

01 MERCEDES-BENZ  
25 546 MIO. EUR



Mercedes-Benz

02 BMW  
25 494 MIO. EUR



03 SAP  
13 352 MIO. EUR



04 DEUTSCHE TELEKOM  
12 335 MIO. EUR



05 VOLKSWAGEN  
8 904 MIO. EUR



06 SIEMENS  
6 808 MIO. EUR

SIEMENS

07 BASF  
6 474 MIO. EUR



The Chemical Company

08 AUDI  
6 219 MIO. EUR



Audi

09 ADIDAS  
6 033 MIO. EUR



adidas

10 BAYER  
5 615 MIO. EUR



11 ALLIANZ  
5 373 MIO. EUR



Allianz

12 PORSCHE  
5 182 MIO. EUR



PORSCHE

13 HUGO BOSS  
3 213 MIO. EUR



BOSS  
HUGO BOSS

14 BOSCH  
3 036 MIO. EUR



BOSCH

15 DEUTSCHE BANK  
3 032 MIO. EUR



Deutsche Bank

16 NIVEA  
2 513 MIO. EUR



NIVEA

17 CONTINENTAL  
2 465 MIO. EUR



18 ALDI  
2 189 MIO. EUR



ALDI

19 LINDE  
1 725 MIO. EUR



Linde

20 MAN  
1 719 MIO. EUR



MAN

21 SCHWARZKOPF  
1 525 MIO. EUR



Schwarzkopf

22 EVONIK  
1 519 MIO. EUR



EVONIK  
INDUSTRIES

23 MONTBLANC  
1 511 MIO. EUR



MONTBLANC

BEST  
GERMAN  
BRANDS  
2014.de

#BESTGERMANBRANDS  
FACEBOOK.COM/INTERBRAND.CEE

Creating and managing brand value™ Interbrand

24 LIDL  
1 304 MIO. EUR



25 COMMERZBANK  
1302 MIO. EUR



COMMERZBANK

26 KABEL DEUTSCHLAND  
1 151 MIO. EUR



Kabel Deutschland

27 EDEKA  
1 149 MIO. EUR



EDEKA

28 PUMA  
1 055 MIO. EUR



PUMA

29 PERSIL  
1 002 MIO. EUR



Persil

30 TUI  
964 MIO. EUR



TUI

31 DEUTSCHE POST  
936 MIO. EUR



Deutsche Post

32 INFINEON  
868 MIO. EUR



Infineon

33 MEDIA MARKT  
826 MIO. EUR



Media Markt

34 ZEISS  
812 MIO. EUR



ZEISS

35 BRAUN  
805 MIO. EUR



BRAUN

36 METRO  
780 MIO. EUR



METRO

37 OSRAM  
662 MIO. EUR



OSRAM

38 POSTBANK  
529 MIO. EUR



Postbank

39 KAUFLAND  
454 MIO. EUR



Kaufland

40 DM  
408 MIO. EUR



dm

41 REWE  
385 MIO. EUR



REWE

42 ERGO  
315 MIO. EUR



ERGO

43 HENKEL  
300 MIO. EUR



Henkel

44 HOCHTIEF  
232 MIO. EUR



HOCHTIEF

45 CONGSTAR  
222 MIO. EUR



congstar

46 DOUGLAS  
156 MIO. EUR



Douglas

47 FIELMANN  
155 MIO. EUR



Fielmann

48 NETTO  
148 MIO. EUR



Netto  
Marken-Discount

49 TCHIBO  
127 MIO. EUR



Tchibo

50 SATURN  
102 MIO. EUR



SATURN

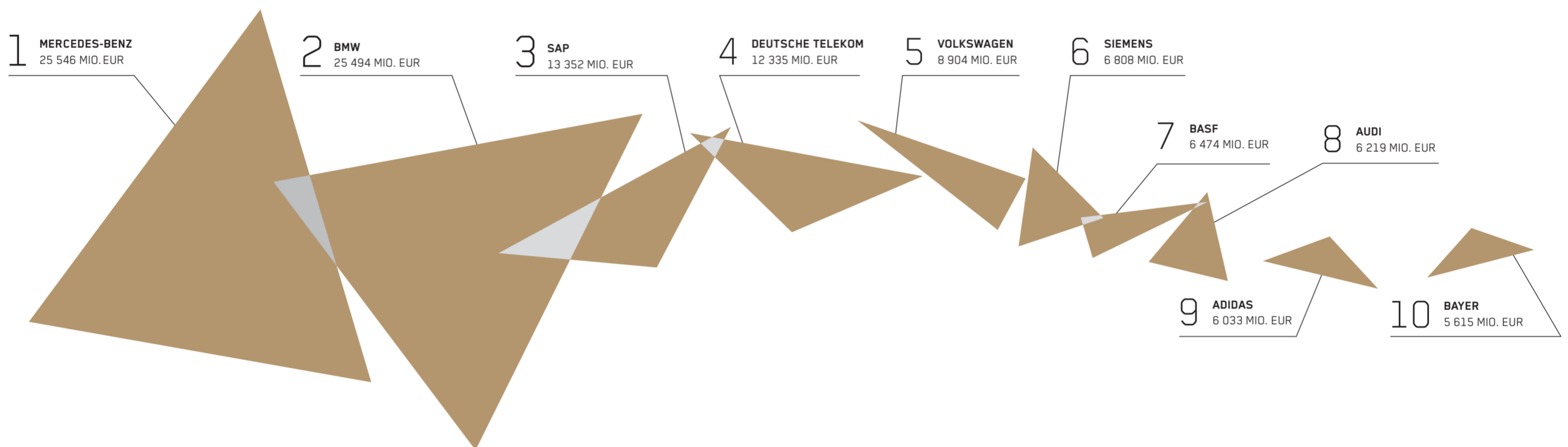


# BEST GERMAN BRANDS 2014.de

Interbrand

#BESTGERMANBRANDS  
FACEBOOK.COM/INTERBRAND.CEE

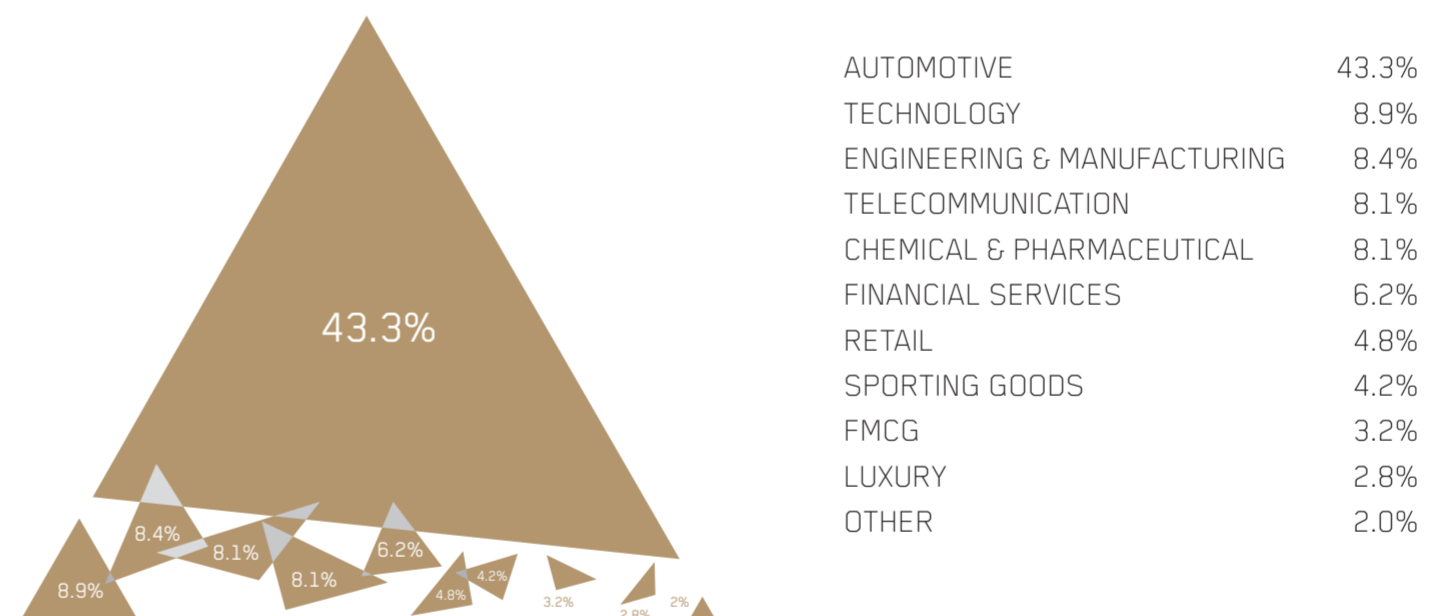
## THE TOP 10



## RANKS 11-50

11 ALLIANZ	25 COMMERZBANK	39 KAUFLAND
12 PORSCHE	26 KABEL DEUTSCHLAND	40 DM
13 HUGO BOSS	27 EDEKA	41 REWE
14 BOSCH	28 PUMA	42 ERGO
15 DEUTSCHE BANK	29 PERSIL	43 HENKEL
16 NIVEA	30 TUI	44 HOCHTIEF
17 CONTINENTAL	31 DEUTSCHE POST	45 CONGSTAR
18 ALDI	32 INFINEON	46 DOUGLAS
19 LINDE	33 MEDIA MARKET	47 FIELMANN
20 MAN	34 ZEISS	48 NETTO
21 SCHWARZKOPF	35 BRAUN	49 TCHIBO
22 EVONIK	36 METRO	50 SATURN
23 MONTBLANC	37 OSRAM	
24 LIDL	38 POSTBANK	

## TOP INDUSTRIES

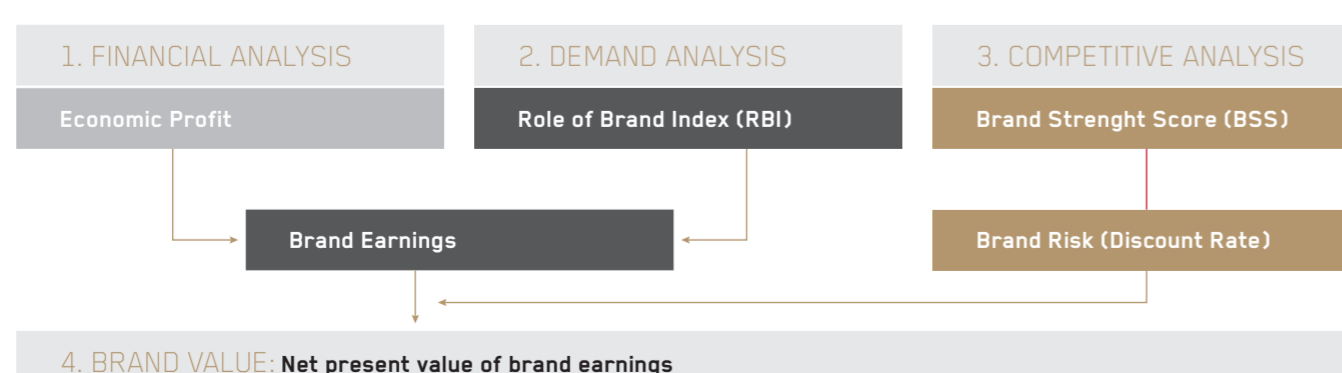


## INTERBRAND'S VALUATION METHODOLOGY

Interbrand's valuation methodology enables you to articulate the contribution of your brand to business results. It brings together market, brand, competitor, and financial data into a single framework within which a brand's performance can be assessed, a roadmap for improvement identified, and the financial impact of investing in your brand quantified.

### Criteria for Inclusion

- The brand must be German by origin
- There must be sufficient publicly available data on the brand's financial performance
- Economic profit must be expected to be positive over the longer term, delivering a return above the brand's operating and financing costs
- The brand must have a public profile and awareness in its market
- For further information please visit [bestgermanbrands2014.de](http://bestgermanbrands2014.de)



## BRAND STRENGTH

Brand Strength measures the ability of the brand to create loyalty and, therefore, to keep generating demand and profit into the future. In doing this, it considers internal (management and employee) and external (customer) factors. Brand Strength is scored on a 0-100 scale, based on an evaluation across 10 key factors that Interbrand believes make a strong brand.

### Internal Factors

Clarity  
Commitment  
Protection  
Responsiveness

### External Factors

Authenticity  
Relevance  
Differentiation  
Consistency  
Presence  
Understanding

Performance on these factors is judged relative to other brands in the industry and relative to other world-class brands. The strength of the brand is inversely related to the level of risk associated with the brand's financial forecasts.

WWW.INTERBRAND.COM