

Davis

2011 RANKING

25

Davis Brand Capital

The business of meaning

DAVIS BRAND CAPITAL SCORE

| | COMPANY | INDUSTRY | 2010 | 2009 | DAVIS BRAND CAPITAL SCORE | | | | |
|----|---|----------------------|------|------|---------------------------|-------------------------|---------------------|-----------------|---------------|
| | | | | | BRAND VALUE | COMPETITIVE PERFORMANCE | INNOVATION STRENGTH | COMPANY CULTURE | SOCIAL IMPACT |
| 1 | Apple Cupertino, CA USA | Technology | 7 | 12 | 180.06 | | | | |
| 2 | IBM Armonk, NY USA | Technology | 1 | 1 | 178.06 | | | | |
| 3 | Microsoft Redmond, WA USA | Technology | 3 | 4 | 172.41 | | | | |
| 4 | Google Mountain View, CA USA | Technology | 13 | 11 | 172.32 | | | | |
| 5 | Hewlett-Packard Palo Alto, CA USA | Technology | 2 | 3 | 171.17 | | | | |
| 6 | General Electric Fairfield, CT USA | Diversified | 4 | 2 | 164.40 | | | | |
| 7 | Procter & Gamble Cincinnati, OH USA | Consumer Products | 6 | 9 | 163.04 | | | | |
| 8 | Intel Santa Clara, CA USA | Technology | 9 | 6 | 160.66 | | | | |
| 9 | Coca-Cola Atlanta, GA USA | Beverages | 14 | 16 | 160.16 | | | | |
| 10 | Cisco Systems San Jose, CA USA | Technology | 10 | 5 | 154.64 | | | | |
| 11 | BMW Munich, Germany | Automotive | 12 | n/a | 152.28 | | | | |
| 12 | PepsiCo Purchase, NY USA | Beverages | n/a | 24 | 150.08 | | | | |
| 13 | Walt Disney Company Burbank, CA USA | Entertainment | 20 | 7 | 148.03 | | | | |
| 14 | Johnson & Johnson New Brunswick, NJ USA | Health Products | 25 | 18 | 147.64 | | | | |
| 15 | Daimler Stuttgart, Germany | Automotive | n/a | n/a | 146.45 | | | | |
| 16 | Citi New York, NY USA | Financial Services | n/a | n/a | 145.52 | | | | |
| 17 | Exxon Mobil Irving, TX USA | Energy | 19 | 21 | 144.02 | | | | |
| 18 | Goldman Sachs New York, NY USA | Financial Services | 16 | n/a | 141.15 | | | | |
| 19 | Nestlé Vevey, Switzerland | Food & Beverages | 15 | n/a | 139.10 | | | | |
| 20 | Toyota Motor Corporation Toyota, Aichi Japan | Automotive | n/a | 8 | 138.87 | | | | |
| 21 | Volkswagen Wolfsburg, Germany | Automotive | 17 | n/a | 138.54 | | | | |
| 22 | AT&T Dallas, TX USA | Telecommunications | n/a | 13 | 138.26 | | | | |
| 23 | Samsung Electronics Seoul, South Korea | Consumer Electronics | 8 | n/a | 136.96 | | | | |
| 24 | Wal-Mart Bentonville, AR USA | Retail | 5 | 10 | 135.41 | | | | |
| 25 | Wells Fargo San Francisco, CA USA | Financial Services | n/a | n/a | 134.93 | | | | |