# The FutureBrand Index 2023



2023 INDEX

A unique brand perception study that surveys informed business professionals about the world's largest companies.

September 2023

# The Big Story



## Navigating the Purpose Void:

The FutureBrand Index 2023 reveals the dawning of a new purpose era. One where huge opportunity exists for forward-thinking companies that prioritise tangible innovation to imagine products and services that make essential impacts on people's everyday lives.

The world is currently in a state of deep disruption and the public at large are wondering who really has their backs, and who is all talk. Here lies what we are calling the 'purpose void' – a place where an ever more informed and enquiring public relegates companies that fail to practice what they preach.

However, for those who do, and are able to overtly demonstrate their stated corporate purpose through highly tangible, everyday experiences, the possibilities are almost as endless as they are exciting.



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# The Big Story

## continued

**In a world where safety and security are scarce, brands must become beacons of progressive responsibility and purpose-based action. They need to act as 'trust lighthouses' that can ease people's concerns and shine a light on a better future.**

JON TIPPLE
GLOBAL CHIEF STRATEGY OFFICER
FUTUREBRAND

**At this time when trust and truth are eroding in many areas of society and more and more people are finding themselves slipping down Maslow's hierarchy, companies of all sizes have an opportunity to seize an increasingly meaningful role in people's lives.**

Since 2014, the FutureBrand Index has reordered PwC's Global Top 100 Companies by Market Capitalisation to instead reflect the strength of each company's brand affinity. Each year our survey data shows how perceptions of the world's leading firms are changing and reveals which are setting themselves up for future success.

Our seemingly pragmatic survey respondents ranked top-performing companies high in areas such as having strong principles, acting ethically, having a clear sense of the future and inspiring change for the better. It is these criteria, as much as financial measures, which will mark the difference between those companies which sail past the purpose void and those which get drawn ever closer to it.

After falling out of our Top Five last year, Apple – a highly innovative firm providing the essential communication technology many people rely on every day – has stormed into first place. The tech firm's stellar performance comes as consumer-facing brands rise back up the ranking after two years of decline.

Now in its tenth year, the 2023 report also provides a new ranking of companies leading the shift towards circular business models, as well as those seen to be good employers. As a potential recession continues to loom ominously on the horizon, we once again look at who is best placed to weather such a storm.

A spotlight is also cast on artificial intelligence – both the opportunities and the potential pitfalls, as this new era of purpose heightens the importance of ethics and corporate conscience.

The future is certainly bright, but as this year's FutureBrand Index shows, only for those companies which can demonstrate what they stand for through clear actions that unquestionably impact everyday lives.



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# What is the Futurebrand Index?




1

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# Now in its tenth year, the FutureBrand Index is a global study which reorders PwC's Global Top 100 Companies by Market Cap based on brand perception strength. Our Top 100 is calculated using 18 brand purpose and experience attributes.

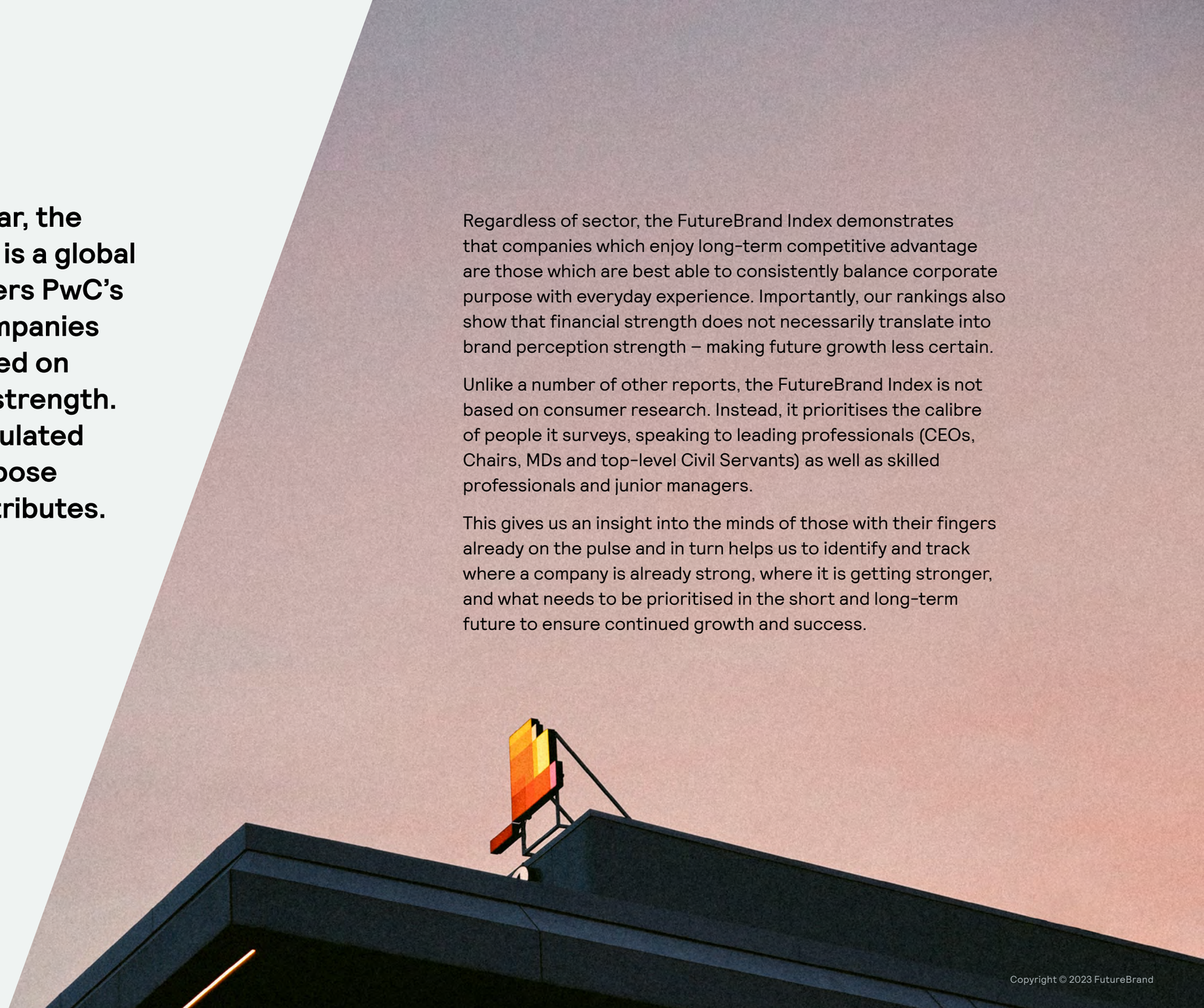
Regardless of sector, the FutureBrand Index demonstrates that companies which enjoy long-term competitive advantage are those which are best able to consistently balance corporate purpose with everyday experience. Importantly, our rankings also show that financial strength does not necessarily translate into brand perception strength – making future growth less certain.

Unlike a number of other reports, the FutureBrand Index is not based on consumer research. Instead, it prioritises the calibre of people it surveys, speaking to leading professionals (CEOs, Chairs, MDs and top-level Civil Servants) as well as skilled professionals and junior managers.

This gives us an insight into the minds of those with their fingers already on the pulse and in turn helps us to identify and track where a company is already strong, where it is getting stronger, and what needs to be prioritised in the short and long-term future to ensure continued growth and success.

**2023 Sample Global Coverage by Region**

| | |
|---|---|
| North America | n=745 |
| Latin America | n=598 |
| Europe | n=604 |
| Middle East/Africa | n=401 |
| Asia Pacific | n=736 |
| **TOTAL** | **n=3,084** |





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# Methodology

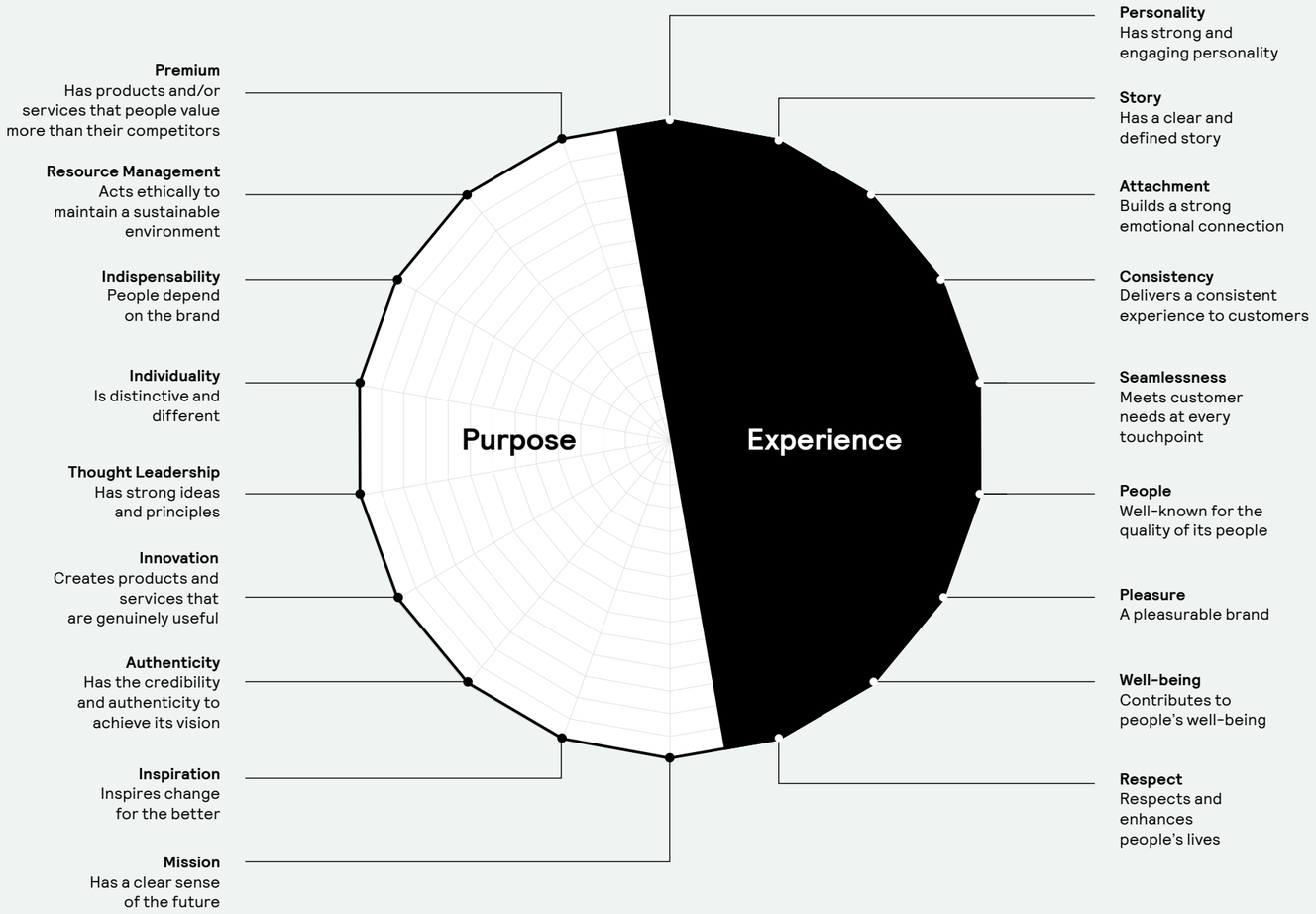
We work with QRi Consulting, our global research partner and a respected specialist in brand, communication, product strategy and tactics.

With more than three decades of experience, the depth and breadth of QRi's research is perfectly suited to our work. Over the last nine years, QRi Consulting has enabled us to speak with a global audience of over 24,000 informed professionals from 17 countries.

Key details for 2023:

- → We conducted over 3,000® QualiQuant interviews with informed professionals
- → Respondents were a mix of male and female, 21 to 75-years-old and ABC1
- → The global sample included respondents from North America, Latin America, Europe, the Middle East, Africa and Asia Pacific
- → This year's fieldwork took place between 31st May and 12th June 2023
- → It's a ranking of 100 companies – when some go up, others must come down!

| Total number of participants | |
|---|---|
| 2014 | n=3,033 |
| 2105 | n=3,004 |
| 2106 | n=3,000 |
| 2018 | n=3,000 |
| 2020 | n=3,000 |
| 2021 | n=3,108 |
| 2022 | n=3,209 |
| 2023 | n=3,084 |
| **TOTAL** | **n=24,438** |



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# The FutureBrand Index: Five Points of Uniqueness

1

## Sample:

An informed global and professional public, not consumers

2

## Companies:

Unlike most other brand studies, we do not choose which companies we feature, taking instead those determined by PwC

3

## Global scale:

PwC's Top 100 are the most prominent companies in the world, maximising insights and inspiration for all

4

## Research:

We outsource all research to a 3rd party specialist business to maximise the impartiality of our findings

5

## Methodology:

No other brand study connects financial strength and brand strength the way we do, giving us a unique perspective on what it takes to be truly futureproof year-on-year.



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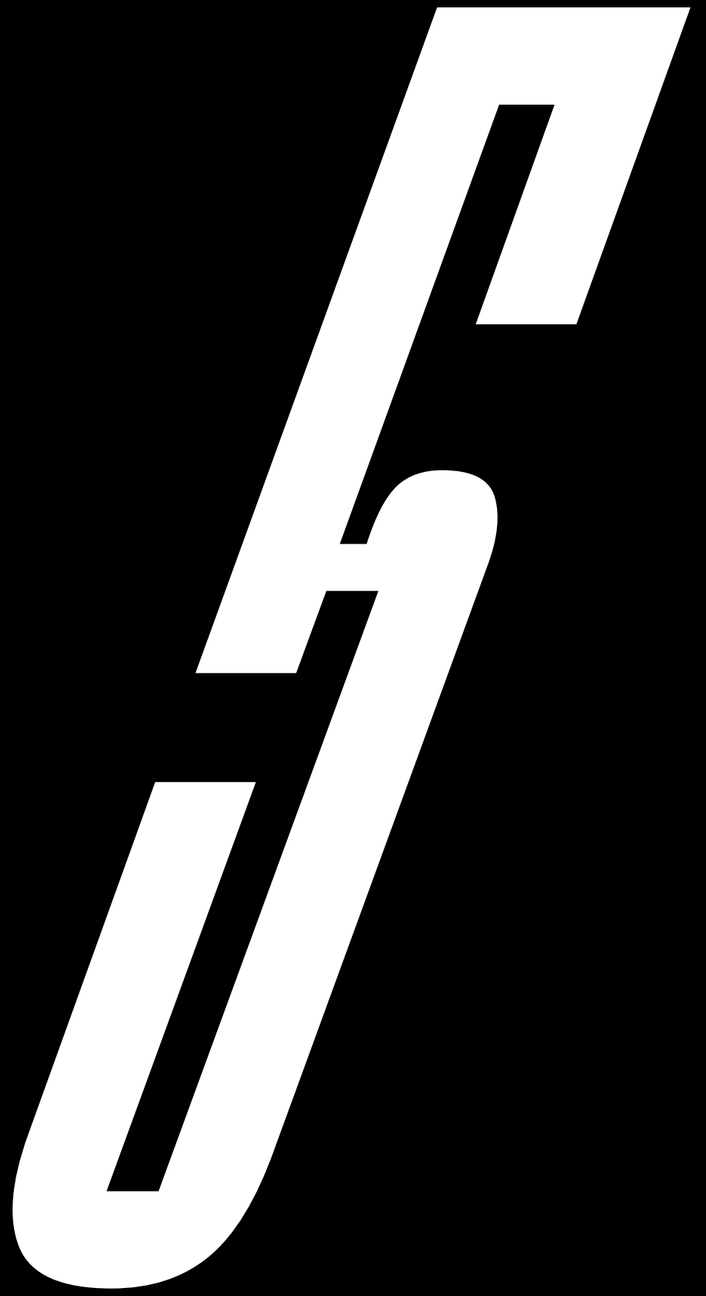
# The Five Big Brand Priorities in 2023



2

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# To avoid the purpose void amid eroding levels of societal confidence, corporate trust and rising fears associated with new technology, business leaders must be fully across the following:

1

## Purpose Relevance:

Does your company still stand for the things that people really care about today?

2

## Internal Comprehension:

Do your people understand what your purpose is and know how to execute it across the total experience ecosystem, including brand, service and product?

3

## Smart Prioritisation:

Do your people know which specific parts of your total experience ecosystem exponentially matter – i.e. the truly signature moments?

4

## Taming Technology:

Where technology intersects, is the experience reassuring and enabling customers?

5

## Uncompromising Distinctiveness:

Do all and each of these moments uniquely reflect your brand and nobody else?



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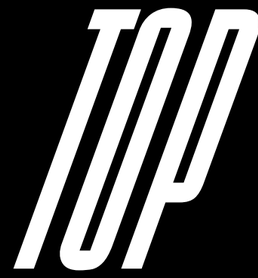
# The Top 100 Brands







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# The Top 100 Brands

## 1–20

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 1 | ↑6 | | 7 | 1 | Information Technology |
| 2 | ↑1 | CATL | 3 | 73 | Industrials |
| 3 | ↓2 | NEXTera ENERGY RESOURCES | 1 | 67 | Utilities |
| 4 | ↑5 | tsmc | 9 | 13 | Information Technology |
| 5 | ↑6 | SAMSUNG | 11 | 22 | Information Technology |
| 6 | ↑9 | Microsoft | 15 | 2 | Information Technology |
| 7 | ↑25 | TESLA | 32 | 8 | Consumer Discretionary |
| 8 | ↓2 | NVIDIA | 6 | 6 | Information Technology |
| 9 | ↑1 | ASML | 10 | 30 | Information Technology |
| 10 | ↑13 | PING AN Expertise Creates Value | 23 | 100 | Financials |
| 11 | ↓3 | abbvie | 8 | 27 | Healthcare |
| 12 | ↑10 | | 22 | 49 | Consumer Discretionary |
| 13 | ↓11 | Reliance Industries Limited | 2 | 53 | Energy |
| 14 | ↓1 | DANAHER | 13 | 50 | Healthcare |
| 15 | ↑9 | TOYOTA | 24 | 48 | Consumer Discretionary |
| 16 | ↑15 | amazon | 31 | 5 | Consumer Discretionary |
| 17 | ↓12 | Meta | 5 | 9 | Communication Services |
| 18 | ↑13 | Unilever | 31 (2021) | 84 | Consumer Staples |
| 19 | ↓7 | NETFLIX | 12 | 66 | Communication Services |
| 20 | ↑15 | Nestlé | 35 | 23 | Consumer Staples |

Difference between FBI 2023 & FBI 2022

- = No Change
- – New Entry
- ↑ Up
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# The Top 100 Brands

## 21–40

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 21 | ↓3 | AIA | 18 (2021) | 94 | Financials |
| 22 | ↑11 | intel | 33 | 80 | Information Technology |
| 23 | ↑7 | AMGEN | 30 | 85 | Healthcare |
| 24 | ↓6 | Abbott | 18 | 56 | Healthcare |
| 25 | ↑23 | Bristol Myers Squibb | 48 | 71 | Healthcare |
| 26 | ↑1 | The Walt Disney Company | 27 | 51 | Communication Services |
| 27 | ↑24 | Johnson & Johnson | 51 | 16 | Healthcare |
| 28 | ↑6 | novo nordisk | 34 | 19 | Healthcare |
| 29 | ↓1 | UNITEDHEALTH GROUP | 28 | 15 | Healthcare |
| 30 | ↑8 | AMD | 38 | 64 | Information Technology |
| 31 | ↑9 | McDonald's | 40 | 45 | Consumer Discretionary |
| 32 | ↑17 | 招商銀行 CHINA MERCHANTS BANK | 49 | 89 | Financials |
| 33 | ↑28 | BROADCOM | 61 | 31 | Information Technology |
| 34 | ↑5 | Walmart | 39 | 17 | Consumer Staples |
| 35 | ↑11 | THE Coca-Cola COMPANY | 46 | 29 | Consumer Staples |
| 36 | – | JOHN DEERE | NEW ENTRY | 93 | Industrials |
| 37 | ↓12 | VISA | 25 | 10 | Financials |
| 38 | ↑32 | AT&T | 70 | 77 | Communication Services |
| 39 | ↑25 | ABInBev | 64 (2021) | 83 | Consumer Staples |
| 40 | ↑1 | P&G | 41 | 20 | Consumer Staples |

Difference between FBI 2023 & FBI 2022

- = No Change
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# The Top 100 Brands

## 41–60

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 41 | ↑12 | | 53 (2021) | 98 | Consumer Discretionary |
| 42 | ↑16 | L'ORÉAL GROUPE | 58 | 35 | Consumer Staples |
| 43 | ↑7 | PEPSICO | 50 | 33 | Consumer Staples |
| 44 | ↓8 | Qualcomm | 36 | 75 | Information Technology |
| 45 | ↓16 | Alphabet | 29 | 4 | Communication Services |
| 46 | ↓30 | أرامكو السعودية saudi aramco | 16 | 3 | Energy |
| 47 | ↑20 | THE HOME DEPOT | 67 | 26 | Consumer Discretionary |
| 48 | ↑51 | ConocoPhillips | 99 (2014) | 95 | Energy |
| 49 | ↓35 | ThermoFisher SCIENTIFIC | 14 | 39 | Healthcare |
| 50 | ↑9 | BHP | 59 | 62 | Materials |
| 51 | ↓14 | NOVARTIS | 37 | 44 | Healthcare |
| 52 | ↓35 | Raytheon Technologies | 17 | 74 | Industrials |
| 53 | ↑1 | Alibaba Group | 54 | 32 | Consumer Discretionary |
| 54 | ↑2 | 中国农业银行 AGRICULTURAL BANK OF CHINA | 56 | 65 | Financials |
| 55 | ↓3 | BERKSHIRE HATHAWAY INC. | 52 | 7 | Financials |
| 56 | ↓9 | LVMH | 47 | 12 | Consumer Discretionary |
| 57 | ↓4 | 中国建设银行 China Construction Bank | 53 | 60 | Financials |
| 58 | ↓32 | Pfizer | 26 | 36 | Healthcare |
| 59 | ↓14 | mastercard | 45 | 21 | Financials |
| 60 | ↑5 | RBC Royal Bank | 65 | 82 | Financials |

Difference between FBI 2023 & FBI 2022

- = No Change
- – New Entry
- ↑ Up
- ↓ Down



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# The Top 100 Brands

## 61–80

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 61 | ↑13 | INTUIT | 74 | 90 | Information Technology |
| 62 | ↑14 | Adobe | 76 | 54 | Information Technology |
| 63 | ↑10 | verizon | 73 | 61 | Communication Services |
| 64 | ↓4 | Tencent 腾讯 | 60 | 11 | Communication Services |
| 65 | ↓2 | ORACLE | 63 | 34 | Information Technology |
| 66 | ↑12 | Roche | 78 | 37 | Healthcare |
| 67 | ↑21 | | 88 | 47 | Energy |
| 68 | ↓4 | COMCAST | 64 | 63 | Communication Services |
| 69 | ↑11 | TotalEnergies | 80 (2020) | 72 | Energy |
| 70 | ↓8 | Lilly | 62 | 25 | Healthcare |
| 71 | ↑23 | COSTCO WHOLESALE | 94 | 41 | Consumer Staples |
| 72 | ↓1 | salesforce | 71 | 46 | Information Technology |
| 73 | ↑16 | UNION PACIFIC | 89 | 91 | Industrials |
| 74 | ↑12 | ICBC | 86 | 40 | Financials |
| 75 | = | accenture | 75 | 52 | Information Technology |
| 76 | ↓33 | SAP | 43 | 70 | Information Technology |
| 77 | ↓11 | AMERICAN EXPRESS | 66 | 92 | Financials |
| 78 | ↑2 | LOWE'S | 80 | 99 | Consumer Discretionary |
| 79 | ↑6 | LOCKHEED MARTIN | 85 (2020) | 97 | Industrials |
| 80 | ↓3 | cisco | 77 | 43 | Information Technology |

Difference between FBI 2023 & FBI 2022

- = No Change
- – New Entry
- ↑ Up
- ↓ Down



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# The Top 100 Brands

## 81–100

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 81 | ↓13 | Bank of America | 68 | 38 | Financials |
| 82 | ↓1 | HSBC | 81 | 81 | Financials |
| 83 | ↓4 | Merck | 79 | 28 | Healthcare |
| 84 | ↑6 | T | 90 | 55 | Communication Services |
| 85 | ↓2 | Linde | 83 | 57 | Materials |
| 86 | ↑6 | Chevron | 92 | 24 | Energy |
| 87 | ↓6 | Boeing | 81 (2021) | 88 | Industrials |
| 88 | ↑7 | J.P.Morgan | 95 | 18 | Financials |
| 89 | ↓33 | Siemens | 56 (2021) | 86 | Industrials |
| 90 | ↓29 | sanofi | 61 (2020) | 78 | Healthcare |
| 91 | ↓7 | Honeywell | 84 | 87 | Industrials |
| 92 | ↑7 | Morgan Stanley | 99 | 69 | Financials |
| 93 | ↓13 | Deutsche Telekom | 80 (2016) | 96 | Communication Services |
| 94 | ↓1 | ups | 93 | 59 | Industrials |
| 95 | ↓10 | ExxonMobil | 85 | 14 | Energy |
| 96 | ↑2 | 中国银行 Bank of China | 98 | 79 | Financials |
| 97 | ↓1 | Texas Instruments | 96 | 58 | Information Technology |
| 98 | ↓1 | Wells Fargo | 97 | 76 | Financials |
| 99 | ↓42 | AstraZeneca | 57 | 42 | Healthcare |
| 100 | = | | 100 | 68 | Consumer Staples |

Difference between FBI 2023 & FBI 2022

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- – New Entry
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# Leaders & Risers




4

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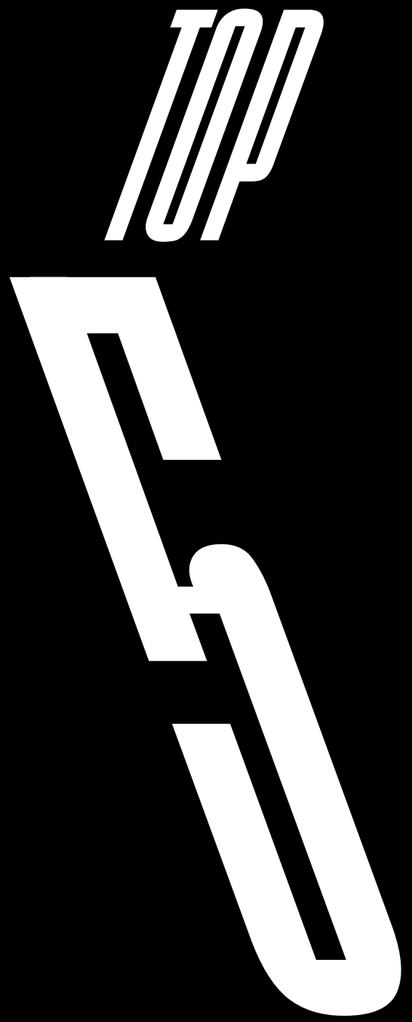

# The Top Five

There are three new entrants to the Top Five in 2023, with NextEra Energy and CATL the only brands able to hold on to their spot for a consecutive year. All five demonstrate how brands can evade the purpose void by delivering genuinely on what people perceive to really matter today.

A Top Five constant since 2014, Apple fell out of the group last year. This year the tech giant has returned with a bang, launching from seventh place into first position. Rival Samsung comes in fifth, reflecting the tangible purpose both firms fulfil by providing the electronics people rely on in their daily lives.

In fact, every brand in this year's Top Five leads technological innovation around essential products and services. CATL is enabling the future of transport with its EV batteries, while the microchips produced by TSMC power everything from smartphones to AI.

Last year's leader NextEra Energy has dropped slightly in the ranking, but remains in third place – a testament to its work developing renewable energy solutions in a world teetering on the edge of a climate crisis.

Considered strong employers and leaders in sustainability, the Top Five also reflect the importance of responsible corporate governance in this next phase of purpose.

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 1 | ↑6 | | 7 | 1 | Information Technology |
| 2 | ↑1 | CATL | 3 | 73 | Industrials |
| 3 | ↓2 | NEXTera ENERGY RESOURCES | 1 | 67 | Utilities |
| 4 | ↑5 | tsmc | 9 | 13 | Information Technology |
| 5 | ↑6 | SAMSUNG | 11 | 22 | Information Technology |

**If in the past the world's top brands were those promoting well-intentioned, but softer sentiment through warm words, today we observe brands which marry corporate purpose with real, positive impact climbing up the ranking.**

JON TIPPLE / GLOBAL CHIEF STRATEGY OFFICER / FUTUREBRAND



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1 ↑6

# Apple

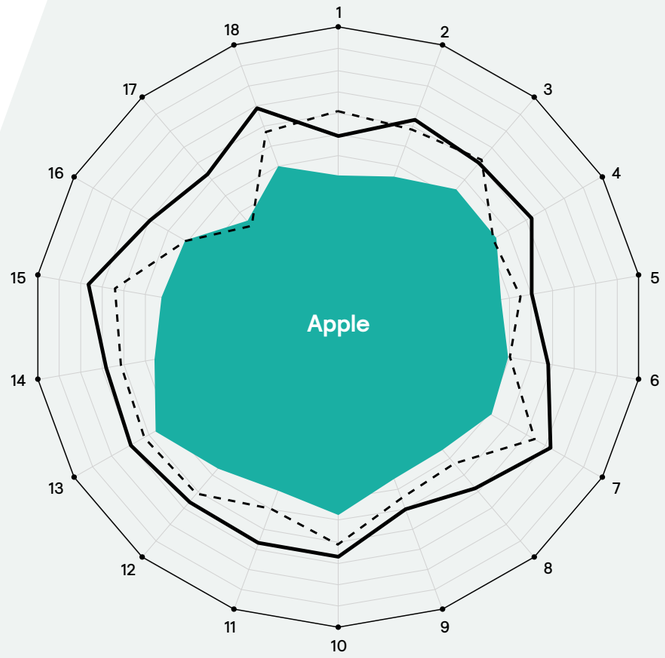
**Every year they bring innovative products into the market.**

ME/AFRICAN PROFESSIONAL

Apple has topped the FutureBrand Index twice previously: first in 2016 and again in 2020. Although the brand scores well above the sector average across all attributes, it's improvements in indispensability and resource management which have lifted the iPhone manufacturer back into first place this year.

Globally recognised for its commitment towards data privacy and high quality (if expensive) products, Apple's visionary approach towards innovation tends to keep the company prominent in the news cycle. The business dominated headlines in June when it unveiled its 'mixed reality' headset Vision Pro, stunning journalists and consumers not only with its revolutionary technology, but also its hefty price tag.

While Big Tech executed mass redundancies over the first half of 2023, eroding any sense of job security in the industry, Apple stood out with its concerted effort to avoid any large scale layoffs. So it's no surprise that 48% of our sample would like to work for the business, considerably higher than the average 37%.



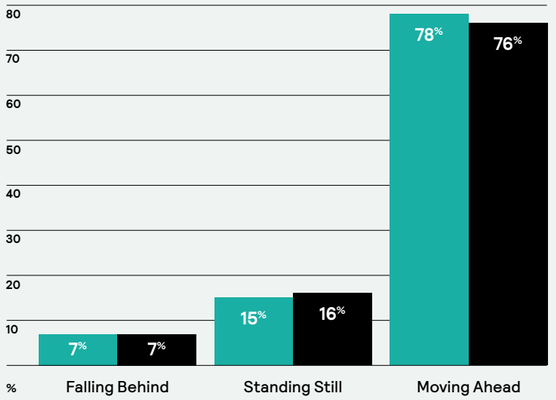

**Dashboard Key**

1. Personality
2. Story
3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
8. Well-being
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2023)
2022
2023

**Apple – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**




Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time



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2 ↑1

# Contemporary Amperex Technology (CATL)

**Battery technology will certainly gain in importance in the coming years.**

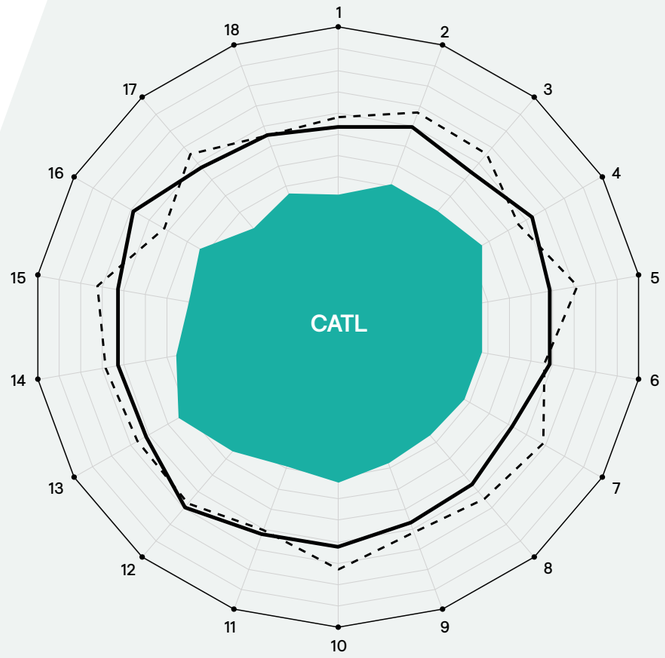
EUROPEAN PROFESSIONAL

CATL launched straight into the Top Five when it entered The FutureBrand Index for the first time last year, coming in third from the off. Having made particular improvements in its indispensability and consistency attribute scores this year, the Chinese lithium-ion battery manufacturer has climbed another rung on the ladder to reach second place.

With a market share of 37% in 2022, CATL is the world's biggest EV battery maker by a considerable margin. Despite deepening geopolitical rifts between China and the West, the firm's revenues and profits have continued to surge this year.

Respondents consider CATL to be trustworthy, with a strong sense of social responsibility and a commitment to future-oriented products. Recent product developments support this perception; earlier this year the business unveiled a groundbreaking new cell type which could allow electric cars to use significantly lighter batteries, while also offering extended driving ranges.

CATL also inspires a strong emotional connection, with the number of respondents who claim to be 'passionate' about the brand 11 percentage points higher than average. Over half would buy products or services from the company, again far exceeding the average.

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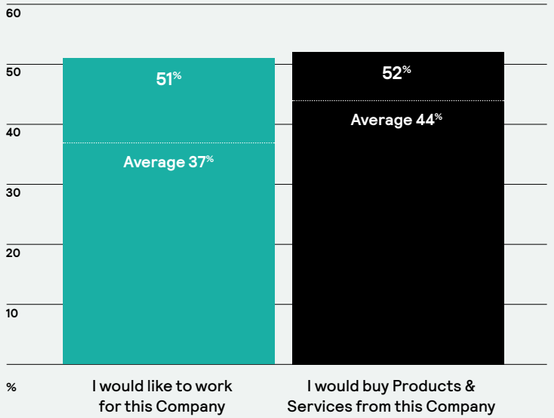
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2023)
2022
2023

**CATL – Work For & Would Buy Products/Services (Q15)**




Q15: Thinking about each company please say how much you agree or disagree with each of these statements?



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3 ↓2

# NextEra Energy

**They have advanced technology and have made great progress for the future development of mankind.**

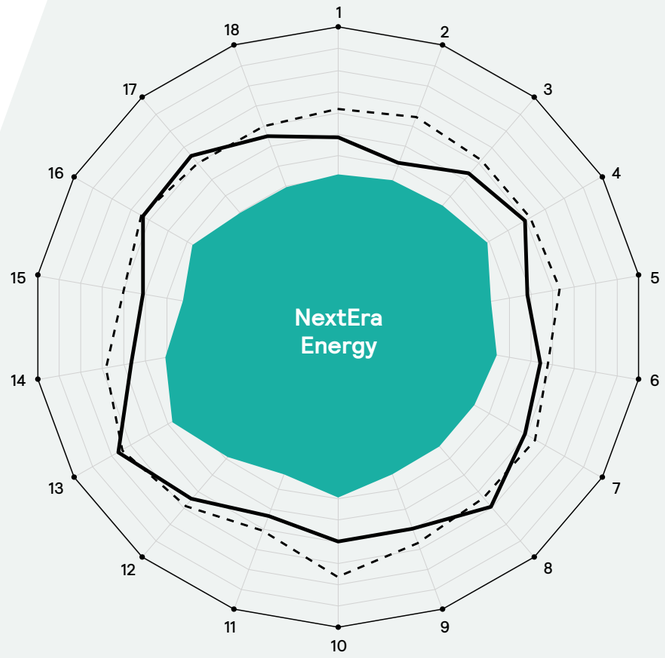
NORTH AMERICAN PROFESSIONAL

From entering the Top 100 at 13th in 2020 to topping the ranking last year, NextEra Energy has made notable improvements in its brand perception over the last three years. Although the renewable energy heavyweight has stepped back into third this year, it continues to show strong growth on all attributes compared to the sector average.

However, the brand has slightly fallen back on its ability to build a strong emotional connection, as well as its thought leadership, individuality and mission.

Nevertheless, 55% of respondents would buy products and services from NextEra Energy, 11 percentage points ahead of the average. It also outperforms on 'would work for' and on perceptions that it is 'moving ahead'.

As the world's largest utility company, NextEra Energy is known for its advanced technology, its commitment to sustainability and its positive impact on the environment. According to S&P Global Market Intelligence, the firm tops the leaderboard of companies planning renewable projects in the US's energy communities (as defined by the Inflation Reduction Act of 2022), with 176 projects planned as of May.

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3. Attachment
4. Consistency
5. Seamlessness
6. People
7. Pleasure
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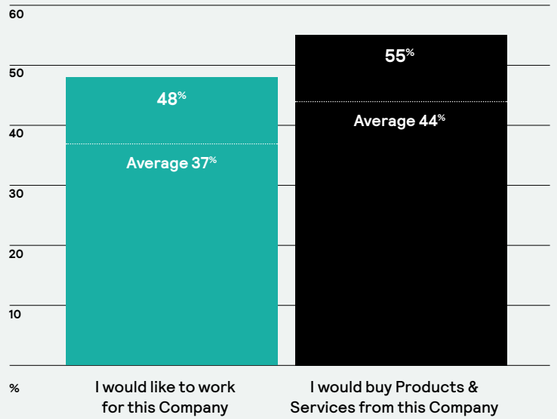
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2023)
2022
2023

**NextEra Energy – Work For & Would Buy Products/Services (Q15)**




Q15: Thinking about each company please say how much you agree or disagree with each of these statements?



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# 4 ↑5

# Taiwan Semiconductor Manufacturing Company Limited (TSMC)

**Chips and semiconductors are integrated into daily life in an accelerated and inexorable way, and this company has almost a monopoly.**

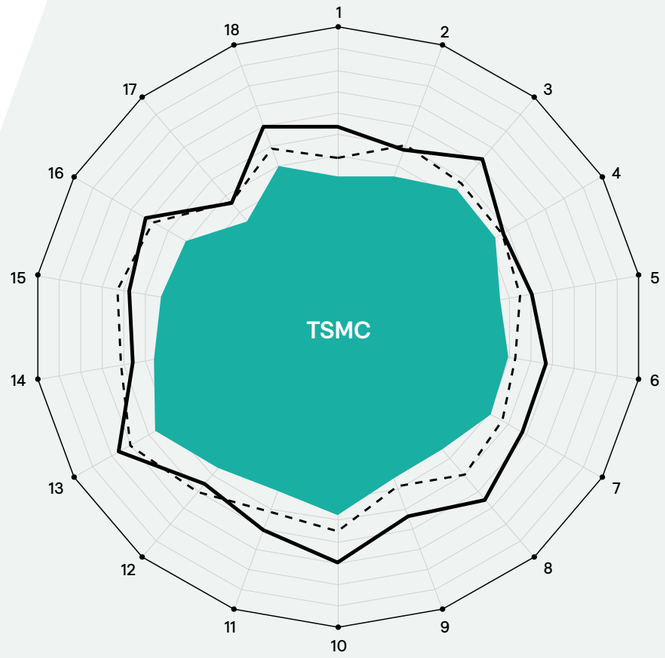
LATAM PROFESSIONAL

After narrowly missing out in 2021, TSMC has finally made it into the Top Five this year with its highest ever ranking in the FutureBrand Index. The Taiwanese semiconductor firm has risen 33 places since 2014.

TSMC is the world's most valuable semiconductor company, with a near monopoly in advanced chip manufacturing in the smaller nanometer scale. Buoyed by the explosion of AI, the brand's reputation for cutting edge technology, reliability and trustworthiness helps to drive high demand for its products globally.

Despite slowing demand for chips, there appears little risk of job losses at TSMC in the near future, as the firm plans to hire 6,000 employees this year. Close to half of respondents say they would work for the company, while its resilience to recession score has increased by nine percentage points since 2020.

Of the purpose attributes, TSMC scores particularly well on innovation; in April, for example, it announced plans to release software which will help customers get its newest chip technology into cars quicker.




**Dashboard Key**

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2. Story
3. Attachment
4. Consistency
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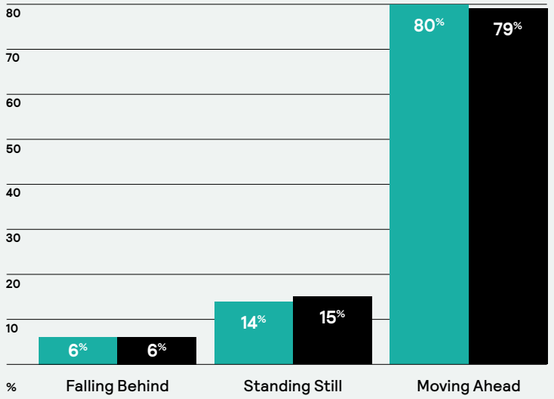
9. Respect
10. Mission
11. Inspiration
12. Authenticity
13. Innovation
14. Thought Leadership
15. Individuality
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2023)
2022
2023

**TSMC – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**




Q11: For each of these companies please tell us where it is today? (Moving Ahead, Standing Still, Falling Behind)

Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time



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5 ↑6

# Samsung Electronics

**They have a track record of innovation and a wide range of products and services. Their potential for growth is significant, especially in emerging technologies like 5G, Internet of Things (IoT), and artificial intelligence (AI).**

NORTH AMERICAN PROFESSIONAL

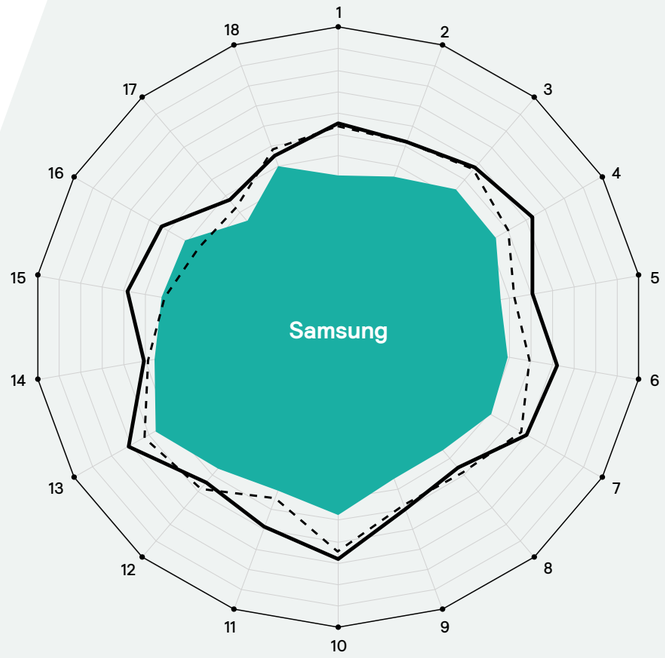
This year marks Samsung Electronics' fourth time in the Top Five, after ranking fifth in 2014 and third in 2016 and 2020. The lowest the brand has ever fallen in the Top 100 was 13th, which occurred in 2021.

Hailing from South Korea, Samsung is a leading player in a number of sectors, from consumer electronics to semiconductors and lithium-ion batteries. Our respondents view Samsung as a trustworthy and reliable company which enables global connectivity with its well-designed products, while encouraging a positive corporate culture.

The brand is also seen as innovative and forward thinking, scoring 11 percentage points above the average on perceptions that it is 'moving ahead' in three years' time.

However, like TSMC, Samsung is battling falling demand for semiconductors, as well as wilting smartphone sales.

Undeterred, Samsung has pushed ahead with plans to invest over $200bn into building the world's largest chip making facility in South Korea. The business is seen to be more capable of weathering a downturn than most, with its resilience to a recession score up five percentage points since 2020 to 46%.

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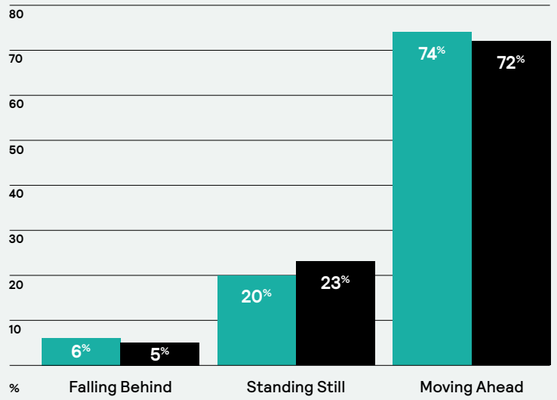
Sector Average (2023)
2022
2023

**Samsung – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**

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Today
3 Years' Time



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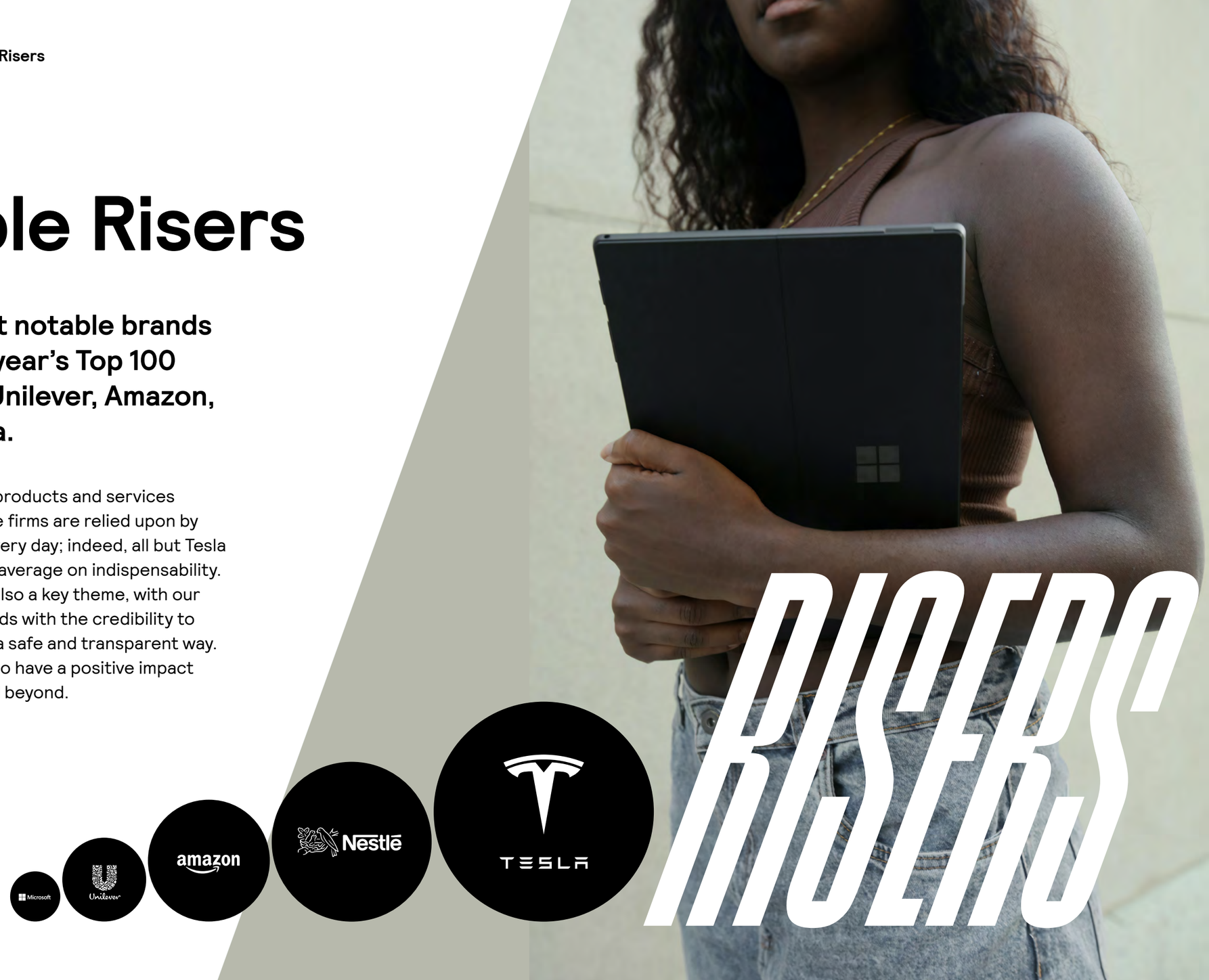
4.2

# Notable Risers

## Among the most notable brands to jump up this year's Top 100 are Microsoft, Unilever, Amazon, Nestlé and Tesla.

As with the Top Five, the products and services provided by most of these firms are relied upon by people and businesses every day; indeed, all but Tesla score above their sector average on indispensability. Innovation and trust are also a key theme, with our respondents valuing brands with the credibility to lead us into the future in a safe and transparent way. Notably, all five are seen to have a positive impact both within their field and beyond.



6 ↑9

# Microsoft

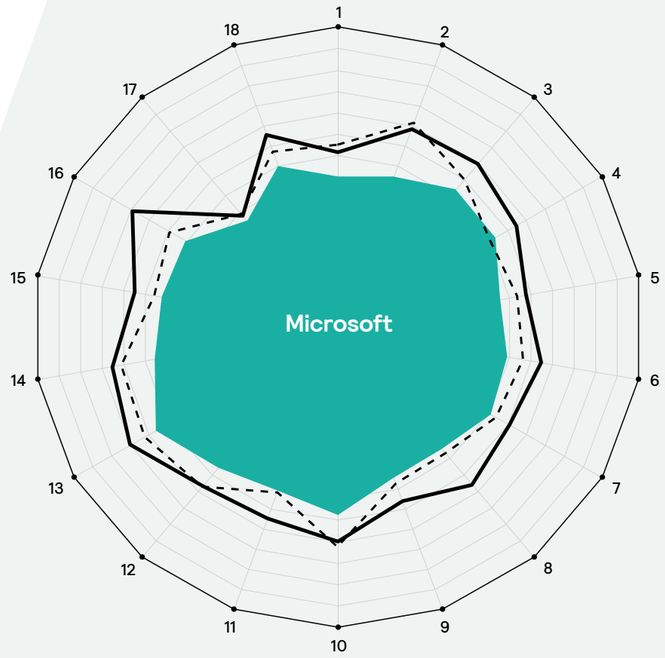
**Microsoft is most likely to become the most successful company globally due to its innovation, strong leadership and the trust it puts in all of its employees.**

ME/AFRICAN PROFESSIONAL

Narrowly missing out on a spot in the Top Five, Microsoft has leapt nine places up the Index into sixth position. It's no surprise to see the tech brand boosted by a particularly strong indispensability score this year; as uncertainty persists in the wider world, Microsoft continues to sell essential software depended on by consumers and businesses alike.

As one professional from the Latin America region points out: "Microsoft has a very good track record in terms of future strategy". Currently that strategy includes hefty investment into both its cybersecurity arm (now a $20bn-a-year business) and AI development. Microsoft's integrated generative AI tool Copilot launched earlier this year, for example. With its deep pockets, the business is a strong contender in the AI race – but only if it is able to maintain high levels of trust, as will be explained on page 31.

Microsoft also scores well in areas related to corporate responsibility, ranking in the top five as a leader in both diversity, equity and inclusion (DE&I) and circularity.

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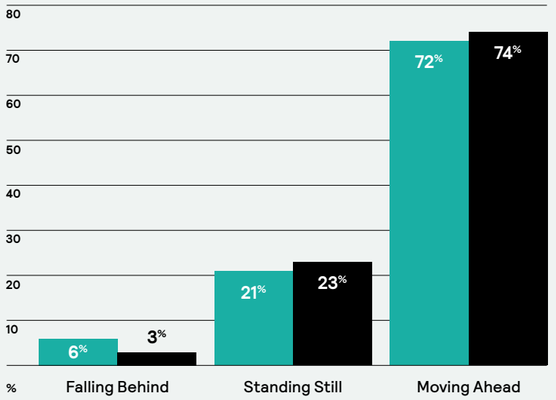
16. Indispensability
17. Resource Management
18. Premium

Sector Average (2023)
2022
2023

**Microsoft – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**

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Q12: Where do you see these companies being in 3 years' time? (Moving Ahead, Standing Still, Falling Behind)

Today
3 Years' Time



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18 ↑13

# Unilever

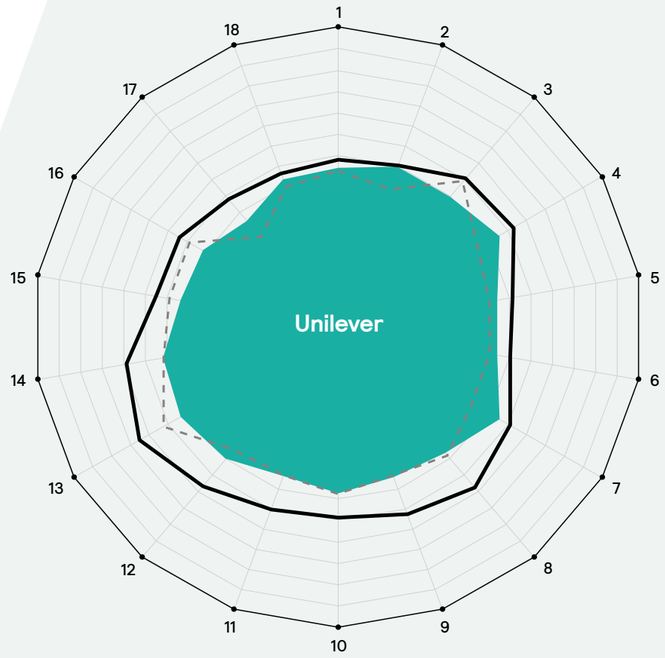
**Their products are necessities and they have a good reputation, keep their prices affordable and have what I believe to be a large customer following.**

NORTH AMERICAN PROFESSIONAL

As mentioned earlier in this report, Unilever is part of this year's consumer brand comeback story. The FMCG giant has had a chequered history with The FutureBrand Index, placing as high as ninth in 2014 and as low as 50th in 2018. However, this year the business is back in the Top 20 for the first time in four years.

Considered trustworthy, reliable and accessible to everyone, Unilever provides a diverse portfolio of consumer products which are needed daily by people around the world. As consumers struggle with the high cost-of-living and concerns about the future, trusted companies like Unilever become beacons of security.

The brand has demonstrated growth across nearly all attributes this year, achieving an especially high score for innovation. Dedicated R&D to improve the performance and sustainability of its products is a core part of Unilever's purpose-driven business, with previous CEO Alan Jope crediting the "effectiveness of our innovation" with driving strong sales growth over the first quarter.

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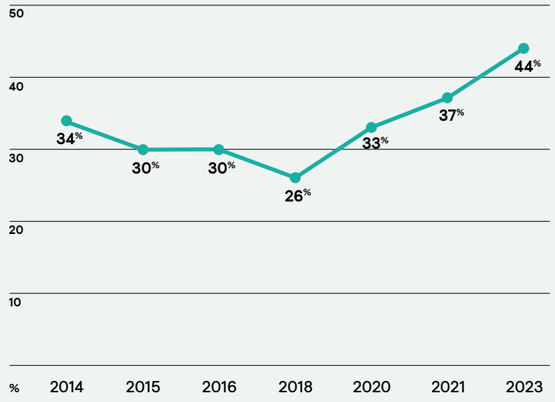
Sector Average (2023)
2021
2023

**Unilever – All Measures**



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16 ↑15

# Amazon

**Amazon offers good services, various choices and is customer friendly.**

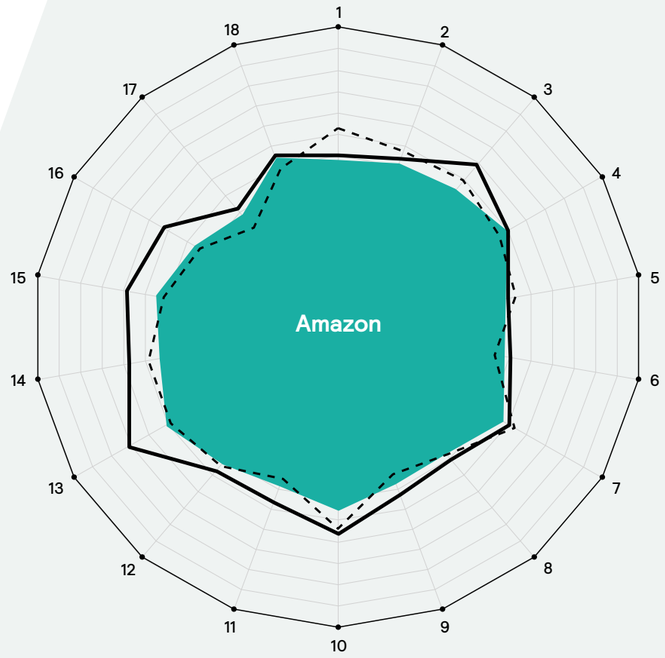
EUROPEAN PROFESSIONAL

After plummeting 20 places in the Index to 31st position in 2022, Amazon has reversed its trajectory this year, re-entering the Top 20 after climbing 15 places up the list.

Like Microsoft, Amazon's rise was in part driven by its indispensability score. As we enter this new age of purpose, Amazon provides a reliable service to customers and a broad range of products at affordable prices. Respondents also consider the brand to be leading the future of online shopping, which remains hugely popular post-Covid.

Meanwhile, Amazon Web Services (AWS) supports much of the online ecosystem with its cloud computing services. Reflecting the brand's ubiquity, 55% of professionals would buy its products and services against an average of 44%.

As is the case across Big Tech, Amazon considers AI-powered tools to be critical to its future. In April AWS launched generative AI models Bedrock and Titan; more recently, the company rolled out AI-generative product review summaries. But again, data security and responsible development will be key to success.

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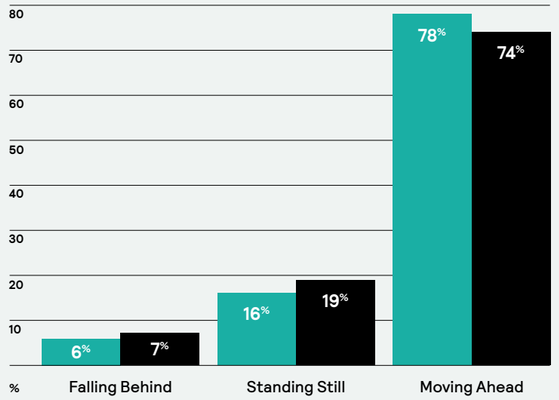
Sector Average (2023)
2022
2023

**Amazon – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**

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Today
3 Years' Time



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20 ↑15

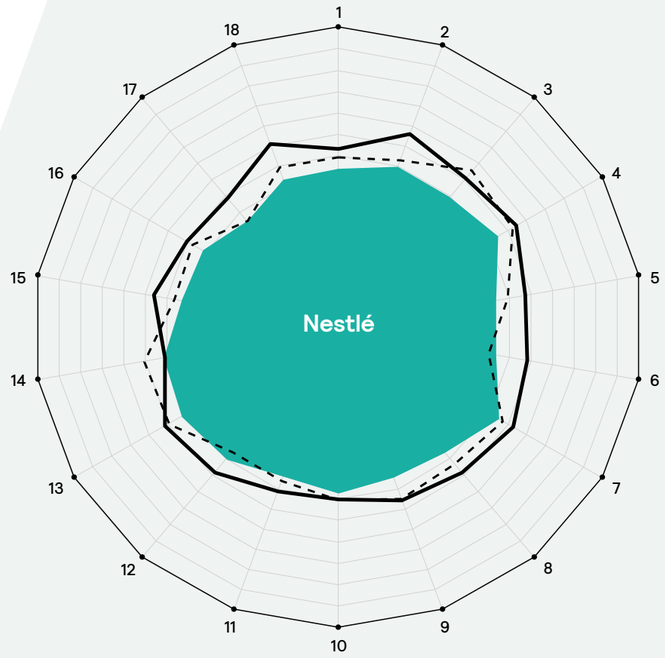
# Nestlé

**It is a socially responsible brand as well as being a high-quality company in terms of its products, and therefore I think it has a great chance of continuing to grow.**

LATAM PROFESSIONAL

Similar to Unilever, Nestlé – the world's largest food and beverage company – is described by our sample as having a diverse portfolio of quality products which are consumed by people every day. No wonder then that the brand has also leapt up the Index this year, returning to the Top 20 for the first time since 2015.

Nestlé has shown improvements on many attribute scores since last year, with a particularly strong performance on resource management, individuality and authenticity. The company also scores in the top 15% of brands in the Index on its premium perception; however, higher prices have done little to put customers off, as more than half of respondents say they would buy Nestlé's products.

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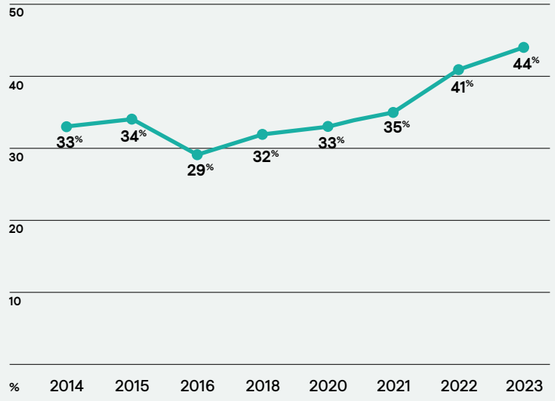
Sector Average (2023)
2022
2023

**Nestlé – All Measures**



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7 ↑25

# Tesla

**I believe more people will be buying electric vehicles in the future.**

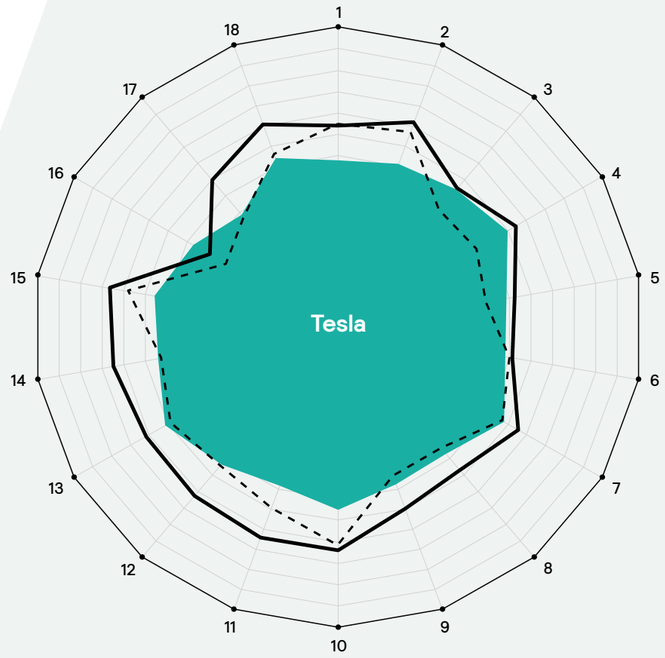
NORTH AMERICAN PROFESSIONAL

Tesla appears to have avoided any negative association with CEO Elon Musk's high-profile takeover of Twitter (now X) this year, storming 25 places up the Top 100 and into the Top 10. The brand has shown an increase in many attribute scores, after mainly recording declines in 2022.

Safe and reliable transport is an everyday human need and, amid climate change and rising fuel costs, electric vehicles (EVs) are seen as the future of the industry. Founded in 2003 to expedite the move to sustainable transport and energy, Tesla is considered a credible expert in the space.

The business has also been at the forefront of AI development, both as a tool to improve its manufacturing efficiency and to support its moonshot projects, such as self-driving cars. But Tesla appears conscious of the ethical difficulties AI presents, with Musk having spoken transparently about both its dangers and opportunities.

It's predictable then that Tesla ranks among the top 10 brands perceived to be 'moving ahead' in three years' time.

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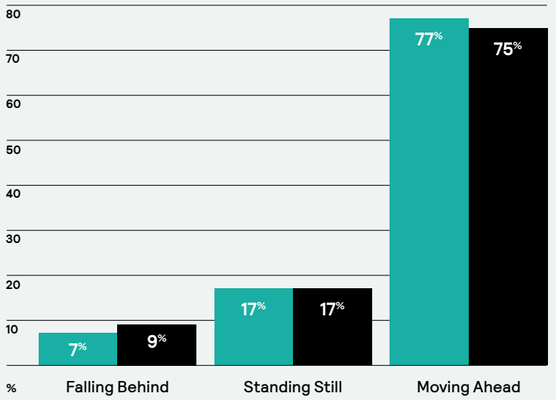
Sector Average (2023)
2022
2023

**Tesla – Today and 3 Years' Time (Q11 & Q12)**

**Moving ahead in 3 years' time average = 61%**

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Today
3 Years' Time



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# The Trends – What the leaders and risers are getting right




5

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5.1

# Navigating AI's Ascension

**From OpenAI's revolutionary language model ChatGPT to the creative tools of Adobe Firefly, developments in AI – especially generative AI – have dominated the tech scene over the past year.**

This is reflected in this year's Index, as 'actively investing in future technologies, including AI' is now considered the most important factor determining a company's future success. Brands forging ahead in AI have jumped up the Index, including Top Five brands Apple, Samsung and TSMC, and notable risers Microsoft, Amazon and Tesla. Intel's investment in AI innovation has also pushed it up the list (by 11 places to 22nd), as has Broadcom's (up 28 places to 33rd).

In line with this, the top companies perceived to be 'moving ahead' today and in three years' time are all technology firms (see page 42). Leading both lists is Nvidia, a leading supplier in AI software and chips. The firm, which hailed "a new computing era" after beating profit and revenue forecasts in August, also ranks 8th in the Top 100.



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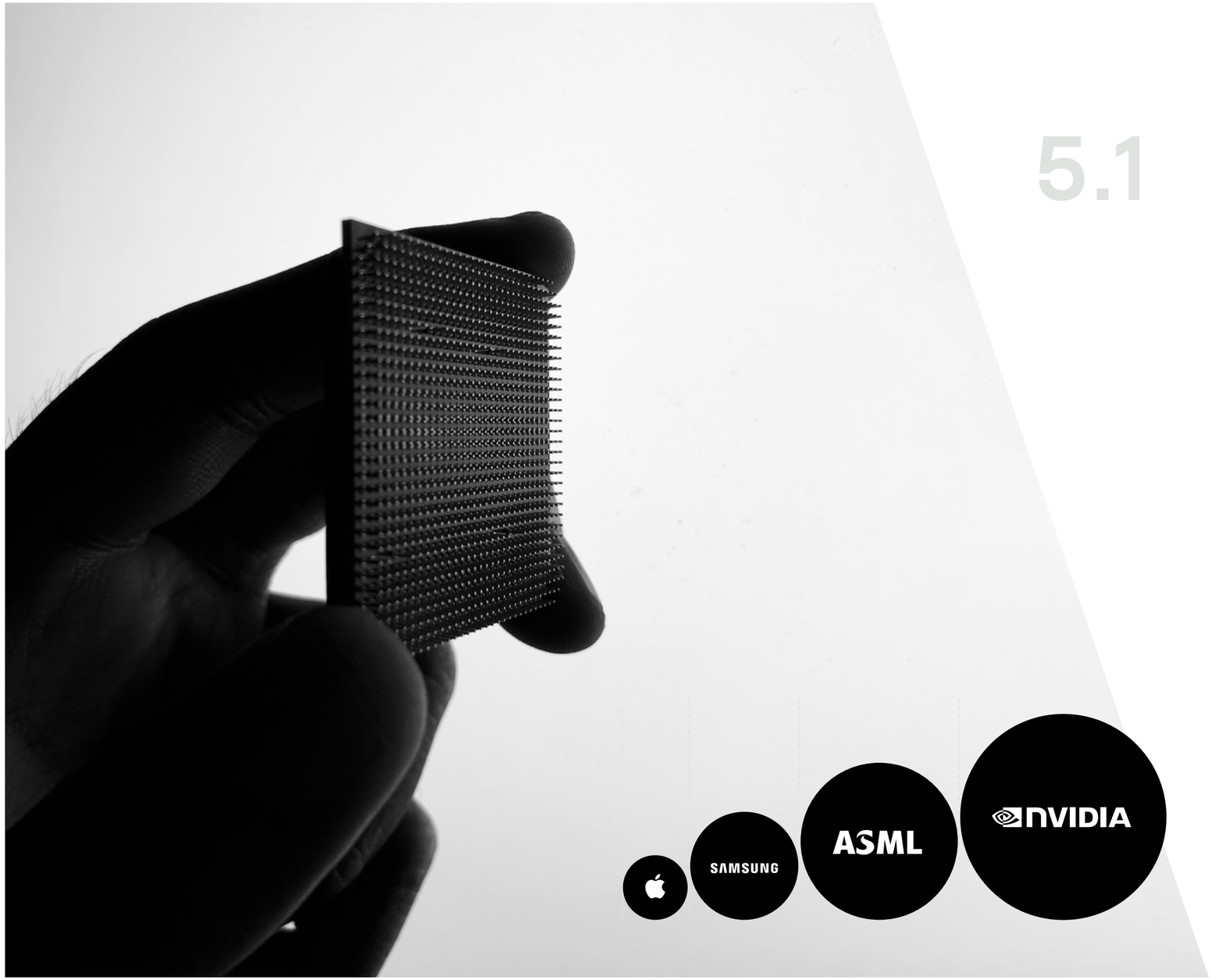


5.1

Likewise, failure to adopt and integrate new technologies is still seen to be the number one threat to businesses, as in previous years. The risk is not just failing to keep up, but failing to adopt these technologies in an ethical way.

AI in particular is a double-edged sword. Its potential to positively impact lives is offset by concerns about data privacy, its ability to spread disinformation and the possibility it may replace human jobs. Dystopian-inspired fears about AI's learning potential are also rife.

Data security will also be a pressing concern. Already some companies have banned ChatGPT among employees to prevent accidental leaks of sensitive information, including both Apple and Samsung. If firms are going to capitalise on AI, they need to put in place clear policies and practices to protect their brand.

Responsible development is also required from the world's tech giants. While Apple, the leader of the Top 100, has hinted towards the development of its own AI technology, the business has also spoken publicly about its challenges. In a May earnings call, CEO Tim Cook recognised that there are a "number of issues that need to be sorted".

While the ability to adopt new technology is seen as critical, transparent behaviour and corporate responsibility are also extremely important to our respondents. Carefully navigating AI's capabilities should therefore be a top priority for brands.



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5.2

# The Consumer Brand Comeback

**Over the last two years the FutureBrand Index has tracked B2B businesses as they have marched up the Top 100, leaving consumer-facing brands in their dust. But with the purpose void on the horizon, consumer brands have reversed their trajectory and leapt back up the list.**



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CONSUMER DISCRETIONARY
**Sector Ranking:**

# 1st

CONSUMER STAPLES
**Sector Ranking:**

# 3rd

## 5.2

Many of these provide products and services relied upon by millions of people daily to meet their basic human needs, which is of significant value in this new age of purpose and impact.

In fact, consumer discretionary is the strongest of the nine sectors which make up the Top 100 in 2023, the first time it has topped the list since the report's inception. Consumer staples has had a similarly strong year, coming in third.

The Top 20 also had a consumer brand shakeup this year, with Unilever, Amazon and Nestlé all back in the prestigious group for the first time in years. Nestlé returns to the Top 20 after dropping out in 2015, while Amazon is back in for the first time since 2017 and Unilever for the first time since 2019.

In particular, it's those brands associated with being premium – providing quality and trusted products or services at a higher price – which are rising up the ranking. While premium has been a key driver for businesses across the board this year, consumer brands have experienced a particular boost.

The likes of Tesla, Nike, Toyota, Starbucks and The Coca-Cola Company all claim high positions this year while also falling in the top 25% of premium attribute scores.

Outside of our research, we can see the value of a premium perception reflected in consumer buying behaviour. In the alcohol industry, for example, premium brands across spirits, beers and wines are experiencing huge growth, even as inflation has consumers counting their pennies.



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5.3

# Corporate Conscience

**Companies which can demonstrate, via real product and service experience, both a conscience and responsible corporate governance resonated strongly with our sample this year. Promises about the future are now virtually meaningless; brands have to act ethically today to avoid falling into the purpose void. In fact, the data reveals an opportunity for businesses to step in where governments are failing to deliver.**



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# CIRCULAR 5.3

//

**In order to garner high brand esteem, companies must foster agility, spearhead innovation, and embrace an unwavering commitment to corporate social responsibility.**

LYNNE FIELD
HEAD OF STRATEGY
FUTUREBRAND NORTH AMERICA

As the world's big powers fall behind on their greenhouse gas emissions targets, firms providing the technology and services which underpin the shift towards a more sustainable future sit high in the Top 100 once again this year, continuing the dominant trend observed in 2022. Both renewable energy firm NextEra Energy and EV battery producer CATL remain in the Top Five, as analysed earlier in this report.

Our research also reveals how important it is that brands are leading the transition towards circular business models – an arguably more impactful approach towards sustainability than initiatives such as carbon offsetting. The brands perceived to be leading the way are Apple, Amazon, Tesla, Microsoft and Google – all companies which rank high in the Top 100 this year.

Providing secure and quality jobs should also be of critical concern to corporations as we navigate global economic instability and adapt to a post-Covid working world. The highly publicised mass layoffs executed by a number of powerful firms over the past year after failing to reach growth targets has painted a somewhat shaky picture for future employment.

Those businesses powering the future of technology are seen as safe and worthy places to work this year, with Nvidia, CATL, Apple, TSMC and ASML leading the pack. All five fall in the overall Top 10.

Efforts to palpably improve diversity, equity and inclusion (DE&I) remain important as companies seek to provide products and services to an increasingly diverse audience, while also building an inclusive workforce. At the top of the ranking this year is Apple, our Top 100 leader.



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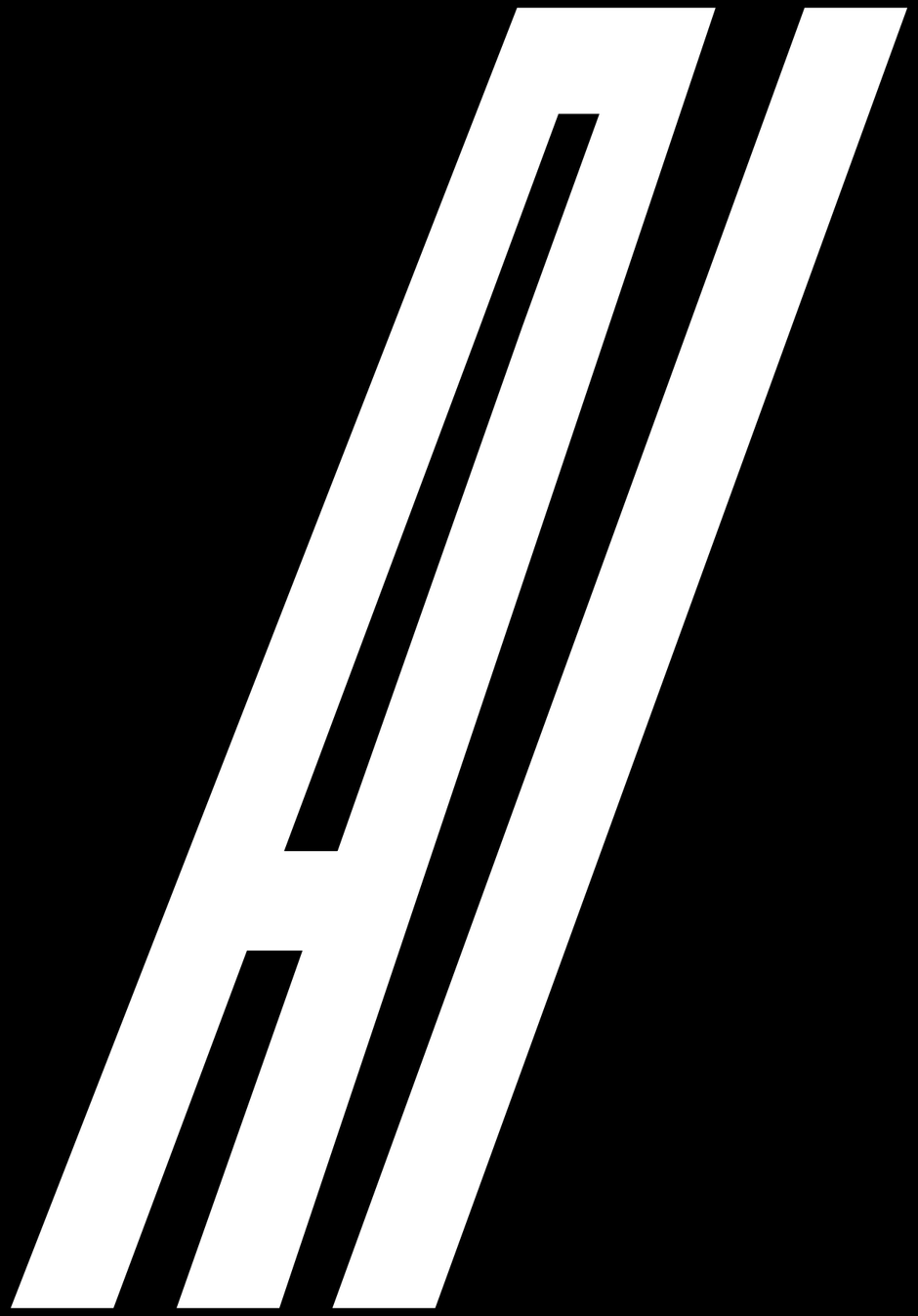
# What AI Tells Us



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# What AI Tells Us

## Top Five Risers

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position | Sector |
|---|---|---|---|---|---|
| 48 | ↑51 | ConocoPhillips | 99 (2014) | 95 | Energy |
| 38 | ↑32 | AT&T | 70 | 77 | Communication Services |
| 33 | ↑28 | BROADCOM | 61 | 31 | Information Technology |
| 7 | ↑25 | TESLA | 32 | 8 | Consumer Discretionary |
| 39 | ↑25 | ABInBev | 64 (2021) | 83 | Consumer Staples |

**With interest in AI's strategic capabilities only increasing, we used Google's generative AI chatbot Bard to analyse the five brands which saw the biggest improvements in their FutureBrand Index ranking this year, gathering insight into the actions these companies have taken, the impact they have had, and what other brands can learn from their success.**

In 2023 the biggest jumps were made by crude oil producer ConocoPhillips (up 51 places), telecommunications firm AT&T (up 32 places), semiconductor manufacturer Broadcom (up 28 places), electric vehicles brand Tesla and global beer brewer AB InBev (both up 25 places).



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# The AI's analysis: Five key takeaways

**The five brands which made the biggest jumps up the Index this year have all taken steps to strengthen their positions. These steps include:**

## 1 Focusing on brand purpose

These brands all have a clear brand purpose that they communicate to consumers, which has helped to give them a sense of meaning and value.

AT&T, for example, claims its purpose is to "create connection", which it demonstrates through its actions. In recent years the company has invested in new technologies and services to help people stay connected, and in 2022 expanded its 5G and fibre optic networks in the US by 100,000 square miles – the equivalent of the United Kingdom – to help connect urban and tribal communities.

## 2 Investing in innovation

All of these brands are constantly investing in new products and services and are always looking for ways to improve their offerings, which has helped to keep them ahead of the competition.

At Broadcom, that has meant investing in new technologies such as 5G and AI. In April the firm unveiled a new chip to connect AI supercomputers, for example.

Meanwhile, ConocoPhillips has been investing in carbon capture and storage technology, which is a way to capture carbon dioxide emissions from power plants and other industrial facilities and store them underground. The company this year joined fellow oil giant Shell with an investment in direct air capture (DAC) start-up Avnos, in a deal reportedly worth in excess of $80m.

## 3 Focusing on customer experience

All of these brands put a lot of emphasis on providing a positive customer experience. This includes making it easy to do business with them, providing excellent customer service and listening to customer feedback.

This year AT&T came number one in customer satisfaction for business wireline service delivered to large enterprise customers, according to a study by J.D. Power – the brand's sixth year leading the ranking.

## 4 Committing to sustainability

Many of these brands are committed to sustainability, which means taking steps to reduce their environmental impact and to operate in a more sustainable way.

Revealing his third 'Master Plan' earlier this year, Tesla CEO Elon Musk outlined the company's plans to help convert the world to sustainable energy. As consumer preferences shift towards environmental responsibility, Tesla's focus on sustainability has led to a more positive perception of the brand.

## 5 Adapting to market trends

All of these brands are aware of the latest market trends and are adapting their strategies accordingly. This includes expanding into new markets, launching new products and services and partnering with other companies.

AB InBev has launched a number of new products in recent years, such as non-alcoholic beer and hard seltzer, which show that the company is willing to innovate to meet the changing needs of consumers. Demonstrating its commitment to these new market trends, AB InBev invested €31m upgrading the tech in its Belgian breweries this year, including investments to increase its no- and low-alcohol brewing capabilities.



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# Perceptions of Positive Impact

From the companies they would most like to work for to the brands they believe are ‘moving ahead’, we asked our sample a number of questions to understand the key drivers behind positive brand perceptions in 2023.






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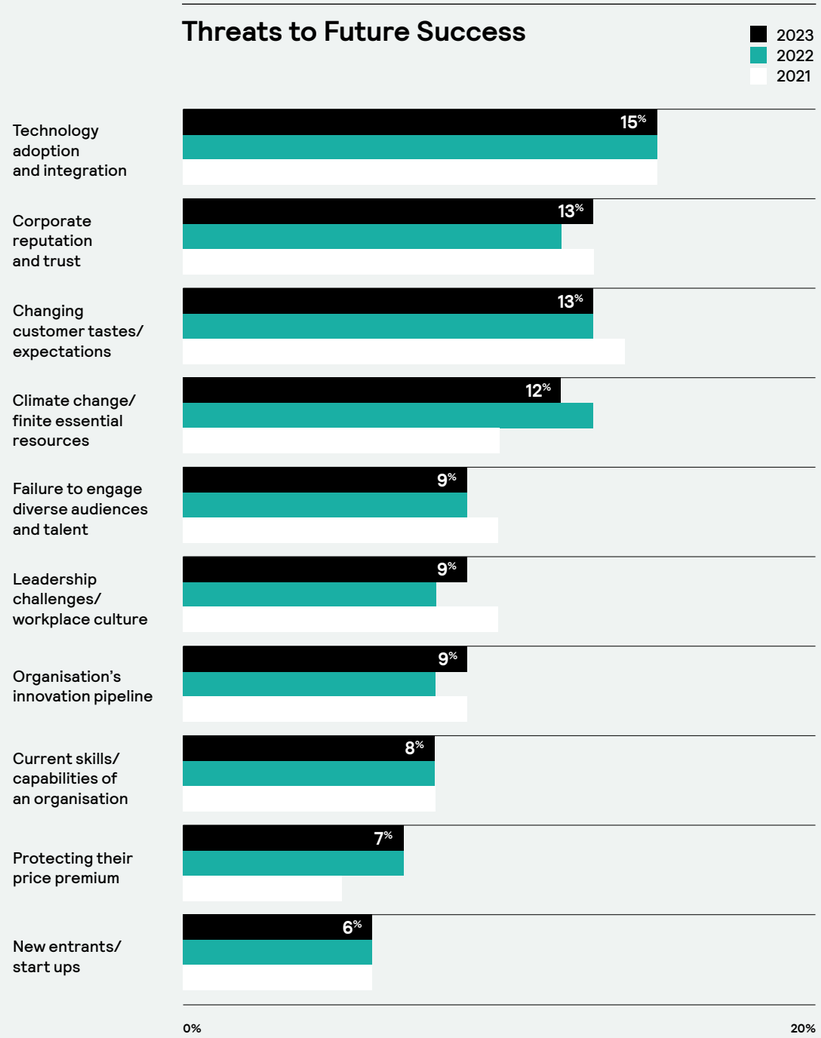
7.1

# Threats to Success

**Reflecting the rising level of uncertainty in the world today and the looming purpose void, failing to maintain ‘corporate reputation/trust’ has grown noticeably as a perceived threat to future business success, overtaking ‘climate change/finite essential resources’ and ‘changing consumer tastes/expectations’.**

**However, as in 2021 and 2022, failure to adopt and integrate new technology is still seen as the top threat, holding steady at 15%.**



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7.1

# Future Thinkers

As the global pace of change continues to accelerate, the top companies perceived to be ‘moving ahead’ in three years’ time are Nvidia, TSMC, Apple, AMD and Tesla. As explored earlier in this report, all are related to technological innovation and all are leading in the development of AI.

In stark contrast to last year’s FutureBrand Index, there are indications that this year, purpose is more important than experience in building the view that a company is moving ahead. The key drivers all contribute towards a clear and compelling vision for the future, including:

- → A strong sense of mission
- → Inspiring positive change
- → Authenticity in its words and actions

## Top Five ‘Moving Ahead in Three Years’ Time’

| | | |
|---|---|---|
| 1 | Nvidia | NVIDIA |
| 2 | TSMC | tsmc |
| 3 | Apple | |
| 4 | AMD | AMD |
| 5 | Tesla | TESLA |

NVIDIA

**“Nvidia has made major breakthroughs in the field of artificial intelligence and has become one of the world’s leading providers of artificial intelligence technology.”**

NORTH AMERICAN PROFESSIONAL



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7.1

# DE&I

In line with previous years, prioritising diversity, equity and inclusion (DE&I) continues to be seen as highly important to future business success. The brands believed to be having the most impact this year are Apple, Google, Microsoft, Amazon and Coca-Cola, all of which appear high in the Top 100.

Our data shows that in 2023, companies which are seen to be leading on DE&I are perceived to:

- → Treat employees fairly and equally
- → Have a happy and content workforce
- → Clearly promote diversity and inclusivity
- → Be innovative in HR development
- → Respect beliefs, cultures, race, gender and environment
- → Protect people's rights and fight against discrimination

## Top Five 'Perceived Leaders in DE&I'

| | | |
|---|---|---|
| 1 | Apple | |
| 2 | Google | Google |
| 3 | Microsoft | Microsoft |
| 4 | Amazon | amazon |
| 5 | The Coca-Cola Company | THE Coca-Cola COMPANY |



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7.1

# The Circularity Shift

Last year the FutureBrand Index asked respondents to rate companies based on their perceived leadership in tackling climate change. Turning our attention towards more tangible climate action this year, we asked our sample to identify which companies they believe are taking steps towards implementing more circular business models.

Seen as an important new way of conducting business, seven in 10 respondents agree that the meaning of circularity in a business context is clear. The companies seen to be leading the charge are Apple, Amazon, Tesla, Microsoft and Google.

According to our data, these companies are perceived to be:

- → Continuously adapting and innovating
- → Acting with a conscience and as responsible role models
- → Forward thinking; solution-focused
- → Sustainable, carbon neutral and able to maximise technology
- → Aware of their global presence and impact
- → Working towards a clear vision of the future

## Top Five 'Leading on implementing shifts towards Circularity '

| | | |
|---|---|---|
| 1 | Apple | |
| 2 | Amazon | amazon |
| 3 | Tesla | TESLA |
| 4 | Microsoft | Microsoft |
| 5 | Google | Google |

//

**I understand circularity to be an economy in which resources are reduced, recycled, reused as long as possible throughout the chain of production and consumption.**

NORTH AMERICAN PROFESSIONAL



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7.1

# Where to work?

The top five firms our respondents say they would want to work for today are Nvidia, CATL, Apple, TSMC and ASML. Against a backdrop of mass redundancies and job security concerns, attributes which contribute towards a ‘strong emotional connection’ are notably weaker this year. Instead, people want employers which can demonstrate safe and effective leadership and respect for the fundamental needs of their workforce.

The key drivers for wanting to work for a company in 2023 are:

→ Has strong leaders and employees who believe in their work

→ Demonstrates respect for employees and their lives

→ Inspires change for the better

## Top Five ‘Would Like to Work for’

| | | |
|---|---|---|
| 1 | Nvidia | NVIDIA |
| 2 | CATL | CATL |
| 3 | Apple | |
| 4 | TSMC | tsmc |
| 5 | ASML | ASML |

ASML

**“It is the leading company, providing the best and safe services for consumers.”**

FAR EASTERN PROFESSIONAL



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7.1

# Who to buy from?

We asked our sample what currently drives them to want to buy products and services from a company and, once again, the attributes which contribute towards ‘a strong emotional connection’ are weaker than last year. In 2023, people are instead looking to buy from companies which are high on premium, innovation and authenticity. As such, the top five are Nvidia, Nike, Danaher, TSMC and Microsoft.

The key drivers for wanting to buy products and services from a company are:

→ Authenticity in its vision and actions

→ Able to invent products, services and experiences which are genuinely useful and meet the changing needs of customers

→ Commands a price premium in exchange for quality

## Top Five ‘Want to Buy Products & Services’

| | | |
|---|---|---|
| 1 | Nvidia | NVIDIA |
| 2 | Nike | |
| 3 | Danaher | DANAHER |
| 4 | TSMC | tsmc |
| 5 | Microsoft | Microsoft |

Microsoft

**“Microsoft has a very good track record in terms of future strategy and is already thinking about what products it can offer people that they like, surpassing other companies.”**

LATAM PROFESSIONAL



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7.1

# Recession Resilience

Although the world has thus far managed to avoid falling into a global recession, the future outlook still looks unstable. As economic growth forecasts chop and change, many economists say we cannot know for certain whether a recession will come – and who will be worst hit – until 2024.

Reflecting this general feeling of uncertainty, there are indications that the key drivers for 'resilience to survive a recession' are generally weaker this year, particularly in regards to experience attributes. Microsoft, Apple, TSMC, Nvidia and Samsung are the companies seen to be the most resilient this year.

Our data shows that the key drivers for 'resilience to survive a recession' are:

→ A strong sense of mission

→ Authenticity in a company's vision and actions

→ The ability to command a price premium

## Top Five 'Resilient to Survive a Recession'

| | | |
|---|---|---|
| 1 | Microsoft | Microsoft |
| 2 | Apple | |
| 3 | TSMC | tsmc |
| 4 | Nvidia | NVIDIA |
| 5 | Samsung | SAMSUNG |

tsmc

**"They have a monopoly on chip manufacturing especially in the smaller nanometer scale. The major threat to this company is geopolitical as it is based in Taiwan."**

NORTH AMERICAN PROFESSIONAL



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# Sector by Sector

**Eighteen companies have moved sectors in 2023 due to changes in industry definitions and the introduction of a new sector title, named communications services.**

Consumer sectors have triumphed this year, while information technology firms have put in another strong performance. It's a close race between the remaining sectors, with healthcare, energy and utilities and communications services tied in fourth place and financial, industrial and materials companies rounding off the ranking in joint seventh.


5.1 Consumer Discretionary

5.2 Information Technology

5.3 Consumer Staples

5.4 Healthcare

5.5 Energy + Utilities

5.6 Communications Services

5.7 Financials

5.8 Industrials / Materials




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# 8.1 Consumer Discretionary

**As detailed earlier in the report, consumer brands have made an impressive comeback in 2023. Consumer discretionary is the year's dominant sector, as today's unsettled economic and political environment drives people towards those companies which provide quality and have impact in their everyday lives.**

Of the 10 consumer discretionary brands in the Top 100 this year, nine have risen up the ranking and four now sit in the Top 20. The majority of attribute scores have increased across the sector, with a particular improvement in consistency.

After soaring 25 places up the Index to number seven, Tesla leads the group in 2023. The only consumer discretionary firm to fall down the ranking this year is luxury group LVMH, which is down nine places to 56th.

However, consumer-facing companies are known for making grand promises as they bring more purpose into their brands. In this new era, in which tangible impact is the priority, they must tread carefully to avoid being sucked into the purpose void.





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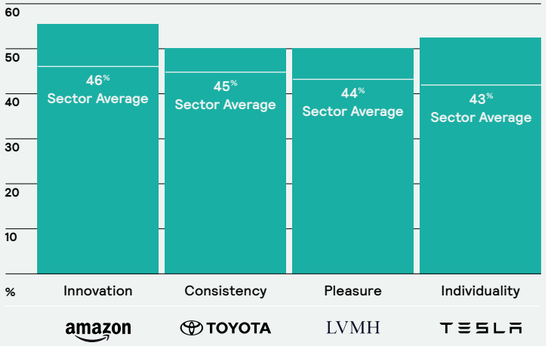
8.1

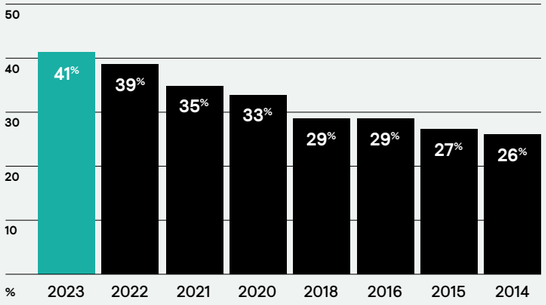
# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

**Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.**




**Nike has brand awareness, innovative product lines, digital transformation, social responsibility and other advantages.**

NORTH AMERICAN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|
| 7 | ↑25 | Tesla | 32 | 8 |
| 12 | ↑10 | Nike | 22 | 49 |
| 15 | ↑9 | Toyota | 24 | 48 |
| 16 | ↑15 | Amazon | 31 | 5 |
| 31 | ↑9 | McDonalds | 40 | 45 |
| 41 | ↑12 | Starbucks | 53 (2021) | 98 |
| 47 | ↑20 | Home Depot | 67 | 26 |
| 53 | ↑1 | Alibaba | 54 | 32 |
| 56 | ↓9 | LVMH | 47 | 12 |
| 78 | ↑2 | Lowes | 80 | 99 |



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8.2

# Information Technology

## (Formerly ‘Technology’)

**After two years as The FutureBrand Index’s top sector, information technology (formerly known just as ‘technology’) has dropped to second place in 2023.**

The sector has 18 brands in the Top 100, ten of which have climbed up the ranking this year, including Apple, TSMC, Samsung and Microsoft. One has held steady and seven have dropped back down; German multinational business software firm SAP has tumbled 33 places to 76th, for example.

Nevertheless, average attribute scores across this sector show overall growth compared to previous waves of our research, no doubt boosted by this year’s surging interest in AI development.



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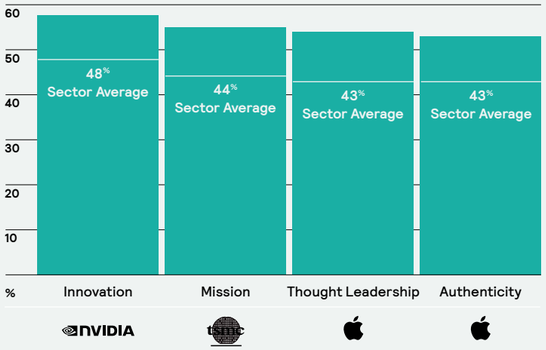
8.2

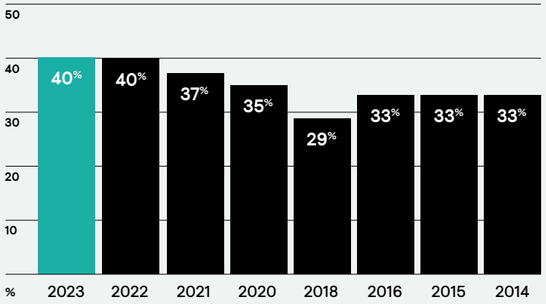
# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.




Intel are a leader in the technology industry creating technology that changes the world, enables global progress and enriches lives.

LATAM PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 1 | ↑6 | | Apple | 7 | 1 |
| 4 | ↑5 | | TSMC | 9 | 13 |
| 5 | ↑6 | | Samsung | 11 | 22 |
| 6 | ↑9 | | Microsoft | 15 | 2 |
| 8 | ↓2 | | Nvidia | 6 | 6 |
| 9 | ↑1 | | ASML | 10 | 30 |
| 22 | ↑11 | | Intel | 33 | 80 |
| 30 | ↑8 | | Advanced Micro Device | 38 | 64 |
| 33 | ↑28 | | Broadcom | 61 | 31 |
| 44 | ↓8 | | Qualcomm | 36 | 75 |
| 61 | ↑13 | | Intuit | 74 | 90 |
| 62 | ↑14 | | Adobe | 76 | 54 |
| 65 | ↓2 | | Oracle | 63 | 34 |
| 72 | ↓1 | | Salesforce.com | 71 | 46 |
| 75 | = | | Accenture | 75 | 52 |
| 76 | ↓33 | | SAP | 43 | 70 |
| 80 | ↓3 | | Cisco Systems | 77 | 43 |
| 97 | ↓1 | | Texas Instruments | 96 | 58 |



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# 8.3 Consumer Staples



## Like the consumer discretionary sector, consumer staples brands have shown a strong performance among this year's Top 100.

Many attribute scores have increased across the sector and none have decreased since last year. Innovation and thought leadership have particularly improved on the purpose side, while on the experience side the sector has shown growth in attributes which 'make lives better'.

As previously mentioned, both Unilever and Nestlé have launched into the Top 20 this year, coming in 18th and 20th, respectively. Beer brewer Anheuser-Busch InBev has similarly catapulted up the list (up 25 places to 39th), while cosmetics giant L'Oreal has risen 16 places to 42nd.



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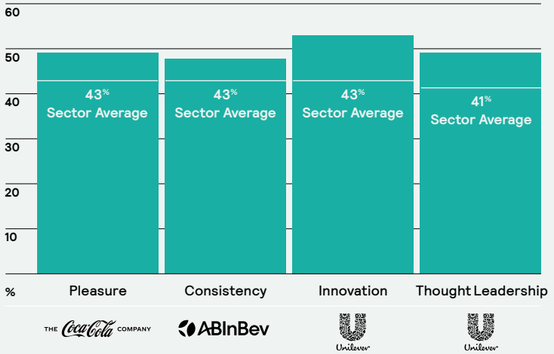
8.3

# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

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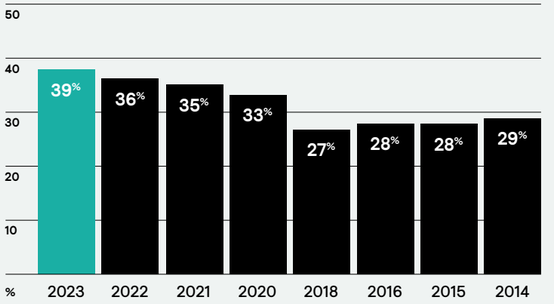


Coca-Cola is an iconic company that sails through the decades unaffected by change and is enjoyed today as it was years ago.

EUROPEAN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|
| 18 | ↑13 | Unilever | 31 (2021) | 84 |
| 20 | ↑15 | Nestle | 35 | 23 |
| 34 | ↑5 | Walmart | 39 | 17 |
| 35 | ↑11 | Coca Cola | 46 | 29 |
| 39 | ↑25 | Anheuser-Busch InBev | 64 (2021) | 83 |
| 42 | ↑16 | L'Oreal | 58 | 35 |
| 40 | ↑1 | Procter & Gamble | 41 | 20 |
| 43 | ↑7 | PepsiCo | 50 | 33 |
| 71 | ↑23 | Costco | 94 | 41 |
| 100 | = | Philip Morris | 100 | 68 |



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# 8.4 Healthcare



**Healthcare was naturally top-of-mind during the Covid-19 pandemic, so it followed that in 2022's report the sector was one of the strongest. Thankfully, after successful vaccine rollouts worldwide, the virus is no longer a major threat.**

Other concerns are taking priority this year. It's therefore no surprise to see the healthcare sector fall back to joint fourth in the ranking, as brands which address the pressing challenges around climate change, AI and financial security come to the forefront.

However, there's little cause for alarm. Our research shows the lasting positive impact the pandemic has had on brand perceptions in healthcare, as this year is the sector's second strongest year in the history of the FutureBrand Index. Almost all attribute scores remain considerably ahead of 2021 and previous years.

The sector has also delivered some notable jumps within the ranking in 2023. After boosting its purpose attributes, Bristol-Myers Squibb has climbed 23 spots to secure the 25th position. Similarly, Johnson & Johnson has risen 24 places to 27th, driven by improved scores in storytelling, inspiration and thought leadership.



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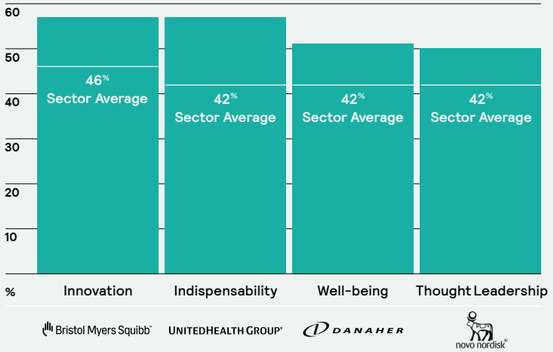
8.4

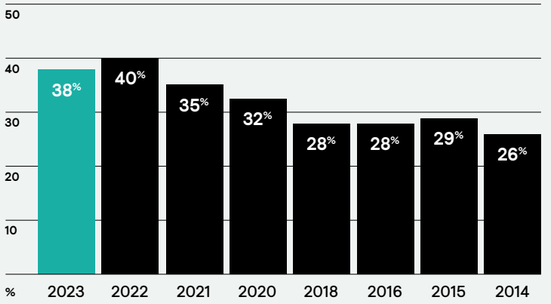
# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

**Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.**




**AbbVie is an innovative pharmaceutical company with good employees and strong prospects.**

EUROPEAN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 11 | ↓3 | abbvie | AbbVie | 8 | 27 |
| 14 | ↓1 | DANAHER | Danaher | 13 | 50 |
| 23 | ↑7 | AMGEN | Amgen | 30 | 85 |
| 24 | ↓6 | Abbott | Abbott Laboratories | 18 | 56 |
| 25 | ↑23 | Bristol Myers Squibb | Bristol-Myers Squibb | 48 | 71 |
| 27 | ↑24 | Johnson & Johnson | Johnson & Johnson | 51 | 16 |
| 28 | ↑6 | novo nordisk | Novo Nordisk | 34 | 19 |
| 29 | ↓1 | UNITEDHEALTH GROUP | UnitedHealth | 28 | 15 |
| 49 | ↓35 | ThermoFisher SCIENTIFIC | Thermo Fisher | 14 | 39 |
| 51 | ↓14 | NOVARTIS | Novartis | 37 | 44 |
| 58 | ↓32 | Pfizer | Pfizer | 26 | 36 |
| 66 | ↑12 | Roche | Roche | 78 | 37 |
| 70 | ↓8 | Lilly | Eli Lilly | 62 | 25 |
| 83 | ↓4 | MERCK | Merck | 79 | 28 |
| 90 | ↓29 | sanofi | Sanofi | 61 (2020) | 78 |
| 99 | ↓42 | AstraZeneca | AstraZeneca | 57 | 42 |



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8.5

# Energy + Utilities



**Despite a persistently challenging market for energy and utility firms, there were some huge jumps up the Top 100 within the sector this year. Alaskan crude oil producer ConocoPhillips rose a whopping 51 places to 48th compared to its last appearance in the Index in 2014, while energy firm Shell has risen 21 places to 67th.**

With the exception of the story attribute, sector average scores have all gone up in 2023. All scores for both 2022 and 2023 are well above previous years.

However, four of the eight brands within the sector have dropped down the ranking, including Indian conglomerate Reliance Industries (down 11 places to 13th) and oil giant Saudi Aramco (down 30 places to 46th).



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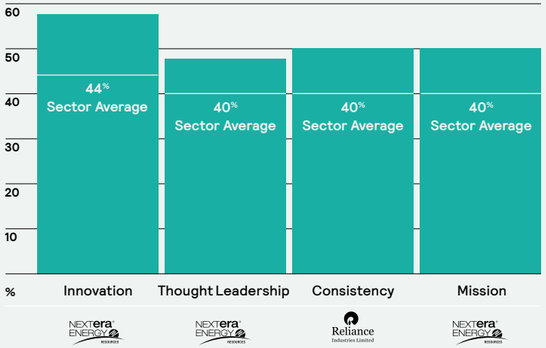
8.5

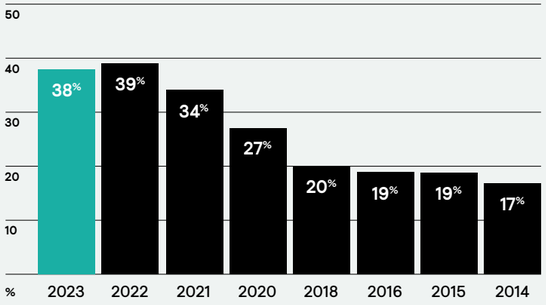
# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

**Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.**




Reliance Industries provides products and services in a sustainable manner. It always pays attention to its employees.

FAR EASTERN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 3 | ↓2 | NEXTera ENERGY RESOURCES | NextEra Energy | 1 | 67 |
| 13 | ↓11 | Reliance Industries Limited | Reliance Industries | 2 | 53 |
| 46 | ↓30 | aramco | Saudi Aramco | 16 | 3 |
| 48 | ↑51 | ConocoPhillips | ConocoPhillips | 99 (2014) | 95 |
| 67 | ↑21 | | Shell | 88 | 47 |
| 69 | ↑11 | TotalEnergies | TotalEnergies | 80 (2020) | 72 |
| 86 | ↑6 | Chevron | Chevron | 92 | 24 |
| 95 | ↓10 | ExxonMobil | ExxonMobil | 85 | 14 |



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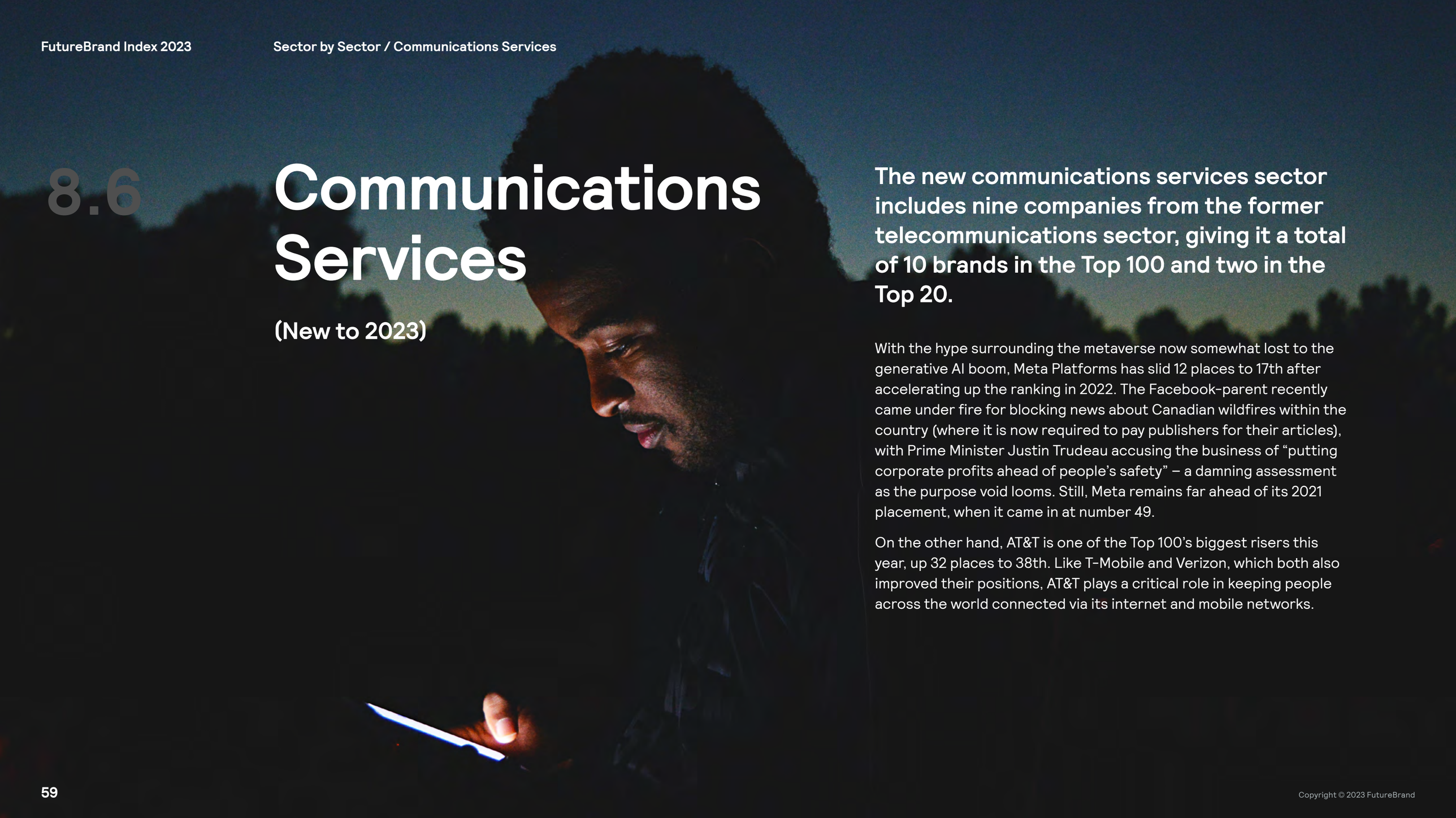
8.6

# Communications Services

(New to 2023)



## The new communications services sector includes nine companies from the former telecommunications sector, giving it a total of 10 brands in the Top 100 and two in the Top 20.

With the hype surrounding the metaverse now somewhat lost to the generative AI boom, Meta Platforms has slid 12 places to 17th after accelerating up the ranking in 2022. The Facebook-parent recently came under fire for blocking news about Canadian wildfires within the country (where it is now required to pay publishers for their articles), with Prime Minister Justin Trudeau accusing the business of “putting corporate profits ahead of people’s safety” – a damning assessment as the purpose void looms. Still, Meta remains far ahead of its 2021 placement, when it came in at number 49.

On the other hand, AT&T is one of the Top 100’s biggest risers this year, up 32 places to 38th. Like T-Mobile and Verizon, which both also improved their positions, AT&T plays a critical role in keeping people across the world connected via its internet and mobile networks.



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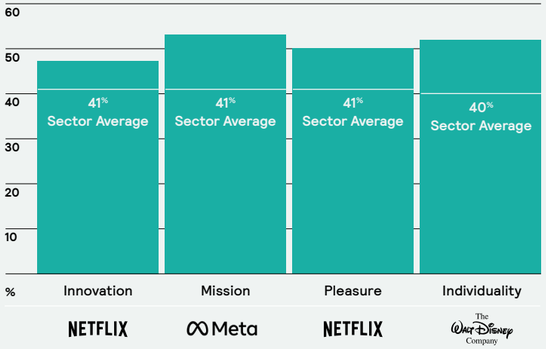
8.6

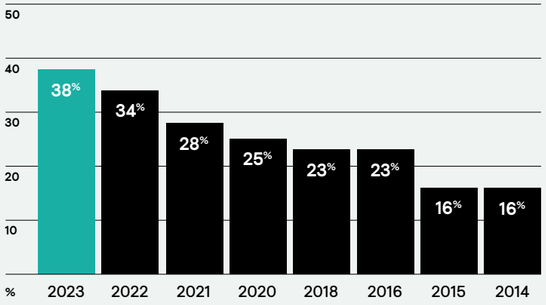
# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.




Meta develops day by day and they are providing the best service to their customers.

FAR EASTERN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 17 | ↓12 | Meta | Meta Platforms | 5 | 9 |
| 19 | ↓7 | NETFLIX | Netflix | 12 | 66 |
| 26 | ↑1 | The Walt Disney Company | Walt Disney | 27 | 51 |
| 38 | ↑32 | AT&T | AT&T | 70 | 77 |
| 45 | ↓16 | Alphabet | Alphabet | 29 | 4 |
| 64 | ↓4 | Tencent 腾讯 | Tencent Holdings | 60 | 11 |
| 63 | ↑10 | verizon | Verizon | 73 | 61 |
| 68 | ↓4 | COMCAST | Comcast | 64 | 63 |
| 84 | ↑6 | T | T-Mobile | 90 | 55 |
| 93 | ↓13 | Deutsche Telekom | Deutsche Telekom | 80 (2016) | 96 |



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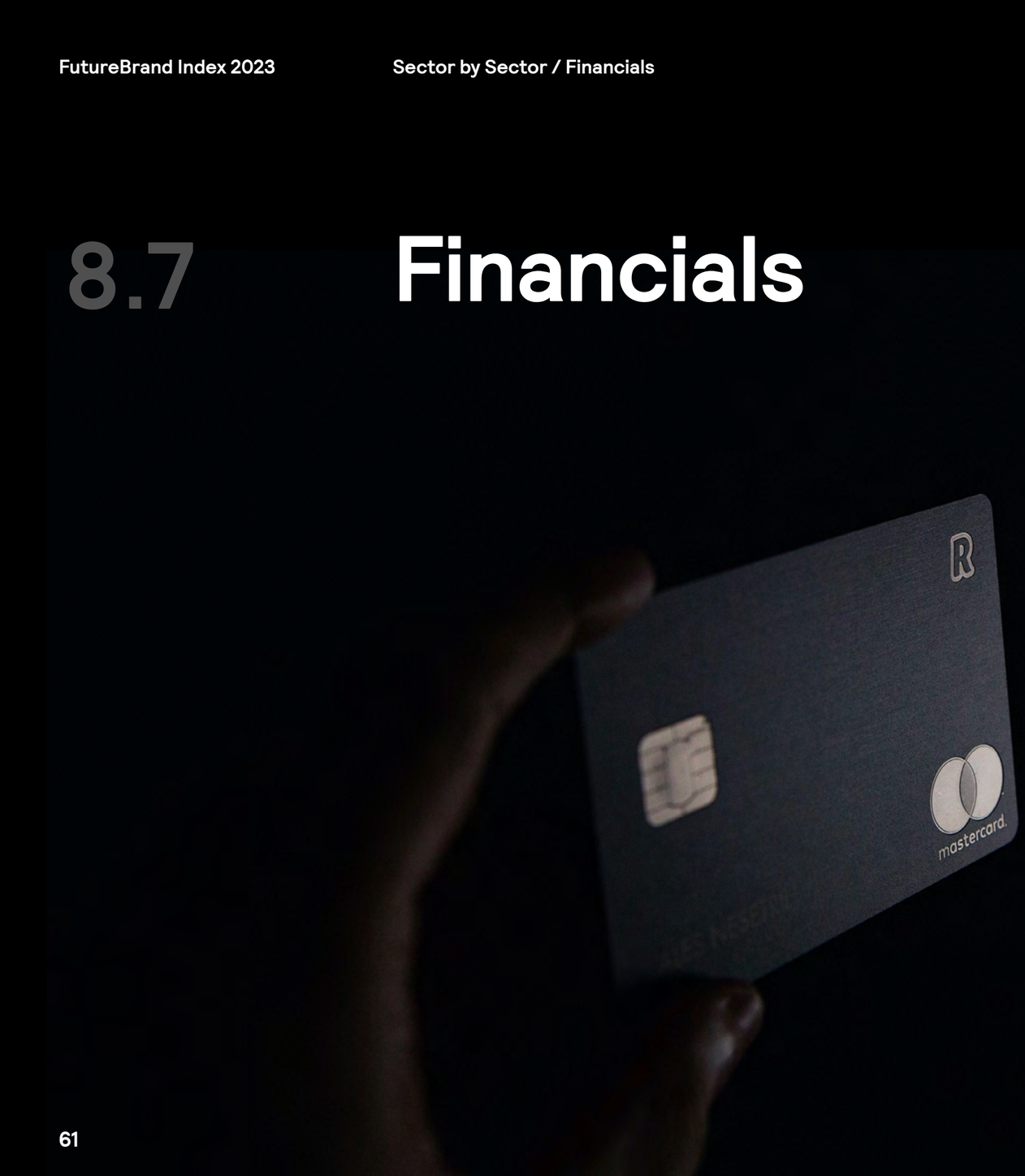
# 8.7 Financials




**Amid soaring interest rates worldwide and the overall financial squeeze on consumers and businesses, the financial sector has dropped from second to joint seventh place this year. Perhaps reflecting a loss of trust in financial institutions, nine of the 17 financial firms in the Top 100 have dropped down the ranking.**

Chinese firms, however, have had a strong year. Ping An Insurance is up 13 places to 10th, while the China Merchants Bank is up 17 places to 32nd and the Industrial and Commercial Bank of China (ICBC) is up 12 places to 74th. However, since the research was conducted, the country's anticipated economic rebound has hit a wall; so these firms may struggle to maintain their upwards trajectory in 2024.



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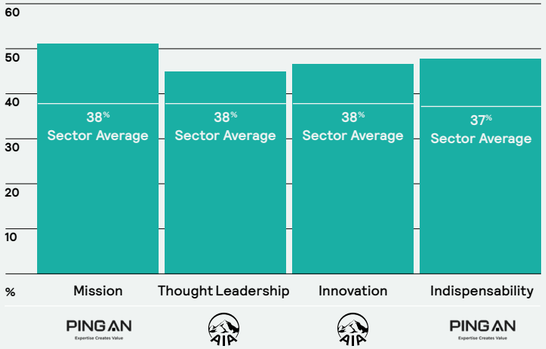
8.7

# Sector Snapshot

## Sector Drivers




## Sector Performance Score by Year

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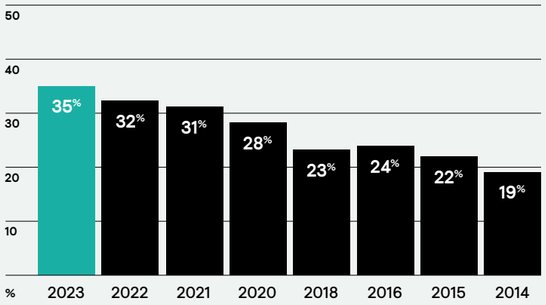


**Ping An Insurance are professional and reliable, the products can truly benefit the people.**

FAR EASTERN PROFESSIONAL

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 10 | ↑13 | PING AN | Ping An Insurance | 23 | 100 |
| 21 | ↓3 | AIA | AIA Group | 18 (2021) | 94 |
| 32 | ↑17 | 招商银行 | China Merchants Bank | 49 | 89 |
| 37 | ↓12 | VISA | Visa | 25 | 10 |
| 54 | ↑2 | 中国农业银行 | Agricultural Bank of China | 56 | 65 |
| 55 | ↓12 | Berkshire Hathaway Inc. | Berkshire Hathaway | 52 | 7 |
| 57 | ↓4 | 中国建设银行 | China Construction Bank | 53 | 60 |
| 59 | ↓14 | mastercard | Mastercard | 45 | 21 |
| 60 | ↑5 | RBC Royal Bank | Royal Bank Canada | 65 | 82 |
| 74 | ↑12 | ICBC | Industrial Commercial Bank of China | 86 | 40 |
| 77 | ↓11 | AMERICAN EXPRESS | American Express | 66 | 92 |
| 81 | ↓13 | BANK OF AMERICA | Bank of America | 68 | 38 |
| 82 | ↓1 | HSBC | HSBC | 81 | 81 |
| 88 | ↑7 | J.P.Morgan | JP Morgan Chase | 95 | 18 |
| 92 | ↑7 | Morgan Stanley | Morgan Stanley | 99 | 69 |
| 96 | ↑2 | 中国银行 BANK OF CHINA | Bank of China | 98 | 79 |
| 98 | ↓1 | WELLS FARGO | Wells Fargo | 97 | 76 |



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8.8

# Industrials / Materials

## (Formerly ‘Basic Materials’)

**Of the nine industrial brands in this year’s Index, only three have improved their placement. They include Top Five firm CATL, now in second place.**

Defence technology conglomerate Raytheon Technologies has dropped a considerable 35 places to spot number 52, while industrial manufacturing firm Siemens has fallen 33 places since it last appeared in the Index in 2021, now coming in at 89th.

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**Our Top 100 features two firms in the Materials sector this year: Australian-founded mining and metals company BHP Group and multinational chemical company Linde.**

The former has climbed nine places since 2022 to reach 50th, while the latter has dropped two places to 85th.



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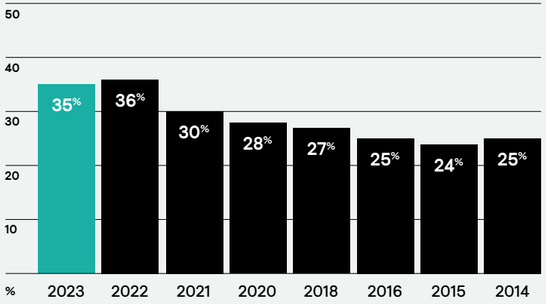
8.8

# Sector Snapshot

## Industrials

### Sector Performance Score by Year

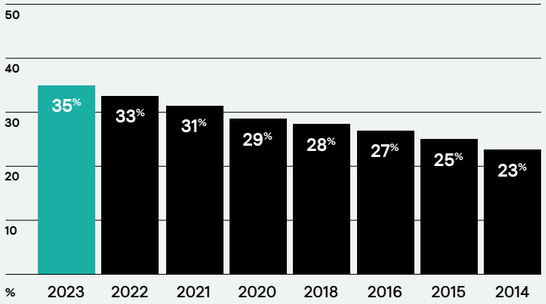
Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.




## Materials

### Sector Performance Score by Year

Average score of all 18 Experience and Purpose Dimensions for all companies included in that sector for each year.




# Industrials

| FBI Global Ranking 2023 | 2023 vs 2022 | Company | | FBI Global Ranking 2022 | PwC 2023 Position |
|---|---|---|---|---|---|
| 2 | ↑1 | CATL | CATL | 3 | 73 |
| 36 | – | JOHN DEERE | Deere & Company | NEW ENTRY | 93 |
| 52 | ↓35 | Raytheon Technologies | Raytheon Technologies | 17 | 74 |
| 73 | ↑16 | UNION PACIFIC | Union Pacific | 89 | 91 |
| 79 | ↑6 | LOCKHEED MARTIN | Lockheed Martin | 85 (2020) | 97 |
| 87 | ↓6 | BOEING | Boeing | 81 (2021) | 88 |
| 89 | ↓33 | SIEMENS | Siemens | 56 (2021) | 86 |
| 91 | ↓7 | Honeywell | Honeywell | 84 | 87 |
| 94 | ↓1 | ups | United Parcels | 93 | 59 |

# Basic Materials

| FBI Global Ranking 2022 | 2022 vs 2021 | Company | | FBI Global Ranking 2021 | PwC 2022 Position |
|---|---|---|---|---|---|
| 59 | ↑1 | BHP | BHP Group | 60 | 59 |
| 83 | ↓36 | Linde | Linde PLC | 47 | 75 |



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# Summary






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# The FutureBrand Index 2023 lays bare a series of major insights that brands simply cannot afford to ignore.

From the rise of AI to the surging prominence of consumer brands, and the growing emphasis on corporate conscience and governance, our research offers crucial lessons for brands hoping to thrive in a rapidly evolving and unpredictable world. Innovation continues to sit at the heart of those companies leading the way.

If one thing is clear, it's that a new era of corporate purpose is dawning. Words are no longer enough when we find ourselves in a state of perennial disruption; everything must come back to tangible action and positive impact if brands are to future-proof themselves against the many challenges which exist today.

Above all, brands must avoid being swallowed by the purpose void. In this new era, there can be no worse place to be.



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# The Futurebrand Index 2023

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## About FutureBrand

FutureBrand is a brand-led business transformation company part of the Interpublic Group of Companies. Alongside our sister companies, UXUS and Hugo & Cat, we are a global community of brand, experience, technology, and design experts who use unique methods to deliver positive business change. We believe that brand is how a company's products, services and people behave wherever and whenever they show up in the world.

Based in twenty two of the world's most exciting cities, we combine strategic rigour and design thinking to create, build and manage brands for our clients. We are powered by a shared set of values that put difference and diversity at our core, because the future that our brands create, has to be a future for us all. Our clients include Merck, Nestlé, McDonald's, Walgreens, Sanofi, Barilla, American Airlines and Bentley Motors.

## Our Partners

### QRi

QRi Consulting is FutureBrand's global research partner for the FutureBrand Index. Working in close collaboration, QRi helped to define the research approach against FutureBrand's initial hypothesis, as well as managing recruitment, questionnaire development, and providing in-depth analysis of the qualitative and quantitative data underpinning the report. This is informed by QRi's extensive research, brand and sector knowledge and experience as well as its proprietary QualiQuant methodologies.

### PwC

FutureBrand has worked with the Capital Markets division of PwC in the UK, who kindly provided its Global Top 100 Companies by Market Capitalisation ranking as the data source for this research and report. The report and its findings have been informed by Capital Markets' data, but FutureBrand is responsible for all views, opinion and data emerging from this research unless otherwise stated.

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