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The Futurelab 100:
Interbrand's "Best Global Brands" Ranked
for their Online Relevance

August, 2007

Brussels, August 20, 2007

For the third time in a row, the Futurelab 100 mashes up Interbrand's list of the world's most valuable brands by looking at their online relevance. This way, we hope to provide brand leaders a perspective on the attention their brand commands on the internet, and the reputation it is able to build.

To compile our ranking, we use publicly available data which includes the number of times a brand's name appears in Google, Baidu and Technorati, the number of links to the brands website, its reach and Page-rank relevance, the number of times people express their "love" or "hate" for the brand and the way the brand performs in Nielsen's Blogpulse (for full details on our approach or a suggestions to further improve our methodology, feel free to contact us on info-at-futurelab.net).

About Futurelab

Futurelab is knowledge house which explores the edge of business. We do this through blogs, publications, events, customer labs and any other medium which may be relevant.

Today this leads us to the field of marketing. In spite of all the hype, many brand communication strategies are still out-of-sync with the market reality. We feel that accountable marketers should remedy this. That is why we invite brands, agencies and media to work with us in identifying relevant ways of communication which build relevance and reputation online. To learn more about our thinking and expertise, visit us at <http://blog.futurelab.net>

Big Movers (vs. last year)

GOING UP ...

	Δ		FL '06	FL '07
1	+21	Mercedes	56	35
2	+18	Honda	38	20
3	+18	Yahoo!	20	2
4	+17	Goldman & Sachs	90	73
5	+16	Budweiser	85	69
6	+14	Gillette	92	78
7	+13	Prada	64	51
7	+13	ING	54	41
7	+13	Oracle	30	17
10	+11	McDonalds	53	42

GOING DOWN ...

	Δ		FL '06	FL '07
1	-19	Ford	11	30
2	-16	LG	6	22
2	-16	American Express	28	44
4	-15	Siemens	24	39
5	-13	Johnson & Johnson	78	91
6	-12	Merrill Lynch	75	87
7	-11	Motorola	14	25
7	-11	Philips	23	34
7	-11	Adidas	29	40
10	-10	Nokia	5	15

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FL'07	IB'07		FL'06		FL'07	IB'07		FL'06	
1	20	Google	1	-	51	94	Prada	64	↻
2	55	Yahoo!	20	↻	52	60	KFC	48	↻
3	33	Apple	3	-	53	74	Pizza Hut	51	↻
4	48	eBay	2	↻	54	1	Coca Cola	46	↻
5	25	Sony	12	↻	55	65	Avon	49	↻
6	62	Amazon.com	9	↻	56	98	Nissan	55	↻
7	31	Dell	16	↻	57	56	Xerox	57	-
8	2	Microsoft	7	↻	58	54	Volkswagen	50	↻
9	3	IBM	18	↻	59	17	Louis Vuitton	61	↻
10	21	Samsung	8	↻	60	86	Kraft	59	↻
11	9	Disney	4	↻	61	23	HSBC	62	↻
12	7	Intel	19	↻	62	83	Cartier	72	↻
13	36	Canon	10	↻	63	39	UBS	67	↻
14	44	Nintendo	13	↻	64	95	Burberry	58	↻
15	5	Nokia	5	↻	65	71	Rolex	65	-
16	28	UPS	17	↻	66	66	Caterpillar	70	↻
17	27	Oracle	30	↻	67	73	Hermes	60	↻
18	61	Gap	25	↻	68	100	Hertz	n/a	new
19	6	Toyota	26	↻	69	30	Budweiser	85	↻
20	19	Honda	38	↻	70	50	Accenture	73	↻
21	93	Shell	31	↻	71	64	Zara	66	↻
22	97	LG	6	↻	72	45	Harley-Davidson	69	↻
23	4	GE	15	↻	73	35	Goldman Sachs	90	↻
24	52	MTV	27	↻	74	37	Morgan Stanley	74	-
25	77	Motorola	14	↻	75	72	Hyundai	79	↻
26	18	Cisco	21	↻	76	51	L'Oréal	84	↻
27	13	BMW	22	↻	77	79	Tiffany & Co.	77	-
28	34	SAP	37	↻	78	16	Gillette	92	↻
29	38	Ikea	33	↻	79	47	AIG	n/a	new
30	41	Ford	11	↻	80	32	JP Morgan	81	↻
31	76	Reuters	42	↻	81	14	Marlboro	87	↻
32	88	Starbucks	35	↻	82	53	Heinz	76	↻
33	29	Nike	41	↻	83	63	Nestlé	83	-
34	42	Philips	23	↻	84	57	Colgate	91	↻
35	10	Mercedes	56	↻	85	11	Citi	82	↻
36	78	Panasonic	32	↻	86	40	Kellogg's	86	-
37	82	Kodak	34	↻	87	22	Merrill Lynch	75	↻
38	84	BP	36	↻	88	59	Wrigley	98	↻
39	43	Siemens	24	↻	89	91	Smirnoff	88	↻
40	69	Adidas	29	↻	90	99	Polo RL	n/a	new
41	81	ING	54	↻	91	90	Johnson & Johnson	78	↻
42	8	McDonalds	53	↻	92	70	Kleenex	96	↻
43	68	Audi	45	↻	93	96	Nivea	89	↻
44	15	American Express	28	↻	94	49	AXA	n/a	new
45	75	Porsche	39	↻	95	80	Allianz	n/a	new
46	12	Hewlett-Packard	44	↻	96	87	Hennessy	94	↻
47	26	Pepsi	43	↻	97	24	Nescafe	99	↻
48	58	Chanel	47	↻	98	89	Duracell	95	↻
49	46	Gucci	40	↻	99	67	Danone	97	↻
50	92	Lexus	52	↻	100	85	Moët & Chandon	100	-

August 12, 2007

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Methodology

Important Notice

At Futurelab we realise that the methodology used for the compilation of this list can be improved upon, as the quality of online data available.

Nevertheless, we believe that the value of publishing the Futurelab 100 also lies in encouraging the dialogue “to make it better”. That is why we would like to invite anyone who:

- identifies ways to improve the methodology or the data collected
- would like to work with us in extending the research to include more data

to contact us on info-at-futurelab.net. All contributions will be fully credited.

This first ranking is based on the Interbrand 100 published on July 26, 2007, as available on http://www.interbrand.com/best_brands_2007.asp

Using publicly available data, in the 2nd week of August, 2007, for each brand a manual calculation has been done of:

- the number times a brand is mentioned in Google
- the number of times a brand is mentioned in Baidu
- the number of Technorati blogposts about the brand
- the number of links to the brand's dot-com (.com) website (URL Trends)
- the google pagerank for the brand's dot-com (.com) website
- the relative reach of the brand's website (as per Alexa ranking)
- the number of times the wording “I love (brand)” and “(brand) is great” appeared in Google
- the number of times the wording “I hate (brand)” and “(brand) sucks” appeared in Google (in spite of its crudeness, this word has substantial statistical significance).
- the “peak score” over the last 6 months achieved in Nielsen Blogpulse

For each of these elements a ranking has been compiled. The combination of these individual rankings has then resulted in the overall position in the overall Futurelab 100 chart.

On the use of brand names

The brand names which have been used are those as mentioned and described in the Interbrand 100. This means that:

- brands like for example Hewlett-Packard or Mercedes-Benz have been entered as such and not as for instance HP or Mercedes (even though the latter score substantially better online)
- we have not taken into account brand names which are spelled wrong (e.g. Philips and Phillips or Gillette and Gilette)

The only exceptions to this rule have been the brands Amazon.com (entered as “Amazon”) and Gap (entered as “The Gap”) as using the brand names as mentioned in the Interbrand list resulted in non-sensical data.

Data Contamination

The ranking of brands who's name corresponds with a generic English language word may be inflated. This is notably the case for the likes of Apple, Oracle, Canon and ING. It is currently impossible for us to estimate the impact of this data contamination.