

## Top brands drive change, create unique experiences

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### The Anatomy of Growth: Announcing Interbrand's 2016 Best Global Brands

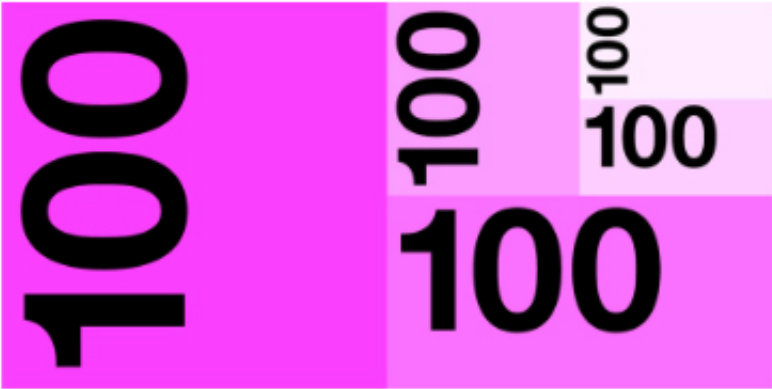
Interbrand today released its [2016 Best Global Brands](#) report identifying the world's 100 most valuable brands.

Apple, Google and Coca-Cola are the three most valuable brands, while Tesla and Dior entered the top 100 brands at #89 and #100 respectively and automotive and technology brands dominate the ranking.

<https://twitter.com/Interbrand/status/783534830483038208>

In surveying this year's class of Best Global Brands, Interbrand Global CEO Jez Frampton [states](#) that "It's clear the best global brands are not just weathering change, but driving it. They understand their [Anatomy of Growth](#) is complex, unique and personal; they look inward and outward, expand into new markets, and create better experiences to grow their brands and businesses."

That's why, Frampton adds, "the challenge for leaders is to create the conditions, strategies, and experiences to enable growth, and today's demanding employees and customers expect flawless, seamless, and enjoyable products and services."



# Best Global Brands

Highlights of the 2016 class of Best Global Brands include:

01 Apple	Best Global Brands 2016 Top 10
02 Google	
03 Coca-Cola	
04 Microsoft	
05 Toyota	
06 IBM	
07 Samsung	
08 Amazon	
09 Mercedes	
10 GE	

- For the fourth year in a row, Apple and Google claim the top positions. Apple’s brand value grew by 5 percent to USD \$178,119m, while Google’s brand value rose 11 percent to USD \$133,252m.

- Coca-Cola, Microsoft, Toyota, IBM, Samsung, Amazon, Mercedes-Benz and GE round out the top 10,
- The world's five Top Growing Brands include Facebook (48 percent growth), Amazon (33 percent), LEGO (25 percent), Nissan (22 percent) and Adobe (21 percent),
- Retail is the top growing sector with a 19 percent increase, followed by the sporting and luxury sectors with a 10 percent increase.
- The Top 100 brands have a combined total of \$1,796,384 million, an increase of 4.8% from 2015.

## Interbrand



With a network of 29 offices in 22 countries, Interbrand believes growth requires an organization combining a clear strategy with exceptional customer experiences.

Frampton offers this advice to companies aspiring to reach Best Global Brand status: “If you look at some of the brands that have transformed our market in the last 5 years—like Google, Apple, Facebook, Amazon, Uber, and Airbnb—these businesses have appeared almost from nowhere and changed how we live our lives. That’s the clue: they understand how we live our lives. The brand has also been a deep part of what they’re trying to do from the very start. If all of those things are not in place, you probably won’t be successful.”

And as Interbrand’s Chief Content Officer, Paola Norambuena, adds in her [analysis](#) of the hallmarks of the 2016 Best Global Brands, “While every brand’s path is unique, those making the most impressive strides demonstrate some of these key characteristics—they defy sector norms and have a clear sense of self. They know when to build versus borrow. Their brand and business are cohesive and built around people. And they have a clear strategy for growth. That’s what makes them Best Global Brands.”

For more details, visit [bestglobalbrands.com](http://bestglobalbrands.com).

<https://vimeo.com/184062603>



*Published in BusinessWeek until 2009, Interbrand, a division of Omnicom assumed sole authorship the following year. A division of Omnicom and parent of brandchannel, Interbrand Best Global Brands methodology is the first of its kind to be ISO certified and uses three key aspects that contribute to a brand's value:*

- The financial performance of the branded products or service
- The role the brand plays in influencing consumer choice
- The strength the brand has to command a premium price, or secure earnings for the company.

To qualify, brands must operate on at least three major continents and have a roadmap in emerging markets. Thirty percent of revenues must be derived outside the home country, with no more than fifty percent of revenues from any one continent.

*This article first appeared in [www.brandchannel.com](http://www.brandchannel.com)*