

Data on Brand Growth 2017 – Aaron Wallis Sales Recruitment

We welcome use of our data in other studies or articles. Please reference Aaron Wallis Sales Recruitment and <https://www.aaronwallis.co.uk> as the author of the study.

#	Brand	2016 Relative Search Interest Score	2017 Relative Search Interest Score	Year-On-Year Difference
1	PrettyLittleThing	25.00	58.59	33.59
2	Tencent	28.07	61.41	33.35
3	Gucci	34.59	61.74	27.15
4	Louis Vuitton	64.07	82.83	18.76
5	Maotai	43.93	60.57	16.63
6	Netflix	71.76	85.96	14.20
7	Baidu	75.91	89.72	13.80
8	China Mobile	72.11	84.65	12.54
9	Xfinity	63.39	74.87	11.48
10	Ping An Insurance	59.59	70.91	11.33
11	KFC	77.59	88.89	11.30
12	Huawei	67.70	78.48	10.78
13	Lowe's	72.00	82.59	10.59
14	HDFC Bank	64.65	74.28	9.63
15	Amazon.com	63.70	73.09	9.39
16	Zara	56.04	65.35	9.30
17	McDonald's	75.91	85.13	9.22
18	Toyota	82.87	92.04	9.17
19	Aldi	75.96	84.87	8.91
20	salesforce.com	74.80	83.15	8.35
21	AIA Group	81.46	89.37	7.91
22	Starbucks	56.85	63.54	6.70
23	DHL Express	64.48	70.65	6.17
24	IKEA	78.15	84.26	6.11
25	Accenture	78.33	84.41	6.09
26	FedEx	63.65	69.11	5.46
27	Costco	63.74	68.74	5.00

28	Rolls Royce	57.22	62.13	4.91
29	L'Oréal	80.89	85.70	4.80
30	Deutsche Telekom	53.43	58.20	4.76
31	Walmart	41.09	45.59	4.50
32	Sinopec	63.48	67.87	4.39
33	United Parcel Service	58.22	62.43	4.22
34	Subway	70.89	74.78	3.89
35	China Construction Bank	80.54	83.96	3.41
36	The Home Depot	71.85	75.07	3.22
37	ExxonMobil	36.26	38.72	2.46
38	SoftBank Group	49.70	52.00	2.30
39	General Electric	53.28	55.26	1.98
40	PepsiCo	51.11	52.74	1.63
41	Bank of China	78.52	80.11	1.59
42	Nissan Motor Company	93.41	94.98	1.57
43	Gillette	82.54	84.07	1.52
44	Honda	79.11	80.57	1.46
45	PayPal	85.20	86.39	1.20
46	Ford Motor Company	93.07	94.17	1.11
47	Visa Inc.	85.76	86.67	0.91
48	Marlboro	72.39	73.22	0.83
49	Siemens	78.74	79.48	0.74
50	Mercedes-Benz	91.07	91.70	0.63
51	Chase Bank	88.85	89.46	0.61
52	Hermès	76.04	76.13	0.09
53	Apple Inc.	47.52	47.59	0.07
54	J. P. Morgan	69.48	69.22	-0.26
55	Budweiser	25.63	25.30	-0.33
56	Citibank	84.80	84.28	-0.52
57	American Express	88.15	87.61	-0.54
58	U.S. Bancorp	74.00	73.24	-0.76
59	Pampers	89.67	88.87	-0.80
60	Australia and New Zealand Banking Group	92.02	90.85	-1.17
61	SAP SE	86.65	85.41	-1.24
62	Royal Bank of Canada	88.89	87.50	-1.39

63	BMW	92.17	90.39	-1.78
64	The Coca-Cola Company	81.50	79.46	-2.04
65	Movistar	84.28	82.09	-2.20
66	AT&T	75.48	73.07	-2.41
67	Alibaba Group	56.61	54.09	-2.52
68	Bank of America	91.24	88.41	-2.83
69	Wells Fargo	90.22	87.22	-3.00
70	China Life Insurance Company	72.52	69.28	-3.24
71	Agricultural Bank of China	80.15	76.72	-3.43
72	Cisco Systems	90.02	86.24	-3.78
73	Telstra	84.72	80.93	-3.78
74	Sprint Corporation	70.52	66.67	-3.85
75	TD Canada Trust	89.63	85.72	-3.91
76	Oracle Corporation	92.48	88.20	-4.28
77	Colgate-Palmolive	83.48	79.00	-4.48
78	Nike	83.17	78.65	-4.52
79	Adobe Systems	90.17	85.48	-4.70
80	IBM	86.48	81.54	-4.93
81	Red Bull	79.93	75.00	-4.93
82	Vodafone	89.63	84.46	-5.17
83	Hewlett-Packard	91.80	86.41	-5.39
84	Verizon Wireless	70.74	65.24	-5.50
85	YouTube	96.91	91.28	-5.63
86	Nippon Telegraph and Telephone	84.28	78.39	-5.89
87	Samsung Group	85.22	78.85	-6.37
88	BT Group	76.63	69.91	-6.72
89	Intel	86.37	78.57	-7.80
90	Microsoft	90.52	82.48	-8.04
91	eBay	90.61	82.54	-8.07
92	LinkedIn	88.30	79.43	-8.87
93	BAE Systems	60.52	51.59	-8.93
94	HSBC	79.85	70.35	-9.50
95	Orange S.A.	87.11	77.50	-9.61
96	Snapchat	75.24	64.28	-10.96
97	Commonwealth Bank	85.33	73.74	-11.59
98	Google	93.54	81.04	-12.50

99	Facebook	90.15	68.43	-21.72
100	Insurance Corporation of British Columbia	79.87	58.11	-21.76