

Best Global Brands 2022

[VIEW ALL 100 BEST GLOBAL BRANDS →](#)



Brands as Acts of Leadership

For the first time ever in 2022, the average brand value of a Best Global Brand has reached over US\$1 billion. The overall value of the Top 100 brands has reached US\$3,088,930m, a 10% increase over last year. This is the fastest rate of brand value growth in the industry. The company's brand has in driving its significant swings over the last few years, and has rapidly increased driving customer

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emergence of a 'super league'. Built on integrity, these companies can move in

multiple directions, growing their share of customers' lives, along with their brand value and market cap.

Its increasingly difficult to fit the Top Ten into categories (what do Apple and Google do?), but things become much clearer when taking the perspective of customer jobs to be done (what aspects of consumers lives they address). Apple helps us Connect, Do, Belong, Play, Pay and – more recently – Thrive. Rumour has it that soon it may help us Move, too. Google helps us get many jobs done, like Learn, Connect, Move – and even Dwell. Nike – not a FAANG – helps us Thrive and Express ourselves. We can think along the same lines for the likes of Microsoft or Disney.

Ultimately, these organisations are building businesses around their brand (in contrast to the traditional approach of building brand around a product) – and it's setting them apart from the rest of the pack.



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Welcome to Best Global Brands 2022

There's little denying, we are living through a renaissance, a period in time when our understanding of the world shifts.



INSIDER VIEW

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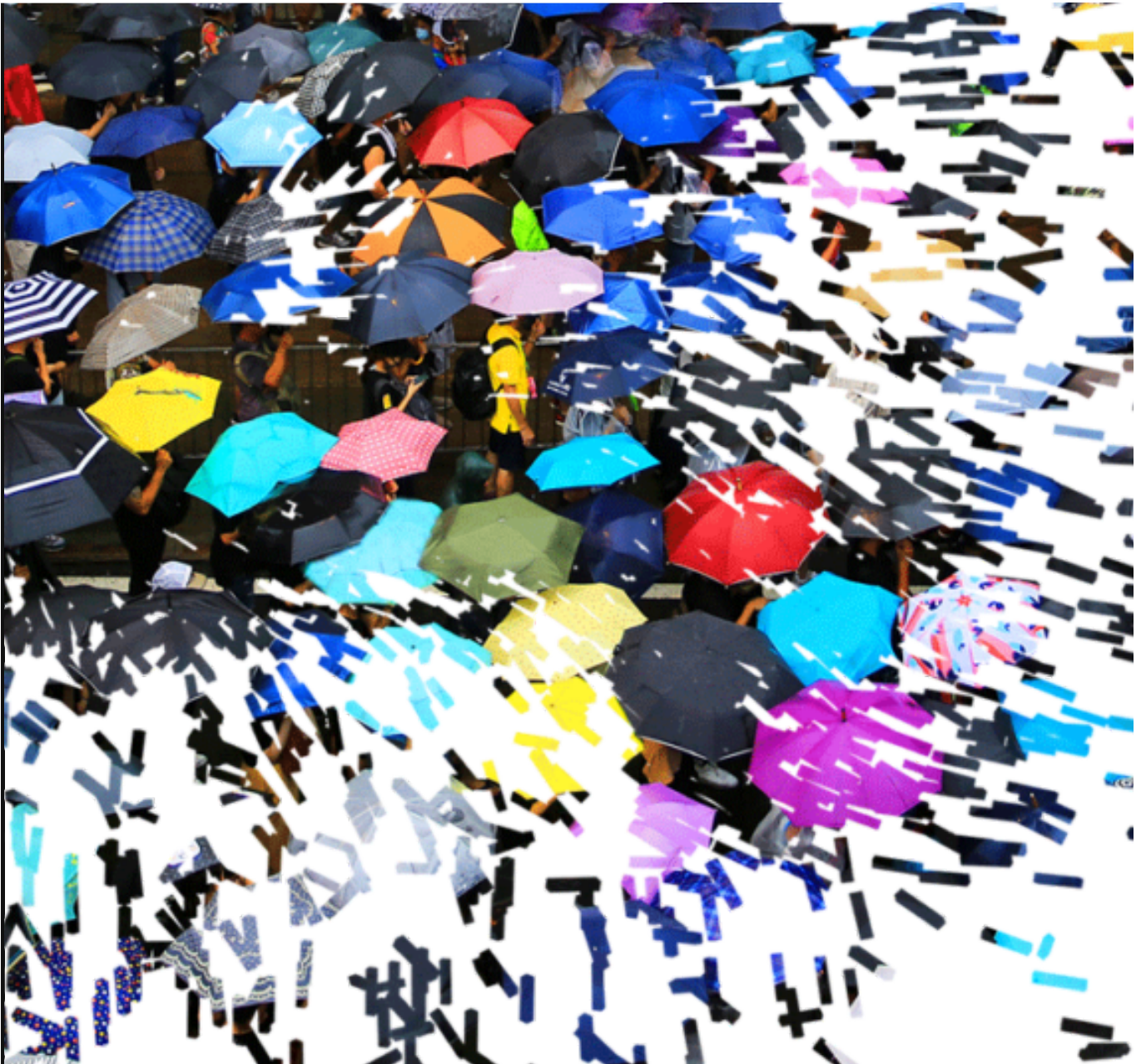
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ers, but by the public too,
of business is no longer





INTERBRAND THINKING

How to move from “Mitigation Mindset” to “Leadership Stance”

We explore the opportunities and challenges of both doing things right, and doing the right things, drawing on Best Global Brands data, best-in-class examples, and some of the proprietary methodologies we offer our clients.

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2022

Brands as Acts of Leadership

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BEST GLOBAL BRANDS 2022

Top 20

01

Apple

+18%
482,215 \$m

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03

Amazon

+10%
274,819 \$m



04

Google

+28%
251,751 \$m



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SAMSUNG

06

Toyota

+10%
59,757 \$m



07

Coca-Cola

0%
57,535 \$m

Coca-Cola

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09

Disney

+14%
50,325 \$m



10

Nike

+18%
50,289 \$m



11

McDonald's

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12

Tesla

+32%
48,002 \$m

TESLA

13

BMW

+11%
46,331 \$m



14

Louis Vuitton

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LOUIS VUITTON

15

Cisco

+14%
41,298 \$m



16

Instagram

+14%
36,516 \$m



17

Facebook

-5%
34,538 \$m

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FACEBOOK

18

IBM

+3%
34,242 \$m



19

Intel

-8%
32,916 \$m



20

SAP

+5%
31,497 \$m

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BEST GLOBAL BRANDS 2022

Expert Views

Regular ▾

- ARCHIVO
- Lora ✓
- UNIPER
- ISBETH
- MR DARCY

Our Mission

40% Of children don't know how to ride a bike while 22% feel they don't have a safe place to ride. We aim to provide education on both.

With scheduled outings, safety trainings, and collaborations with local cities we support confidence on two wheels.

CYCLE CLUB
SINCE 2000

B

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VOLUNTEERS

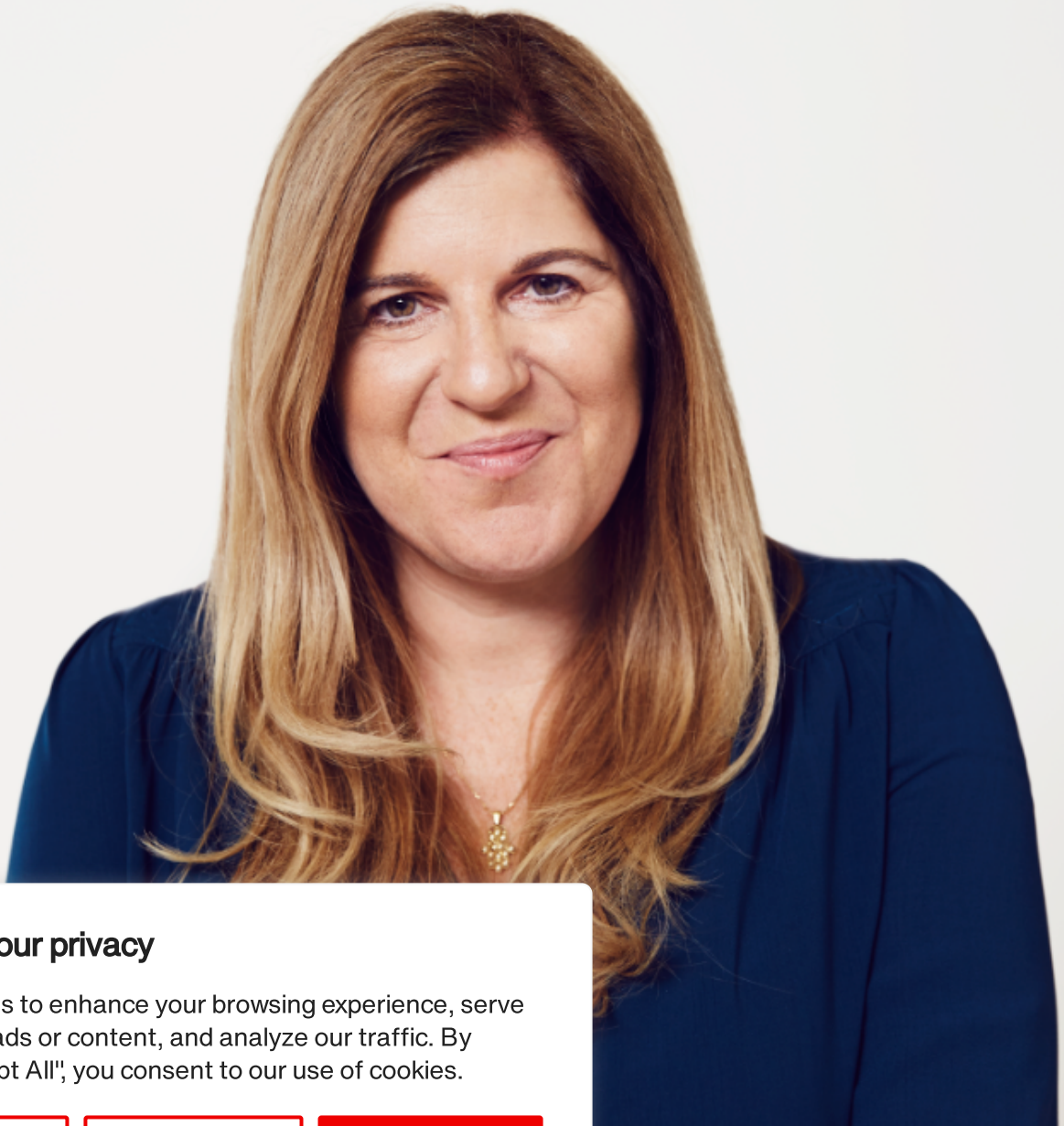
CYCLERS



EXPERT PERSPECTIVE

40 Years of Innovation: how Adobe keeps re-inventing the future

Ann Lewnes, Chief Marketing Officer and Executive Vice President, Corporate Strategy & Development, Adobe



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Google CMO Lorraine Twohill on authenticity, innovation and inclusivity

Lorraine Twohill, Chief Marketing Officer, Google



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EXPERT PERSPECTIVE

“Our values have always translated into coherent business choices”: why Prada’s internal culture prepares it for a bold future

Lorenzo Bertelli, Prada Group Marketing Director & Head of Corporate Social Responsibility

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EXPERT PERSPECTIVE

A new frontier for automotive beckons – how will Porsche face the challenges and opportunities of the future?

Robert Ader, Chief Marketing Officer, Porsche AG

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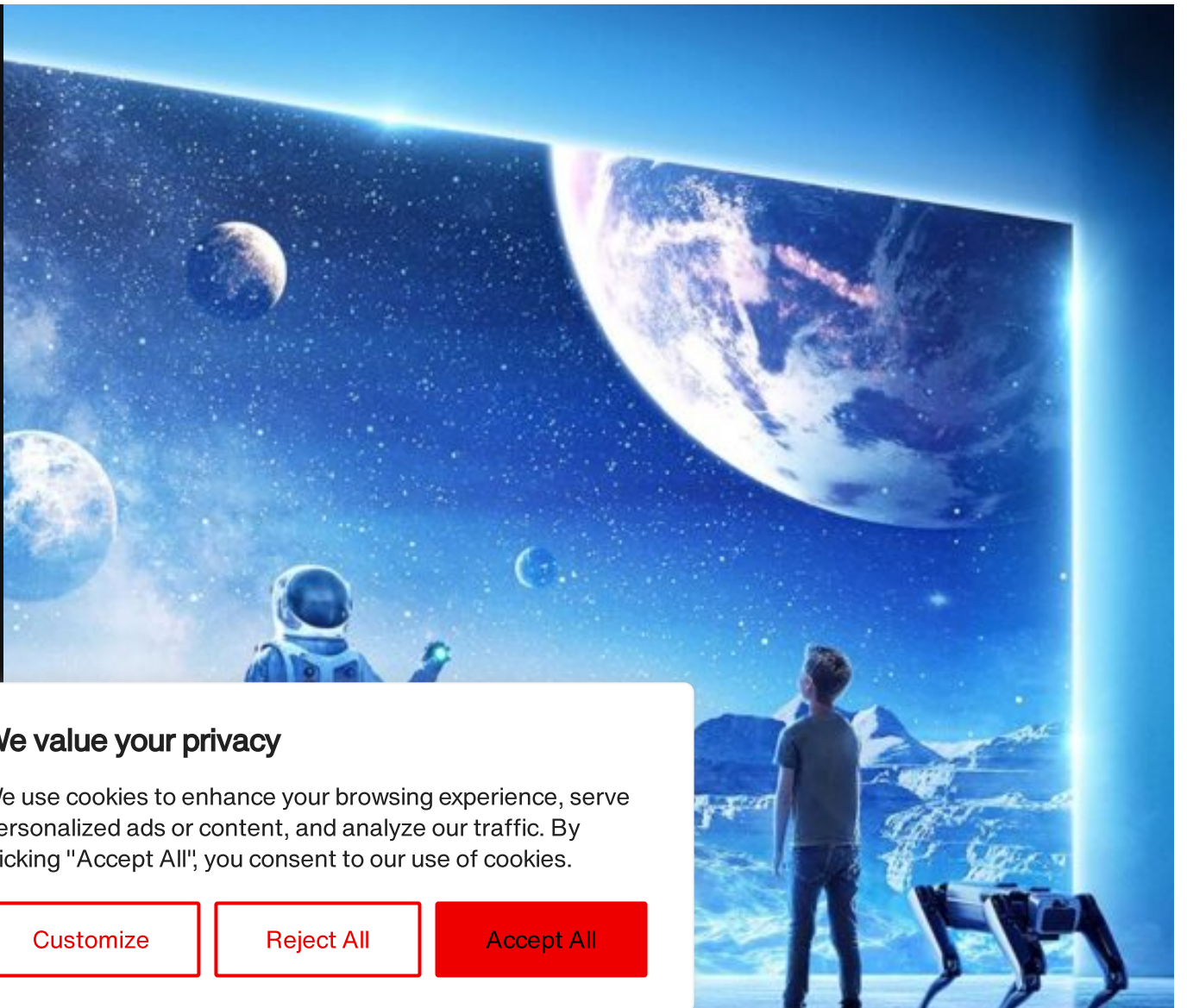
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EXPERT PERSPECTIVE

How HSBC has looked to the past to pivot to the future

Jonathan Castleman, Group Head of Brand and Partnerships, HSBC



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EXPERT PERSPECTIVE

How Hyundai will approach the new age of mobility

Jaehoon Chang, CEO, Hyundai Motor Co Ltd



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on how they are
their customers



EXPERT PERSPECTIVE

“New players are constantly appearing”: how Santander remains relevant in the face of change

ons, Corporate Marketing

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EXPERT PERSPECTIVE

“There is nothing more important than the trust of our customers”: how Salesforce continue to lead with their values

Sarah Franklin, Chief Marketing Officer, Salesforce

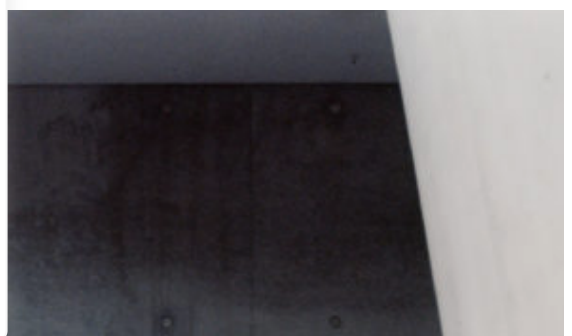
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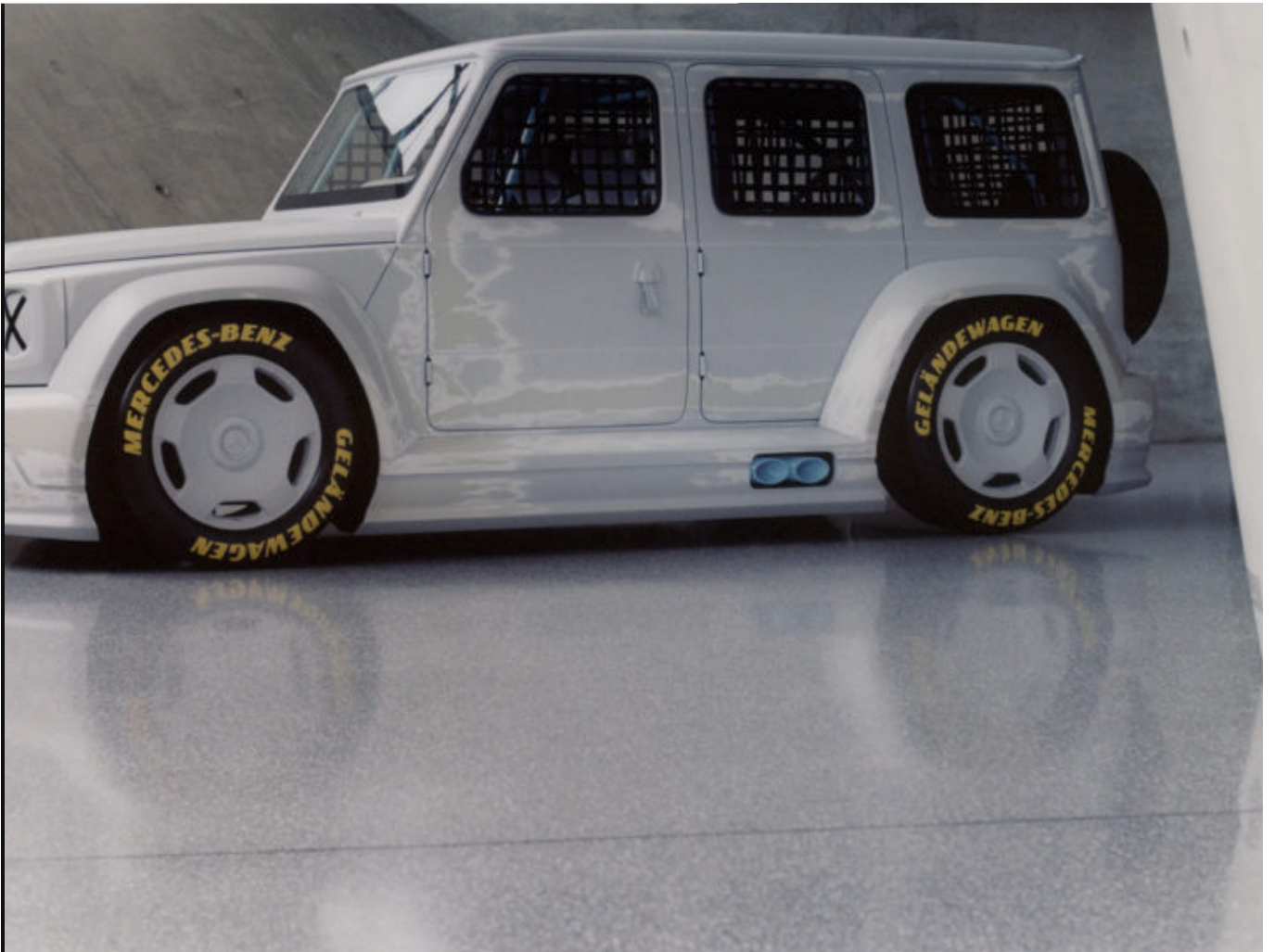
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EXPERT PERSPECTIVE

How Mercedes is driving innovation in the automotive industry

Rita Felder, Director, Mercedes-Benz Brand and Marketing Strategy

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Interbrand

中国最佳品牌 Best China Brands 2022

Best China Brands 2022

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Q1 BRANDS 2022

Breakthrough Brands 2022

terbrand

Best Japan Brands 2022

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Best Japan Brands 2022

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