

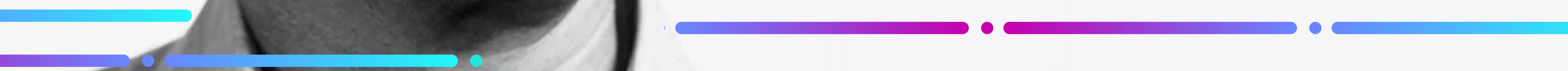






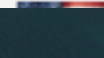
The Value of Brands in a Digital Age







Today, brands are more important online than in the physical world.





	1	Rank 2018: 1 2017: 3 ↑
		BV 2018: \$150,811m +42%
		BV 2017: \$106,396m
		Brand Rating: AAA-
<hr/>		
	2	Rank 2018: 2 2017: 2 →
		BV 2018: \$146,311m +37%
		BV 2017: \$107,141m
		Brand Rating: AAA+
<hr/>		
	3	Rank 2018: 3 2017: 1 ↓
		BV 2018: \$120,911m +10%
		BV 2017: \$109,470m
		

 **1** Rank 2018: **1** 2017: **3** ↑
 BV 2018: **\$150,811m** +42%
 BV 2017: **\$106,396m**
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 BV 2018: **\$146,311m** +37%
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 Brand Rating: **AAA+**

 **3** Rank 2018: **3** 2017: **1** ↓
 BV 2018: **\$120,911m** +10%
 BV 2017: **\$109,470m**
 Brand Rating: **AAA+**

 **4** Rank 2018: **4** 2017: **6** ↑
 BV 2018: **\$92,289m** +39%
 BV 2017: **\$66,218m**
 Brand Rating: **AAA+**


 **5** Rank 2018: **5** 2017: **9** ↑
 BV 2018: **\$89,684m** +45%
 BV 2017: **\$61,998m**
 Brand Rating: **AAA+**

 **6** Rank 2018: **6** 2017: **4** ↓
 BV 2018: **\$82,422m** -5%
 BV 2017: **\$87,016m**
 Brand Rating: **AAA-**

 **7** Rank 2018: **7** 2017: **5** ↓
 BV 2018: **\$81,163m** +6%
 BV 2017: **\$76,265m**
 Brand Rating: **AAA+**

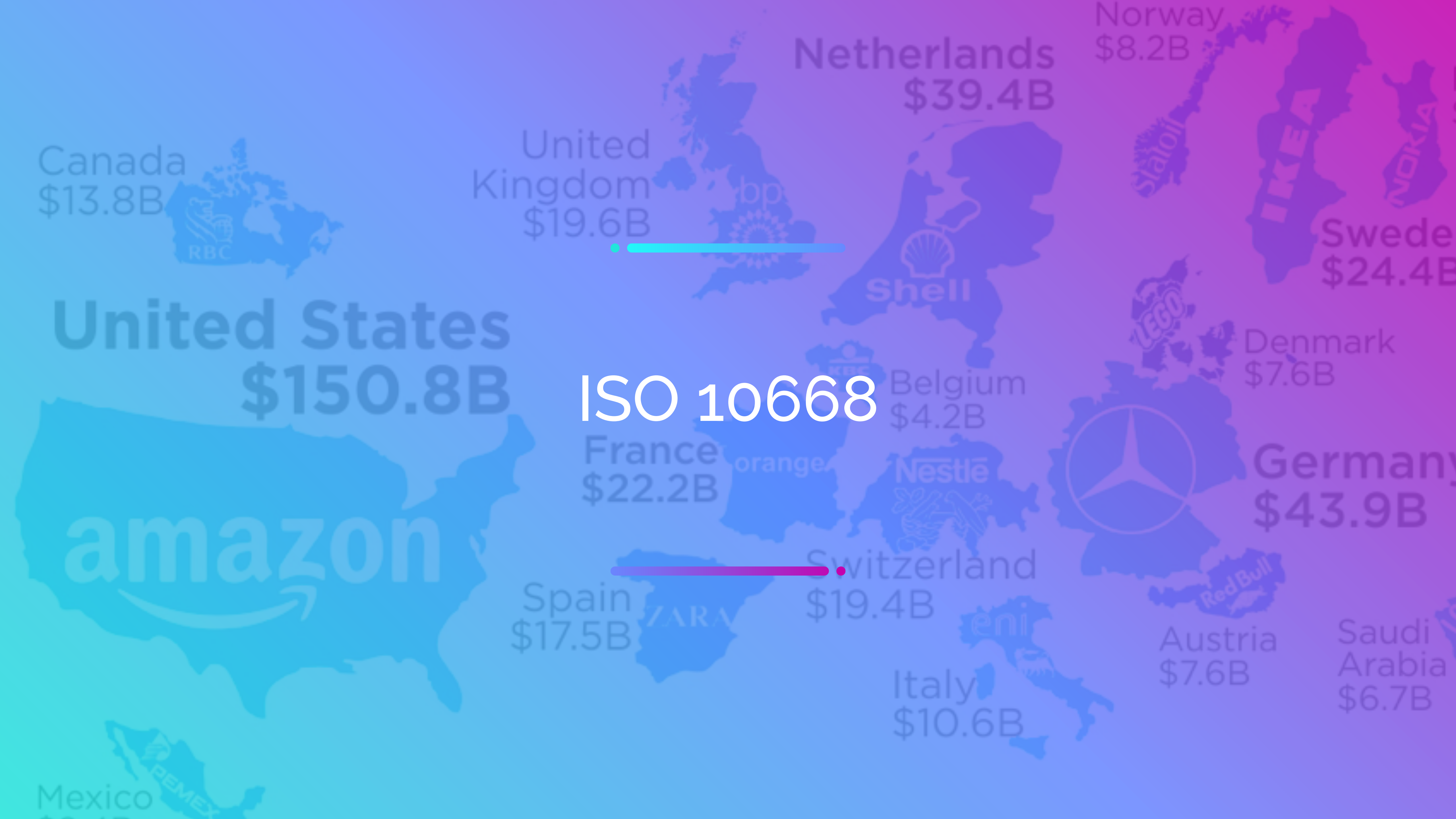
 **8** Rank 2018: **8** 2017: **7** ↓
 BV 2018: **\$62,826m** -5%
 BV 2017: **\$65,875m**
 Brand Rating: **AAA-**

 **9** Rank 2018: **9** 2017: **8** ↓
 BV 2018: **\$61,480m** -1%
 BV 2017: **\$62,211m**
 Brand Rating: **AA+**

 **10** Rank 2018: **10** 2017: **10** →
 BV 2018: **\$59,189m** +24%
 BV 2017: **\$47,832m**
 Brand Rating: **AAA+**

How Are Brands Valuated?





Canada
\$13.8B



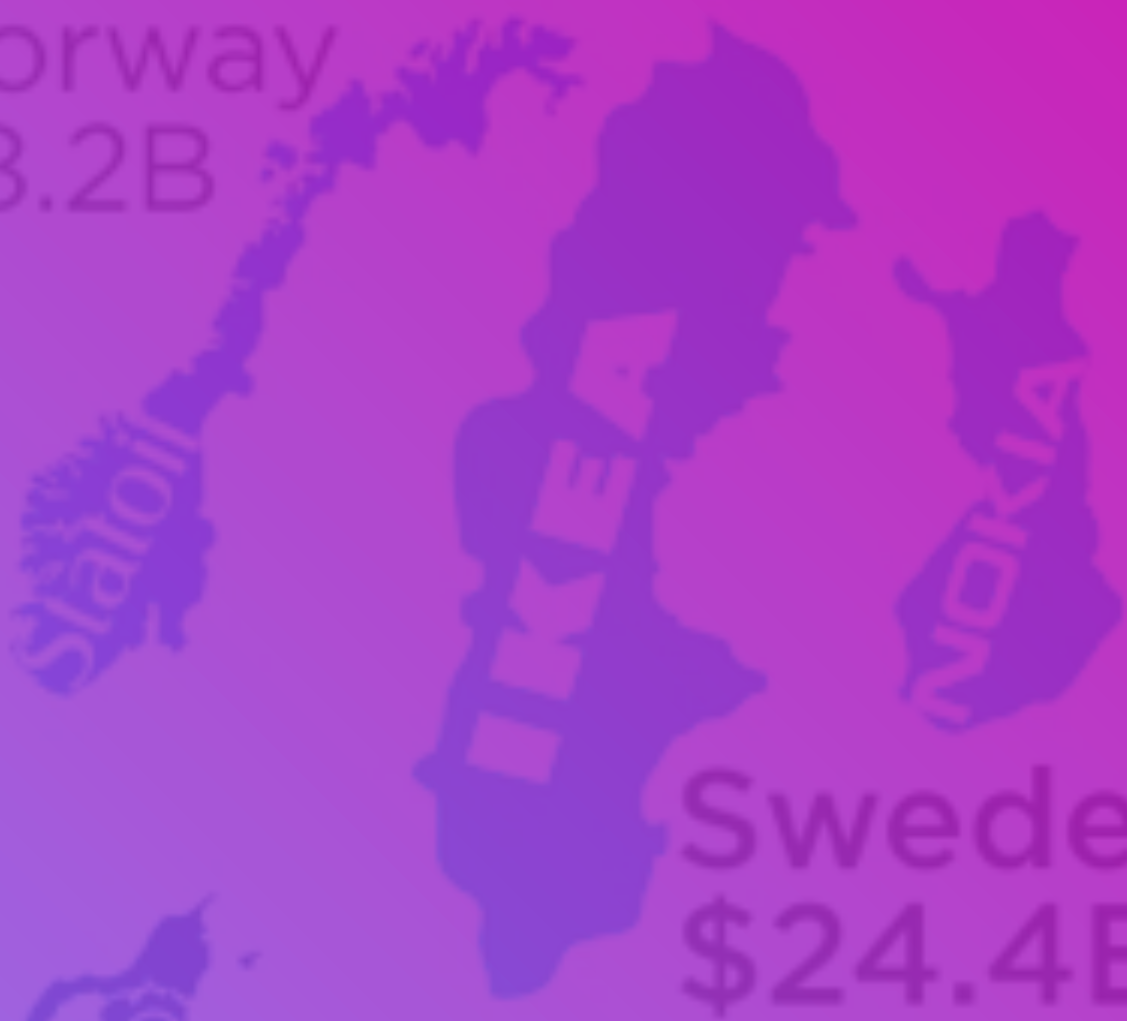
United Kingdom
\$19.6B



Netherlands
\$39.4B



Norway
\$8.2B



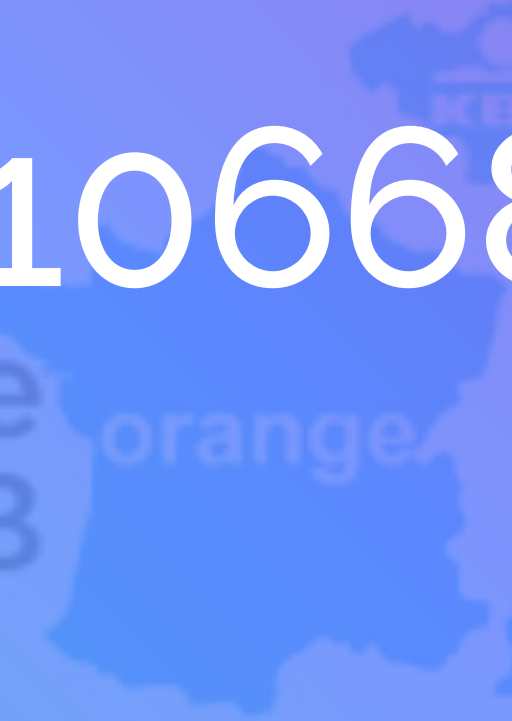
Sweden
\$24.4B

United States
\$150.8B



ISO 10668

France
\$22.2B



Belgium
\$4.2B



Denmark
\$7.6B



Germany
\$43.9B

Switzerland
\$19.4B



Spain
\$17.5B



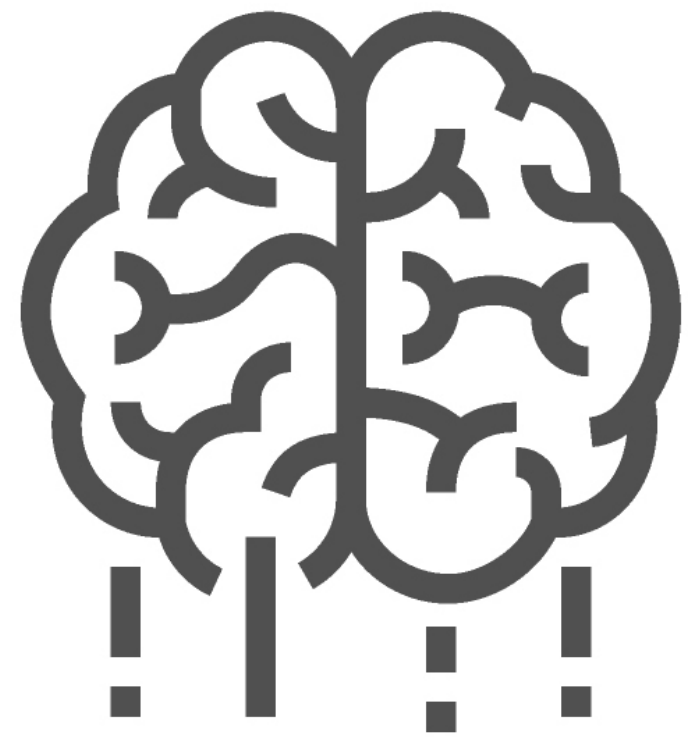
Austria
\$7.6B



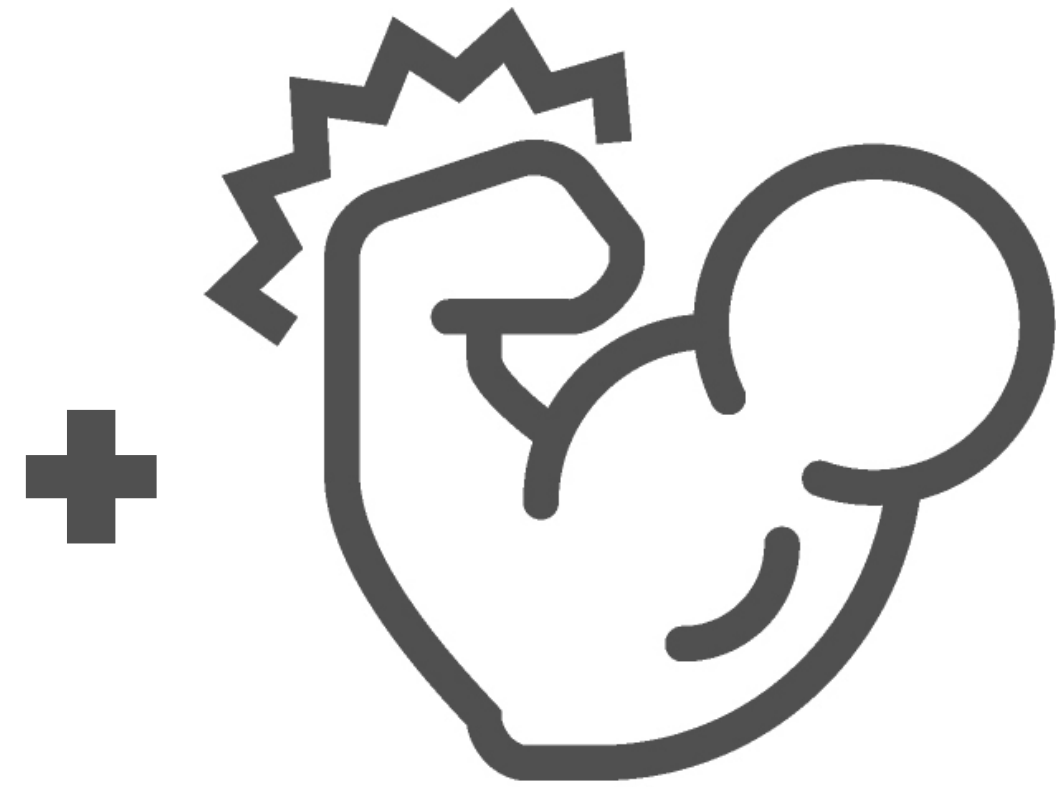
Saudi Arabia
\$6.7B

Mexico

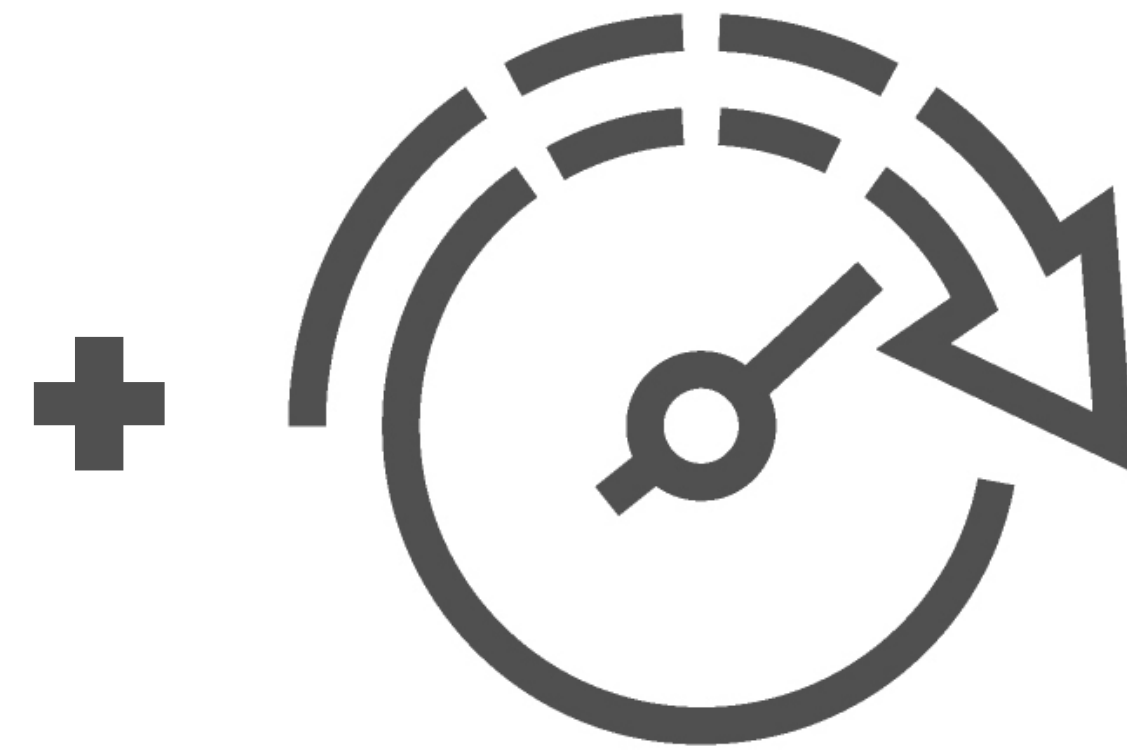




**Royalty
Rate**



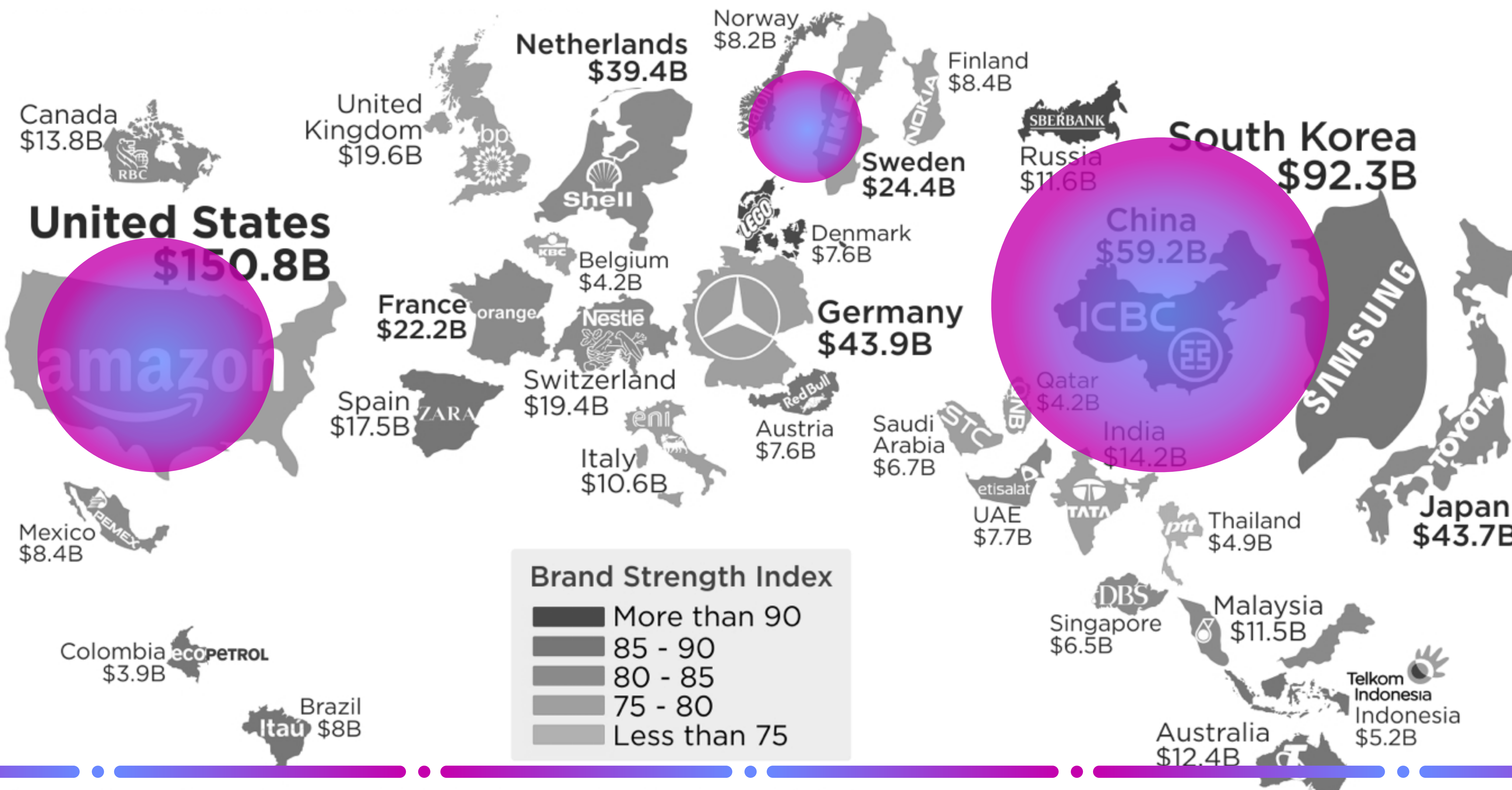
**Brand Strength
Index (BSI)**



**Financial
Value**



**Brand
Revenues**





Forbes

Interbrand
Best
Global
Brands
2017



Digital Global Daily





Donald J. Trump @realDonaldTrump
 If @amazon ever had to pay fair taxes, its stock would crash and it would crumble like a paper bag. The @washingtonpost scam is saving it!
 RETWEETS 1,724 LIKES 3,125
 7:22 AM - 7 Dec 2015

www.newsweek.com
Trump Tweet on Internet Tax for 'Amazon Washington Post' Is Fake News

Donald J. Trump @realDonaldTrump
 Why is the United States Post Office, which is losing many billions of dollars a year, while charging Amazon and others so little to deliver their packages, making Amazon richer and the Post Office dumber and poorer? Should be charging MUCH MORE!
 5:04 AM - 29 Dec 2017

@realDonaldTrump · 6h
 gton Post being used as a lobbyist weapon against politicians from looking into Amazon no-tax monopoly?
 31K

@realDonaldTrump · 6h
 it me in the @washingtonpost are Fake News. They are as igned @CNN. Lobbyist for Amazon and taxes?
 28K

Donald J. Trump @realDonaldTrump · 6h
 The Amazon Washington Post fabricated the facts on my ending massive, dangerous, and wasteful payments to Syrian rebels fighting Assad.....

J. Trump @realDonaldTrump · 6h
 Washingtonpost loses money (a deduction) and gives owner @JeffBezos power to screw public on low taxation of @Amazon! Big tax shelter
 RETWEETS 1,487 LIKES 2,575
 9:18 AM - 7 Dec 2015

Donald J. Trump @realDonaldTrump
 The #AmazonWashingtonPost, sometimes referred to as the guardian of Amazon not paying internet taxes (which they should) is FAKE NEWS!
 6:06 AM - 28 Jun 2017
 9,255 Retweets · 34,515 Likes



Siden de første nyhetene om utslippskandalen, har 21,6 milliarder kroner blitt borte fra Hydros markedsverdi. I dag slipper to nye rapporter

Nyheter Industri





A vertical list of tweets from September 23, 2015, at 16:00, discussing the VW emissions scandal. The tweets include:

- Audi News**: VW shares crash 20% on emissions cheating scandal.
- Win Grommen**: @BNR What have #volkswagen and #dowjones in common? [link]
- Y Actualized Visions**: Anatomy of Volkswagen's deception: The recall that never fixed any cars [link]
- Andrew Trotman**: BREAKING: #VW CEO to step down
- Mohd Faizd Messari**: Volkswagen's EPA Emissions Scandal Has Some Debt Traders Pricing In A Junk Rating [link]
- Prateek**: @TheViralJunkie Volkswagen crisis: carmaker could face biggest UK class action ever - live: Lawyers predict "one of the lagers" [link]
- Green Clean**: @GreenCleanLV zpr/k/77PL How Two Dogged Clear Air Sleuths Exposed Massive VW Deceit #GreenClean
- The Truth About Cars**: @TTAC Volkswagen Of America Was In Very Rough Shape Before The Emissions Scandal - thetruthaboutcars.com/2015/09/volksw... [link]







Video shows a passenger forcibly dragged off a United Airlines plane

4,296,020 views



14K



5.8K



SHARE



Business Insider ✓

Published on Apr 10, 2017

SUBSCRIBE 690K

A passenger was forcibly removed from a United Airlines flight by law enforcement on Sunday after refusing to give up his seat.

SHOW MORE

Up next

AUTOPLAY



New video shows United passenger bleeding after

CNN ✓

2.5M views

1:37

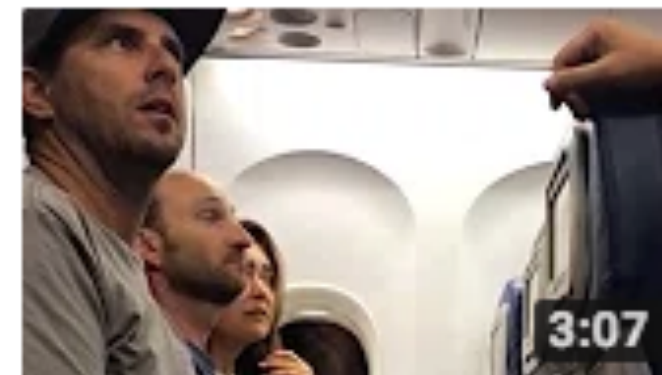


Top 10 Worst Things Airlines Have Ever Done

WatchMojo.com ✓

416K views

10:27



Another clash between airlines and passengers

CNN ✓

292K views

3:07



Doctor Was On Phone With United Moments Before Being

Inside Edition ✓

2M views

2:50



Woman Removed From Plane After Claiming She Was Allergic

Inside Edition ✓

1.9M views

1:50



Ellen on United Airlines' Latest Headlines

TheEllenShow ✓

3.8M views

Daniel Abraham @GossenLiteratur
 "United Airlines. Putting the hospital in hospitality"
 #NewUnitedAirlinesMottos

Steve Cheney @stevecheney
 Just cancelled my @united flight for tomorrow and re-booked @VirginAmerica. In fact, may never fly them again.
 11:27 PM - Apr 10, 2017
 372 likes, 95 people are talking about this

Patrick Gallagher @PatrickGman
 Nicely done @united and airport police ...all because you overbooked?!?...yep this is one boycott that's worth doing #BoycottUnitedAirlines
 10:01 PM - Apr 10, 2017
 484 likes, 139 people are talking about this

The Reagan Battalion @ReaganBattalion
 This is a doctor who paid for his ticket. He was dragged off his flight, beaten up, so a @united employee could take his seat. Unreal.
 pic.twitter.com/WR0Z089MHO
 Apr 10, 2017

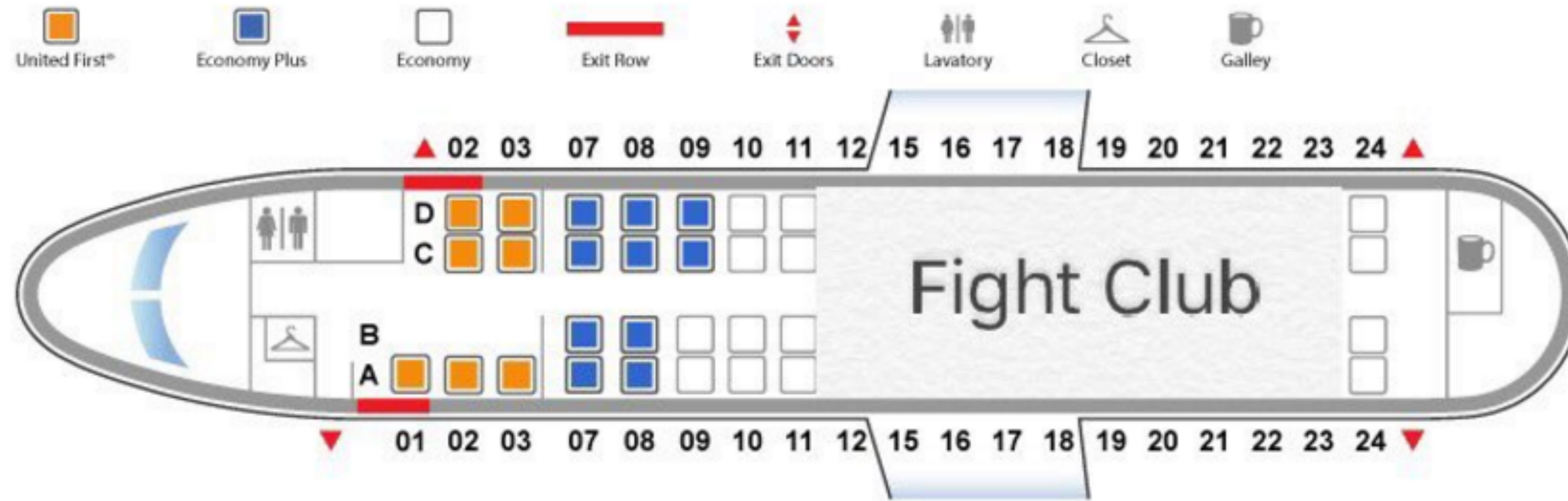
Paul Butcher @ThePaulButcher
 Boycott @united! Show investors we care & won't tolerate this type of business practice. What happened to that passanger is deplorable !
 11:22 PM - Apr 10, 2017
 102 likes, 52 people are talking about this



PULLED OFF THE PLANE

UNITED DRAGS PASSENGER FROM OVERBOOKED FLIGHT





McNeil @Reflog_18 · Apr 10

United Airlines is pleased to announce new seating on all domestic flights- in addition to United First and Economy Plus we introduce.... pic.twitter.com/KQjPCIU2d2

United



A woman with glasses and a dark suit jacket is shown from the chest up, wearing a white t-shirt with a black Apple logo. She is holding a large, open cardboard box with both hands and has a wide, joyful expression on her face, with her mouth open as if shouting or cheering. The background is a blurred crowd of people. The entire image is overlaid with a semi-transparent blue-to-purple gradient. Two horizontal lines, one cyan and one magenta, are positioned above and below the text respectively, each starting with a small dot.

Shareholder vs. Customer

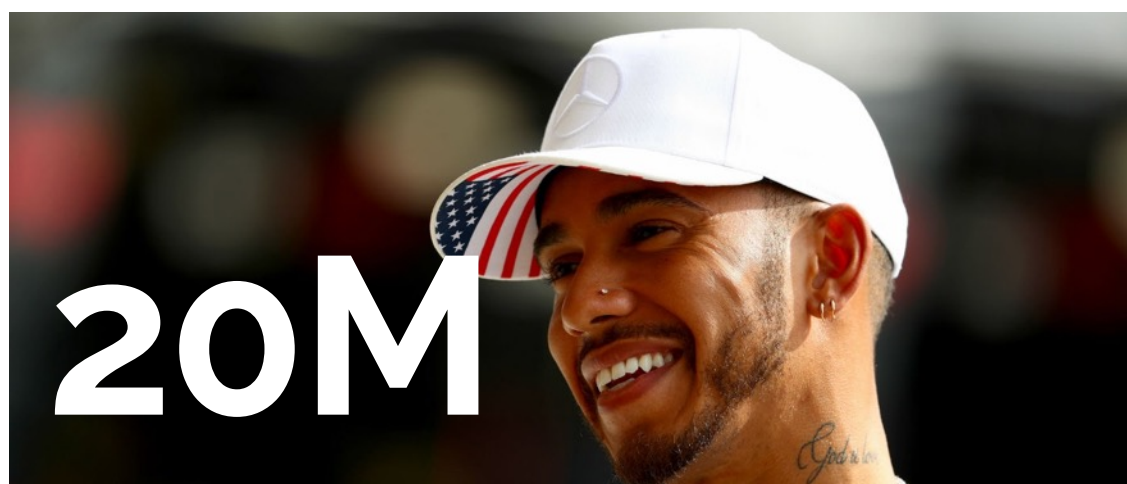
Social Media Impact

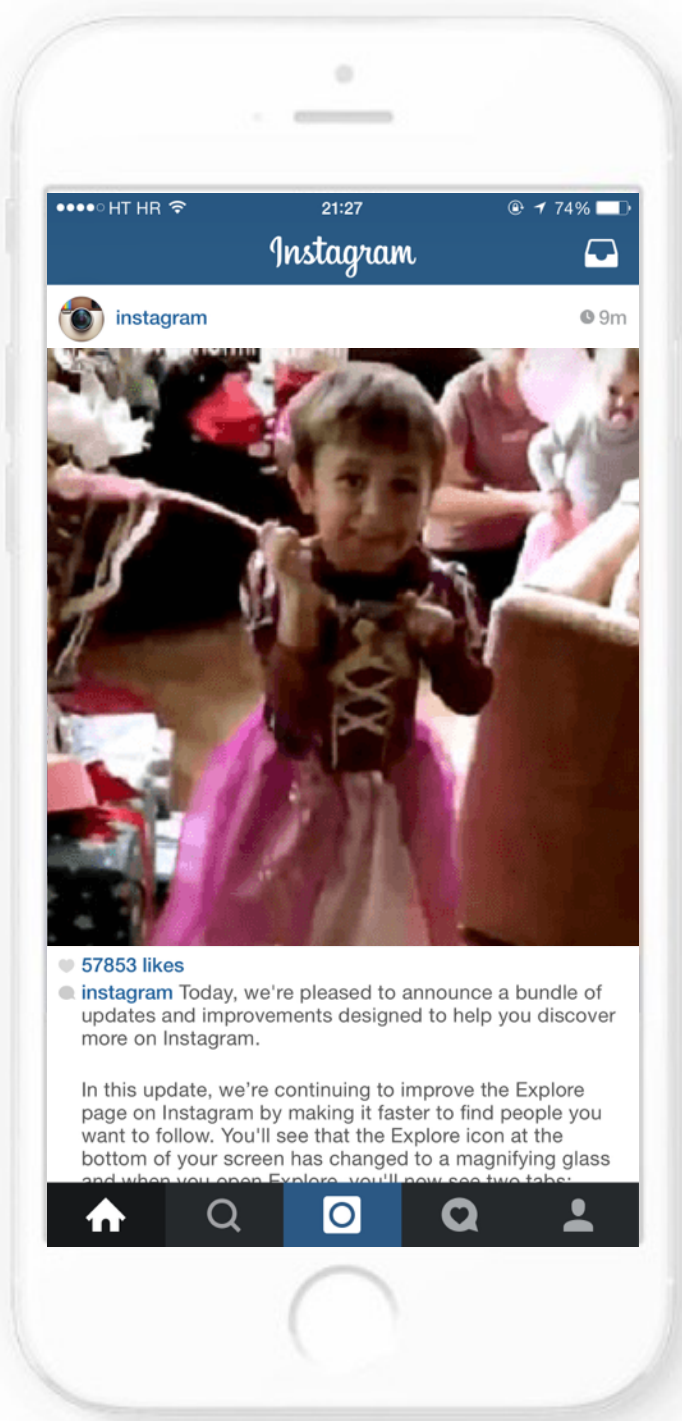






© Gigi Hadid Instagram







lewishamilton



Follow

0 posts

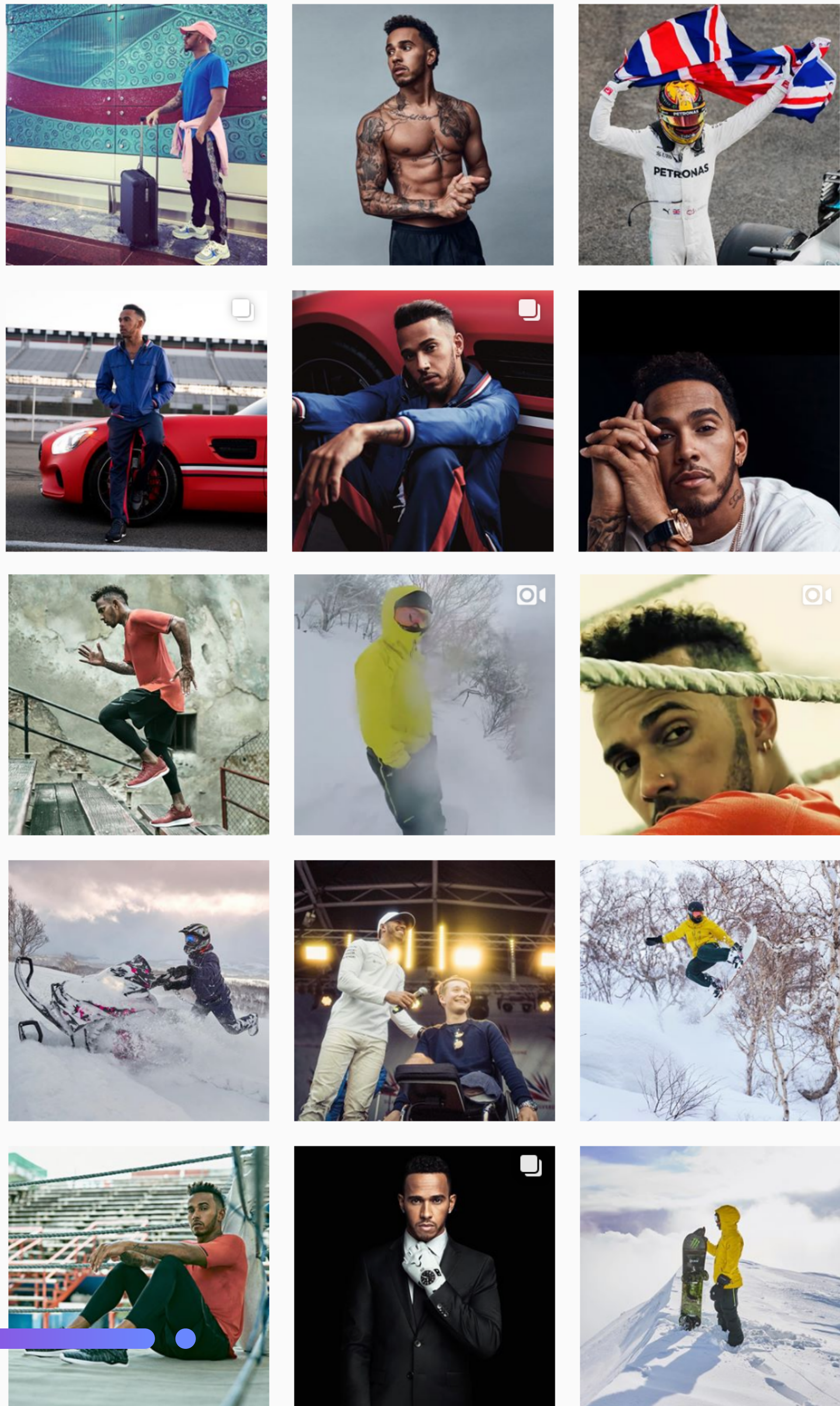
5.7m followers

635 following

Lewis Hamilton Dare to be the greatest. Inspire, spread love, and live every day to the fullest. 4x Formula One World Champion. youtu.be/LSmwEiNhKuQ



No posts yet.



Today



**Sponsorship Value vs
True Brand Advocacy**

A Lifetime 2
Build, 1 Tweet 2
Destroy





**Brands live in
dangerous times..**



**They will be
coming for you**



you could



play dead





**BRING
IT ON!**

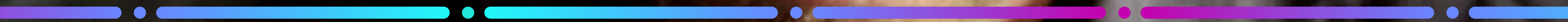


But...
How?





**Get it
done.
Together.
Faster. Now.**



A group of five people are sitting on a wooden floor in a meeting room, collaborating. They are surrounded by papers, a tablet, and other documents. The scene is overlaid with a blue and purple gradient. A horizontal line with a dot at the end is positioned above the text.

**Brands are a top
management priority**

Collaborate!



We Have
Always Done it
That Way.





**THANK
YOU!**

It's gonna be ok....





We are

X.Y.ZERO.ONE

