



Cisco Achieves Its Biggest Brand Value Increase Ever



2008 Brand Value (\$Billion)	
1. Coca Cola	66.7
2. IBM	59.0
3. Microsoft	59.0
4. GE	53.0
5. Nokia	35.9
6. Toyota	34.0
7. Intel	31.2
8. McDonald's	31.0
9. Disney	29.2
10. Google	25.6
11. Mercedes Benz	25.6
12. HP	23.5
13. BMW	23.3
14. Gillette	22.0
15. American Express	21.9
16. Louis Vuitton	21.6
17. Cisco	21.3
18. Marlboro	21.3
19. Citi	20.1
20. Honda	19.0

Global footprint, solid brand reputation—some companies have it, some don't. Each year BusinessWeek analyzes the world's top brands and why they fare so well with customers, and Cisco has again made a name for itself.

For the eighth consecutive year, Cisco ranks in the top 20 in "The 100 Best Global Brands" report published by BusinessWeek in conjunction with Interbrand Corporation, an international branding consultancy. The 2008 report places Cisco 17th among global

companies, up one spot from 18th last year.

Furthermore, BusinessWeek and Interbrand calculate that the economic worth of the Cisco brand is \$21.3 billion, up from \$19.1 billion a year ago. The 12 percent increase in brand value was the biggest percentage increase for Cisco since the inception of the report in 2001, and the second-highest jump among all companies ranked in the top 20 this year.

"Brand value continues to be a great asset for Cisco," says Sue Bostrom, EVP and chief marketing officer. "Our strong brand allows customers to remain confident about our future and responsive to our products and service offerings. This is especially critical as we enter new markets and introduce new solutions to truly transform the way that we work and live."

Cisco outranks other leading brands such as Honda (20th), Oracle (23rd), Apple (24th), Sony (25th), Pepsi (26th), and Nike (29th).

Through the various methodologies used to determine brand value, Cisco continues to score highly in objective, independent brand studies. The company's brand value has steadily increased over the past three years.

In [this year's article](#), BusinessWeek commented, "With its 'Human Network' campaign, Cisco is pushing its image beyond Internet plumbing. Its TelePresence videoconferencing system is wowing corporations."

Interbrand has been seeding their database of global brands for more than 30 years. To be considered for the BusinessWeek report, companies must be publicly traded, must have one-third of their revenues outside country of origin, must be a market-facing brand, must have positive economic value added (EVA), and must have more than a B2B audience with a wider public profile.

"Congratulations to the entire Cisco team for delivering on the promise of The Human Network and its remarkable effects," says Marilyn Mersereau, SVP of Corporate Marketing. "Cisco is continuing to build one of the most remarkable brands in the world."

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