

2008年全球百大品牌排行榜

| 2008年<br>品牌排<br>名 | 2007年<br>品牌排<br>名 | 品牌名稱                       | 改變<br>名次 | 2008 品牌價值<br>(單位：10億<br>美元) | 2007品牌價值<br>(單位：10億<br>美元) | 品牌價值<br>增減幅度<br>(單<br>位：%) |
|-------------------|-------------------|----------------------------|----------|-----------------------------|----------------------------|----------------------------|
| 1                 | 1                 | 可口可樂<br>(CocaCola)         | 0        | 66,667                      | 65,324                     | 2%                         |
| 2                 | 3                 | IBM                        | 1        | 59,031                      | 57,091                     | 3%                         |
| 3                 | 2                 | 微軟 (Microsoft)             | -1       | 59,007                      | 58,709                     | 1%                         |
| 4                 | 4                 | 奇異 (GE)                    | 0        | 53,086                      | 51,569                     | 3%                         |
| 5                 | 5                 | 諾基亞 (Nokia)                | 0        | 35,942                      | 33,696                     | 7%                         |
| 6                 | 6                 | 豐田<br>(Toyota)             | 0        | 34,050                      | 32,070                     | 6%                         |
| 7                 | 7                 | 英特爾<br>(Intel)             | 0        | 31,261                      | 30,954                     | 1%                         |
| 8                 | 8                 | 麥當勞 (McDonald's)           | 0        | 31,049                      | 29,398                     | 6%                         |
| 9                 | 9                 | 迪士尼<br>(Disney)            | 0        | 29,251                      | 29,210                     | 0%                         |
| 10                | 20                | Google                     | 10       | 25,590                      | 17,837                     | 43%                        |
| 11                | 10                | 賓士<br>(Mercedes-Benz)      | -1       | 25,577                      | 23,568                     | 9%                         |
| 12                | 12                | 惠普<br>(Hewlett-Packard)    | 0        | 23,509                      | 22,197                     | 6%                         |
| 13                | 13                | BMW                        | 0        | 23,298                      | 21,612                     | 8%                         |
| 14                | 16                | 吉列 (Gillette)              | 2        | 22,069                      | 20,415                     | 8%                         |
| 15                | 15                | 美國運通<br>(American Express) | 0        | 21,940                      | 20,827                     | 5%                         |
| 16                | 17                | 路易威登 (LouisVuitton)        | 1        | 21,602                      | 20,321                     | 6%                         |
| 17                | 18                | 思科 (Cisco)                 | 1        | 21,306                      | 19,099                     | 12%                        |
| 18                | 14                | 萬寶龍 (Marlboro)             | -4       | 21,300                      | 21,283                     | 0%                         |
| 19                | 11                | 花旗銀行 (Citi)                | -8       | 20,174                      | 23,443                     | -14%                       |
| 20                | 19                | 本田汽車 (Honda)               | -1       | 19,079                      | 17,998                     | 6                          |
| 21                | 21                | 三星 (Samsung)               | 0        | 17,689                      | 16,853                     | 5                          |
| 22                | NEW               | H&M                        |          | 13,840                      |                            | new                        |

|    |     |                             |     |        |        |      |
|----|-----|-----------------------------|-----|--------|--------|------|
| 23 | 27  | 甲骨文 (Oracle)                | 4   | 13,831 | 12,448 | 11   |
| 24 | 33  | 蘋果 (Apple)                  | 9   | 13,724 | 11,037 | 24%  |
| 25 | 25  | 新力 (Sony)                   | 0   | 13,583 | 12,907 | 5%   |
| 26 | 26  | 百事 (Pepsi)                  | 0   | 13,249 | 12,888 | 3%   |
| 27 | 23  | 滙豐 (HSBC)                   | -4  | 13,143 | 13,563 | -3%  |
| 28 | 24  | 雀巢咖啡 (Nescafe)              | -4  | 13,055 | 12,950 | 1%   |
| 29 | 29  | 耐吉 (Nike)                   | 0   | 12,672 | 12,004 | 6%   |
| 30 | 28  | 優比速 (UPS)                   | -2  | 12,621 | 12,013 | 5%   |
| 31 | 34  | 思愛普 (SAP)                   | 3   | 12,228 | 10,850 | 13%  |
| 32 | 31  | 戴爾 (Dell)                   | -1  | 11,695 | 11,554 | 1%   |
| 33 | 30  | 百威 (Budweiser)              | -3  | 11,438 | 11,652 | -2%  |
| 34 | 22  | 美林銀行 (Merrill Lynch)        | -12 | 11,399 | 14,343 | -21% |
| 35 | 38  | Ikea                        | 3   | 10,913 | 10,087 | 8%   |
| 36 | 36  | 佳能 (Canon)                  | 0   | 10,876 | 10,581 | 3%   |
| 37 | 32  | 摩根富林明 (J. P. Morgan)        | -5  | 10,773 | 11,433 | -6%  |
| 38 | 35  | 高盛銀行 (Goldman Sachs)        | -3  | 10,331 | 10,663 | -3%  |
| 39 | 40  | 家樂氏 (Kellogg's)             | 1   | 9,710  | 9,341  | 4%   |
| 40 | 44  | 任天堂 (Nintendo)              | 4   | 8,772  | 7,730  | 13%  |
| 41 | 39  | 瑞士銀行 (UBS)                  | -2  | 8,740  | 9,838  | -11% |
| 42 | 37  | 摩根士丹利 (Morgan Stanley)      | -5  | 8,696  | 10,340 | -16% |
| 43 | 42  | 飛利浦 (Philips)               | -1  | 8,325  | 7,741  | 8%   |
| 44 | NEW | 湯姆森路透財經媒體 (Thomson Reuters) | New | 8,313  | New    | New  |
| 45 | 46  | Gucci                       | 1   | 8,254  | 7,697  | 7%   |
| 46 | 48  | Ebay                        | 2   | 7,991  | 7,456  | 7%   |
| 47 | 50  | 埃森哲資訊 (Accenture)           | 3   | 7,948  | 7,296  | 9%   |

|    |     |                        |     |       |       |      |
|----|-----|------------------------|-----|-------|-------|------|
| 48 | 43  | 西門子 (Siemens)          | -5  | 7,943 | 7,737 | 3%   |
| 49 | 41  | 福特汽車 (Ford)            | -8  | 7,896 | 8,982 | -12% |
| 50 | 45  | 哈雷機車 (Harley-Davidson) | -5  | 7,609 | 7,718 | -1%  |
| 51 | 51  | 萊雅 (L'Oreal)           | 0   | 7,508 | 7,045 | 7%   |
| 52 | 52  | MTV                    | 0   | 7,193 | 6,907 | 4%   |
| 53 | 54  | 福斯汽車 (Volkswagen)      | 1   | 7,047 | 6,511 | 8%   |
| 54 | 47  | 美國國際集團 (AIG)           | -7  | 7,022 | 7,490 | -6%  |
| 55 | 49  | 安盛國衛保險 (AXA)           | -6  | 7,001 | 7,327 | -4%  |
| 56 | 53  | Heinz                  | -3  | 6,646 | 6,544 | 2%   |
| 57 | 57  | 高露潔 (Colgate)          | 0   | 6,437 | 6,025 | 7%   |
| 58 | 62  | 亞馬遜 (Amazon.com)       | 4   | 6,434 | 5,411 | 19%  |
| 59 | 56  | 富士全錄 (Xerox)           | -3  | 6,393 | 6,050 | 6%   |
| 60 | 58  | Chanel                 | -2  | 6,355 | 5,830 | 9%   |
| 61 | 59  | 箭牌口香糖 (Wrigley's)      | -2  | 6,105 | 5,777 | 6%   |
| 62 | 64  | Zara                   | 2   | 5,955 | 5,165 | 15%  |
| 63 | 63  | 雀巢 (Nestle)            | 0   | 5,592 | 5,314 | 5%   |
| 64 | 60  | 肯德基 (KFC)              | -4  | 5,582 | 5,682 | -2%  |
| 65 | 55  | 雅虎 (Yahoo!)            | -10 | 5,496 | 6,067 | -9%  |
| 66 | 67  | 達能食品 (Danone)          | 1   | 5,408 | 5,019 | 8%   |
| 67 | 68  | 奧迪汽車 (Audi)            | 1   | 5,407 | 4,866 | 11%  |
| 68 | 66  | Caterpillar            | -2  | 5,288 | 5,059 | 5%   |
| 69 | 65  | 雅芳 (Avon)              | -4  | 5,264 | 5,103 | 3%   |
| 70 | 69  | 愛迪達 (Adidas)           | -1  | 5,072 | 4,767 | 6%   |
| 71 | 71  | 勞力士 (Rolex)            | 0   | 4,956 | 4,589 | 8%   |
| 72 | 72  | 現代汽車 (Hyundai)         | 0   | 4,846 | 4,453 | 9%   |
| 73 | NEW | 黑莓機 (BlackBerry)       | New | 4,802 | New   | New  |
| 74 | 70  | 金百利 (Kleenex)          | -4  | 4,636 | 4,600 | 1%   |

|     |     |                         |     |       |       |      |
|-----|-----|-------------------------|-----|-------|-------|------|
| 75  | 75  | 保時捷 (Porsche)           | 0   | 4,603 | 4,235 | 9%   |
| 76  | 73  | 愛馬仕 (Hermes)            | -3  | 4,575 | 4,255 | 8%   |
| 77  | 61  | GAP                     | -16 | 4,357 | 5,481 | -20% |
| 78  | 78  | Panasonic               | 0   | 4,281 | 4,135 | 4%   |
| 79  | 83  | Cartier                 | 4   | 4,236 | 3,852 | 10%  |
| 80  | 79  | Tiffany & Co.           | -1  | 4,208 | 4,003 | 5%   |
| 81  | 74  | 必勝客 (Pizza Hut)         | -7  | 4,097 | 4,254 | -4%  |
| 82  | 80  | 安聯人壽 (Allianz)          | -2  | 4,033 | 3,957 | 2%   |
| 83  | 85  | 法國酩悅香檳 (Moet & Chandon) | 2   | 3,951 | 3,739 | 6%   |
| 84  | 84  | BP                      | 0   | 3,911 | 3,794 | 3%   |
| 85  | 88  | 星巴克 (Starbucks)         | 3   | 3,879 | 3,631 | 7%   |
| 86  | 81  | 安泰人壽 (ING)              | -5  | 3,768 | 3,880 | -3%  |
| 87  | 77  | 摩托羅拉 (Motorola)         | -10 | 3,721 | 4,149 | -10% |
| 88  | 89  | 金頂電池 (Duracell)         | 1   | 3,682 | 3,605 | 2%   |
| 89  | 91  | 思美洛伏特加 (Smirnoff)       | 2   | 3,590 | 3,379 | 6%   |
| 90  | 92  | Lexus                   | 2   | 3,588 | 3,354 | 7%   |
| 91  | 94  | Prada                   | 3   | 3,585 | 3,287 | 9%   |
| 92  | 90  | 嬌生 (Johnson & Johnson)  | -2  | 3,582 | 3,445 | 4%   |
| 93  | NEW | 法拉利 (Ferrari)           | New | 3,527 | New   | New  |
| 94  | NEW | 亞曼尼 (Armani)            | New | 3,526 | New   | New  |
| 95  | 87  | 干邑白蘭地 (Hennessy)        | -8  | 3,513 | 3,638 | -3%  |
| 96  | NEW | 萬豪飯店 (Marriott)         | New | 3,502 | New   | New  |
| 97  | 93  | Shell                   | -4  | 3,471 | 3,331 | 4%   |
| 98  | 96  | 妮維雅 (Nivea)             | -2  | 3,401 | 3,116 | 9%   |
| 99  | NEW | 聯邦快遞 (FedEx)            | New | 3,359 | New   | New  |
| 100 | NEW | Visa                    | New | 3,338 | New   | New  |

資料來源：全球品牌顧問公司 Interbrand  
製表：動腦網站編輯部 (2008年9月)