzins, Communications Director, North America

M: +1 647 227 0336

[a.couzins@brandfinance.com](mailto:a.couzins@brandfinance.com)

Robert Haigh, Communications Director

T: +44 (0)2073899400

M: +44 (0)7762211167

[r.haigh@brandfinance.com](mailto:r.haigh@brandfinance.com)



## **About Brand Finance**

[Brand Finance](#) is the world's leading brand valuation consultancy, with offices in over 15 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximise brand and business value.

## **The *Brand Finance US 500* - Methodology**

Brands are probably the most valuable assets that companies own, driving demand and building relationships with customers and partners. Brand Finance calculates brand value by determining the royalties a corporation would have to pay to license its brand if it did not own it, known as the 'royalty relief' method. Brand values are calculated with a valuation date of 1/1/14. As well as a brand value, each of the 500 brands in the table is accorded a brand rating; a benchmark of the strength, risk and potential of a brand relative to its competitors, expressed as a letter code from AAA+ to D, similar to a credit rating. A detailed methodology of how the brand values are calculated can be found [here](#) and the results from other league tables [here](#).

## **ISO Compliance**

Brand Finance was one of the first companies in the world to be accredited to provide ISO 10668 compliant brand valuations. The ISO 10668 global standard provides a consistent, reliable approach to brand valuation that emphasises transparency and objectivity. Valuers must take all relevant financial, behavioural and legal information into consideration. Brand Finance would like to thank its partners, The Banker, Havas, BAV Consulting, Alexa, Bloomberg, Meltwater, VI360, CSR Hub and Novagraaf for the information they have provided to make our valuations of the world's top brands ISO 10668 compliant.