

# Tech, content and creativity drive biggest ever rise in BrandZ Top 100 Most Valuable Global Brands

Issued by [Kantar](#)

29 May 2018

The total brand value of the BrandZ Top 100 grew by a record 21%, adding almost \$750bn to the ranking, now valued at \$4.4tn. China accounts for the three fastest rising brands as the country's brands grow at double the pace of US brands.



Bingeing on **Netflix** boxsets, sharing stories on **Facebook** and downloading content from **Apple's** iTunes and **Alibaba's** Ali Picture have contributed to a record year of brand value growth in the 2018 BrandZTM Top 100 Most Valuable Global Brands ranking released today by [WPP](#) and [Kantar Millward Brown](#).















The increasing use of data-driven, intelligence-led technologies – such as artificial intelligence (AI) and augmented reality (AR) – alongside creative marketing approaches has allowed many brands to build a more in-depth understanding of their customers and deliver convenience, personalised content and exceptional brand experiences.

Eight out of the Top 10 are technology or tech-related brands. This category continues to dominate the rankings with **Google** and **Apple** retaining the number 1 and 2 spots, growing +23% to \$302.1bn and +28% to \$300.6bn respectively. **Amazon** moved into the no.3 position ahead of **Microsoft**, growing +49% to \$207.6bn, while **Tencent** rose to no.5 ahead of **Facebook** (no.6) growing +65% in brand value to \$179bn, up three places from last year's ranking.

**David Roth, WPP, says:** “We’ve seen the biggest ever rise in brand value this year, driven by growth across all categories. Both new and established players have seen the payoff in being bold and adopting a long-term outlook towards brand-building.

“WPP’s own focus is on providing innovative approaches for our clients that combine data and technology with world-class creativity. Those companies that invest in intelligence-led marketing and back their brands with the power of creativity and ideas will be the winners in today’s world of innovation, disruption and change.”

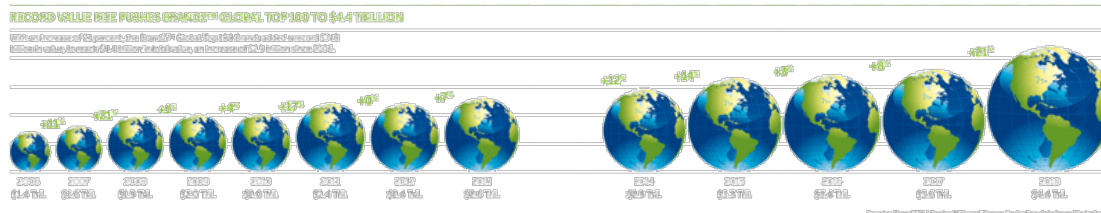
## BrandZ™ Top 10 Most Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1		Technology	302,063	4	+23%	0	
2		Technology	300,595	4	+28%	0	
3		Retail	207,594	4	+49%	1	
4		Technology	200,987	4	+40%	-1	
5		Technology	178,990	5	+65%	3	
6		Technology	162,106	4	+25%	-1	
7		Payments	145,611	5	+31%	0	
8		Fast Food	126,044	4	+29%	2	
9		Retail	113,401	3	+92%	5	
10		Telecom Providers	106,698	3	-7%	-4	

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Click [here](#) to view the full report of the BrandZ Top 100 Most Valuable Global Brands.

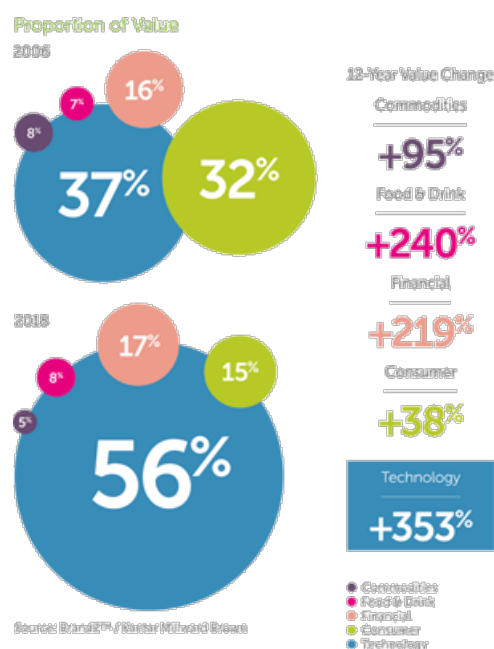
Despite economic and political uncertainty in many regions of the world, this year's ranking shows its largest-ever annual increase in value – almost \$750bn (+21%). This gave the BrandZ Global Top 100 an overall total brand value of \$4.4tn; up 204% over 12 years since it was first published in 2006. This is also the first year that all categories in the BrandZ Top 100 reported growth.



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This was the first year non-US brands grew faster than US brands. Fourteen Chinese brands appear in the Top 100 ranking compared to just one (China Mobile) in 2006. The total value of China's Top 10 grew year-on-year by +47%, more than double that of the US brands (+23%). Other parts of the world, such as India and Indonesia, are also showing strong regional growth. The BrandZ Top 100 included seven Asian brands (excluding China), which grew +14% giving them a total brand value of \$146 billion. Regional bank **BCA** (no.99) became the first Indonesian brand to enter the ranking, and newcomer **Maruti Suzuki** entered the Top 10 Car category for the first time.

**Trailblazing Chinese brands dominate the Fastest Risers** this year, with **JD.com** (no.59) leading the march following a staggering +94% rise in brand value bolstered by its entry into new categories such as finance. **Alibaba** (no.9) was second, entering the Top 10 for the first time this year with +92% growth, as it expanded its global reach and the success of Singles Day. The third fastest riser was **Moutai** (no.34) growing by +89%.



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Key trends highlighted in this year's BrandZ Global Top 100 study include:

- **Intelligence-led marketing**, such as AI and AR, allows brands to 'revive and thrive' and maintain relevance to consumers.
- **JD.com** and **HP** reappeared on this year's list, having both been in the BrandZ Top 100 in 2016. US telecoms giant **Spectrum** (no. 27) led the **Newcomers** to the rankings, with **Uber** (no.81) and **Instagram** (no.91). Last year's fastest riser **Adidas** jumped into the ranking at 100. It was also the first time an Indonesian brand entered the BrandZ Top 100 with regional bank **BCA** at no.99.
- **Partnerships proved pivotal as brands sought ways to maximise efficiency**. Leading brands continued to raise the bar on expectations for customer experience at every touch point—both online and offline—from trial to pick-up or delivery by seeking strategic, long-term partnerships.
- **Retail demonstrated strong growth as the fastest rising category** growing +35% in value over the last 12 months.
- **Tech-related brands continue to dominate**. In the 'battle of the brands', accounting for over half (+56%) of the BrandZ Top 100's brand value.

**Doreen Wang**, Kantar Millward Brown's Global Head of BrandZ, comments: "Brands that are winning in the intelligence-led marketing era include businesses such as Amazon and Tencent who put the consumer at the heart of everything they do. These brands use technology to understand the needs of their consumers and apply these learnings to

create an ecosystem of services that fulfil multiple needs, enabling a seamless consumer experience between platforms.”



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**Charles Foster, Kantar Insights Division CEO, Africa & Middle East**, comments: “WPP and Kantar Millward Brown are thrilled to announce the launch of the first ever Top 30 Most Valuable South African Brands report in October 2018. It will be fascinating to see which brands make it into the report, and to compare and contrast our local brands with the global report.”

The BrandZ Top 100 Most Valuable Global Brands report and rankings, and a great deal more brand insight for key regions of

the world and 14 market sectors, are available online [here](#). The Global report, rankings, charts, articles and more can also be found via the BrandZ app. The BrandZ app also contains the same features and functionality for all BrandZ regional reports and is free to download for Apple IOS and all Android devices from [www.brandz.com/mobile](http://www.brandz.com/mobile) or search for BrandZ in the respective iTunes or Google Play app stores.

## About the BrandZ™ Top 100 Most Valuable Global Brands Ranking

Carried out by WPP's marketing and brand consultancy Kantar Millward Brown, the BrandZ™ Top 100 Most Valuable Global Brands ranking is now in its thirteenth year. As the world's largest and most definitive brand equity platform, BrandZ reflects the brands that are integrated into today's consumer lifestyles. It is the only brand valuation study to combine interviews with over three million consumers globally with analysis of the financial and business performance of each company (using data from Bloomberg and Kantar Worldpanel).

In order to identify the dollar amount a brand contributed to the overall value of a corporation, BrandZ combines measures of brand equity based on interviews with over three million consumers about thousands of brands, with rigorous analysis of the financial and business performance of each company (using data from Bloomberg and Kantar Worldpanel). The BrandZ rankings are the only brand valuations in the world that take into account what people think about the brands they buy.

## About Kantar Millward Brown

Kantar Millward Brown is a leading global research agency specialising in advertising effectiveness, strategic communication, media and digital, and brand equity research. The company helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Kantar Millward Brown operates in more than 55 countries and is part of WPP's Kantar group, one of the world's leading data, insight and consultancy companies. Learn more at [www.millwardbrown.com](http://www.millwardbrown.com).

## About WPP

WPP is the world leader in communications services. The Group provides a comprehensive range of services including digital, ecommerce and shopper marketing; advertising & media investment management; data investment management; public relations & public affairs; brand consulting; health & wellness communications; and specialist communications.

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