Name

Teacher Name

Subject

Date

Top 15 companies in terms of brand value

The fastest growing brand is Apple which has left behind all other brands in fast growth from 2000 to 2018. This has been possible because of the growth perspective of the company that is backed by excellent technological innovation. A consistent brand that remained at the top for a number of years is Coca Cola but at the end of the video, it felt quite low. In the start, Starbucks was also among the top growing brands but it was also left behind by other brands. As the time goes on, we see that brands based on technology come up and perform better as opposed to those which are not based on technology. From the year 2004, Apple started to grow itself as a strong brand and in 2018, it was far ahead of the second place holding company. Apple showed a growth of well above 100 % in most of the years under consideration. The major finding of the video is that there have been a considerable number of companies based on technology. The major success factor for Apple is the huge investment in technological aspects which means that it can use its technological knowledge to produce excellent products. Google is second to Apple which is a complete technology-based company and is rated on the quality and consistency of its services. There are some car manufacturer companies in these lists but they have not been able to come to top 5 at any stage. Coca Cola is the only company in top 5 of 2018 that provides a consumer product in the form of drinks. It has remained in this list on a consistent basis because it has stuck to the formula at hand and no other competitor has been able to copy it. The crux of this analysis is to keep an eye on the future and stick to the thing that the company can do its best at. (rankings).

# **Works Cited**

rankings, The. *Top 15 Best Global Brands Ranking*. 12 February 2019. https://www.youtube.com/watch?v=BQovQUga0VE.