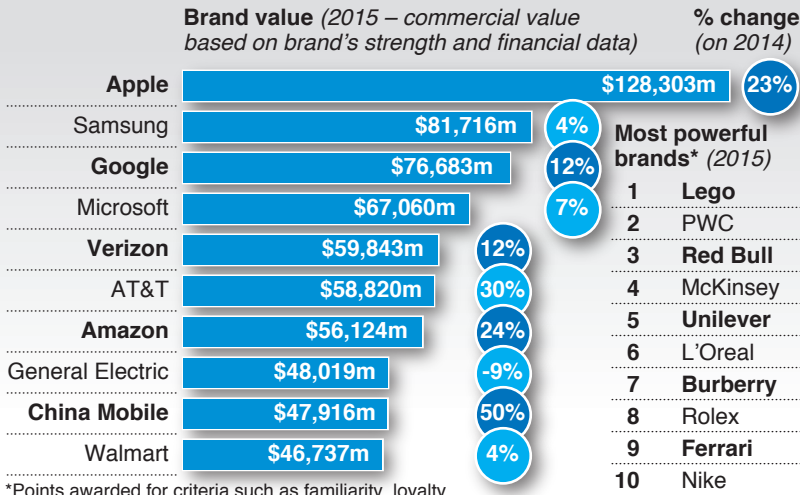# Top 10 most valuable brands

**Apple retains top spot as the world's most valuable brand, while Lego has taken the top podium spot from Ferrari as the world's most powerful brand, according to consultancy Brand Finance**

**Brand value** *(2015 – commercial value based on brand's strength and financial data)*

**% change** *(on 2014)*

| Brand | Value | % change |
|---|---|---|
| **Apple** | $128,303m | 23% |
| Samsung | $81,716m | 4% |
| **Google** | $76,683m | 12% |
| Microsoft | $67,060m | 7% |
| **Verizon** | $59,843m | 12% |
| AT&T | $58,820m | 30% |
| **Amazon** | $56,124m | 24% |
| General Electric | $48,019m | -9% |
| **China Mobile** | $47,916m | 50% |
| Walmart | $46,737m | 4% |

**Most powerful brands\*** *(2015)*

| | |
|---|---|
| 1 | **Lego** |
| 2 | PWC |
| 3 | **Red Bull** |
| 4 | McKinsey |
| 5 | **Unilever** |
| 6 | L'Oreal |
| 7 | **Burberry** |
| 8 | Rolex |
| 9 | **Ferrari** |
| 10 | Nike |

\*Points awarded for criteria such as familiarity, loyalty, promotion, staff satisfaction, and corporate reputation
Source: Brand Finance Global 500, 2015

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