

# Millward Brown identifies top drivers of brand value growth in BrandZ Top 100 Global Brands Report

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**Subway heads the overall 'Top Risers' list - revealed as the launch of the eighth annual Top 100 ranking approaches.**

Subway is the brand that has grown its value most since the launch of the first [BrandZ Top 100 Most Valuable Global Brands](#) ranking, produced by Millward Brown Optimor for WPP. It has achieved its huge brand value growth of 5,145% with a great value offer, absolute relevance to consumers, and a genuinely meaningful difference that sets it apart from competitors.

In advance of the 2013 rankings, to be announced on Tuesday, 21 May, Millward Brown has analysed all the previous results since 2006 to reveal the eight Top Risers overall, the brands with the strongest, most sustainable value growth over time. These are:

1. **Subway +5,145%**
2. **Apple +1,045%**
3. **Amazon +470%**
4. **Hermès +297%**
5. **Verizon +230%**
6. **McDonald's +228%**
7. **IBM +221%**
8. **Google + 188%**

The results reflect an increase in consumers' desire to talk, text, send data, eat quickly and bring a bit of luxury into their lives. The analysis also highlights eight key drivers of success for the brands with the strongest and most sustainable growth:

1. **Great value** - It's not about price, but what you get for your money. Hermès and Subway in particular both offer great value.
2. **Relevant** - Continuing to renew the brand is essential to remain in contention over a number of years. IBM's reinvention as a greater-margin consultancy which drives a 'Smarter Planet' is totally in tune with the spirit of today.
3. **They have harnessed technology** - Being available 24/7, being social and being connected...no brand can afford to be out of touch nowadays. Amazon's online customer management and purchase recommendation, for example, was a game changer.
4. **Reputation** - How the brand really behaves today will be assessed globally, in a flash, so 'what you stand for' is a valuable component of a good reputation. It may surprise some, but McDonald's has an excellent reputation based on a clear brand promise and experience.
5. **Meaningful difference** - Consumers will stay loyal if they feel they are getting the best. Brands that meet their needs, are unique in a positive way and are ahead of the game in setting trends that are more appealing, and generate the greatest contribution to driving current and future sales. Apple is the archetypal 'meaningfully different' brand, and has this to thank for its vital and living brand.
6. **Personality** - A distinctive brand character is more likely to generate consumer passion and create brand advocates. Brands should not worry about polarising opinion; it's better to stand for something. Verizon is what BrandZ classifies as a 'King' - a brand that is Assertive and In Control but also Wise, Desirable and Trustworthy. All of the Top Risers have distinct personalities.
7. **They get abroad and about** - Expanding the offer using a brand's meaningfully different positioning is a route to

successful growth. Apart from one French brand, all of the Top Risers are US-owned. And all, except Verizon to date, have moved into new territories chasing growth and success.

8. **A great branded experience** - A brand is only as good as the consumer's last experience. Recommendation is a powerful force and can make or break a brand, even more quickly in this connected world. Google has built its reputation and based its considerable innovation on continual delivery of the greatest experience.

The eight Top Risers combined have increased their total value by 329% since 2006 - this compares to 66% for the entire BrandZ Top 100 Most Valuable Global Brands.

Peter Walshe, Global BrandZ Director at Millward Brown, said: "A strong brand is a valuable commodity, and our analysis reinforce its importance as a source of sustainable competitive advantage and value growth. Each of the Top Risers owes its stellar performance to the fact that it has prioritised brand-building strategies that enabled it to drive sales, stand apart from competitors and command a price premium. The results also highlight the importance of brands in understanding consumers' needs and continually adjusting and adapting to make themselves meaningfully different and relevant."

The [BrandZ Top 100 Most Valuable Global Brands 2013](#) ranking will be published on 21 May 2013.

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[Millward Brown](#) is one of the world's leading research agencies and is expert in effective advertising, marketing communications, media and brand equity research. Through the use of an integrated suite of validated research solutions - both qualitative and quantitative - Millward Brown helps clients build strong brands and services. Millward Brown has more than 88 offices in 58 countries. Additional practices include Millward Brown's Global Media Practice (media effectiveness unit), The Neuroscience Practice (using neuroscience to enhance traditional research techniques), Millward Brown Optimor (focused on helping clients maximize the returns on their brand and marketing investments), Dynamic Logic (the world leader in digital marketing effectiveness) and Firefly Millward Brown (the global qualitative research business). Millward Brown is part of Kantar, WPP's insight, information and consultancy group.

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