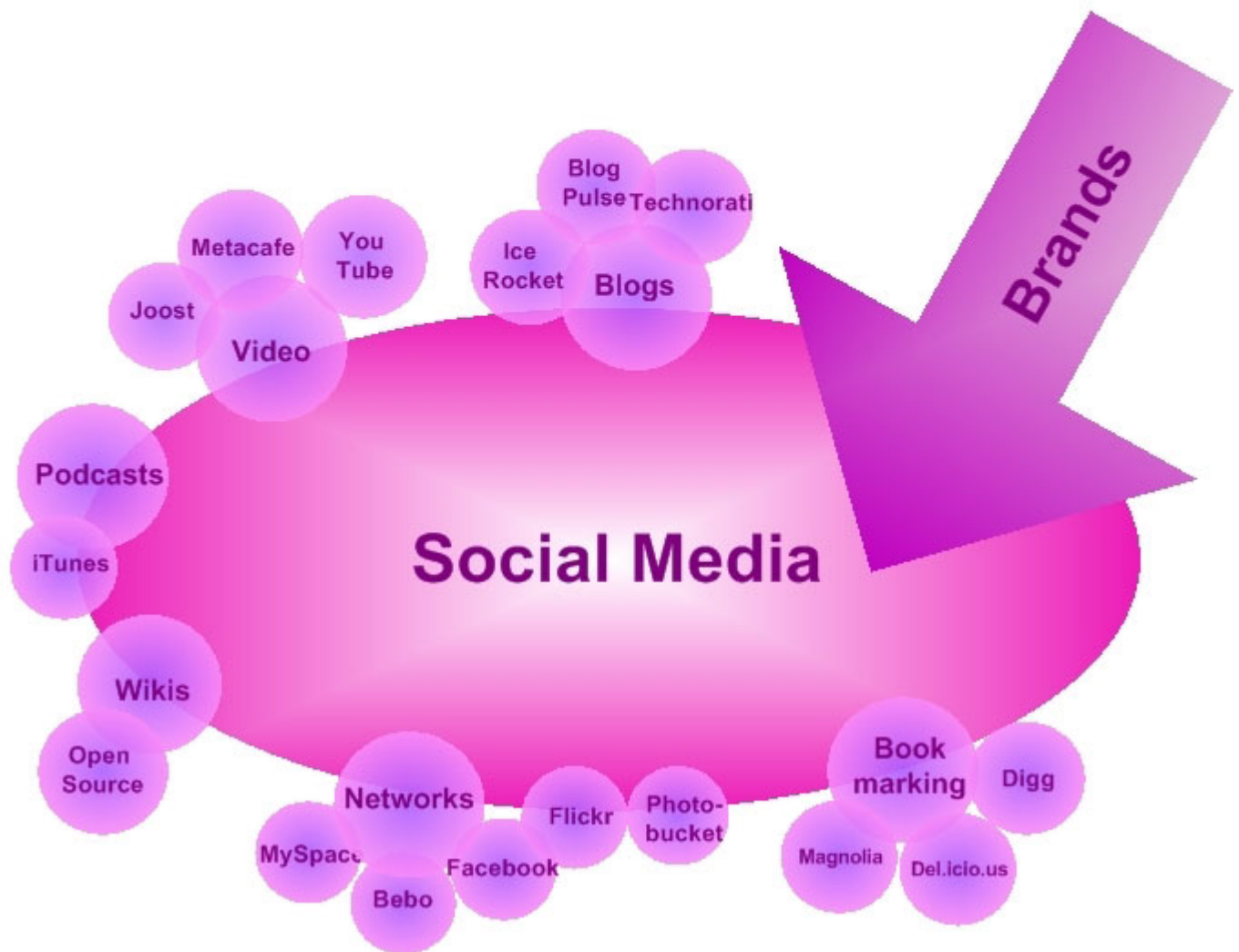


# The Top 100 Brands in social media

The impact of online conversation on the  
Interbrand Top 100 global brand survey



## The Top 100 brands in social media

### *The impact of online conversation on the Interbrand Top 100 global brand survey*

Every day people are having conversations online. Forming around passions and interests, millions of blogs and hundreds of social networks, message boards, wikis and media-sharing sites are discussing a vast array of subjects.

Facilitated by technology, often referenced as web 2.0, voluminous amounts of content are uploaded daily to participation sites. These sites, collectively known as social media, make it easy for consumers to connect seamlessly with those around them: publishing their views openly, often for all to see. And conversations regularly revolve around brands.

As audiences seize control, attention and influence shifts outside of a brand's immediate control. Companies need to recognise that people are engaging with brands with or without them. This presents both a risk and an opportunity.

The rise of social media is not only changing the relationship between brand and audience, it is affecting the traditional marketing and PR metrics. Social media offers insights and understanding never before achievable.

Before the internet, people talked about brands. Usually one-on-one or in small groups, they exchanged stories about brands, products, shopping experiences, politics, recommendations, sports, jokes etc. Conversations, previously out of site of marketers, are now freely available online.

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“There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.”

*Cluetrain Manifesto*

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Today, brands have unprecedented access to powerful audience information. The question is, how does this affect the traditional methods of detailing brand positioning?

This report investigates the share of voice and reputation of brands in social media, comparing the data with the Interbrand Top 100 to understand how social media changes the dynamics of this well respected global brand leadership board.

### **The rise of social media**

According to Datamonitor, in just three years time 70% of online content will be user-generated. Technorati now monitors over 81 million blogs and it is estimated that there are 171 million blogs worldwide.

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“I think news organisations need social networks as information sources, especially niche groups, for discussion, dialogue and news.”

**Richard Sambrook**  
Director, BBC global news

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Facebook is adding more than 100,000 users a day and already has 2.7 million active users, with more than half of those returning daily. MySpace is considerably larger, with 6.8 million users in the UK alone.

Social media is now a mainstream phenomenon.

### **What is social media**

Social media is the term used to encompass the technology and practices people use to share thoughts, opinion, information and perspectives online. Social media takes many different forms and can include content from video and audio to graphics and text.

Typically, content is generated by people (sometimes referred to as User Generated Content - UGC, or citizen journalism). However, the adoption of social media technology by the mainstream media and brands is also turning it into a communications tool. In this situation, professional content producers such as journalists or employees create social media.

Sites often considered as social media include:

Blogs	Podcasts
Message boards	Vidcasts
Forums	Wikis
Social networks (MySpace or Facebook)	Groups
Video sharing (You Tube)	Virtual words or communities (Second Life)
Picture sharing (Photobucket)	

All share common traits: they are editable, they are participative, they allow audiences to add content and they connect people.

## Brands in social media study

Qualifying for a place in the Interbrand Top 100 global brands is tough. The rigorous criteria for inclusion establishes brands as financial assets that create significant shareholder value. Its aim is to highlight those companies that manage and invest in their brands. There are three core components to Interbrand's methodology: financial performance, influence on customer demand and brand strength.

The Interbrand study recognises brands on a balance sheet. From this, marketers and PR professionals can draw conclusion about brand recognition, awareness, strength and demand. However, the online voice of the consumer is also a relevant metric of a brand's perception. Oft regarded as the most uninhibited focus group, online chatter can reveal insights into the awareness of a brand, and its reputation and equity.

The purpose of the immediate future study into brands in the field of online conversation is to understand how brands are performing within social media.

This report, designed to provoke discussion, is not a full data analysis, but rather a snapshot<sup>1</sup> of brands' share of voice in social media. Coupled with a review of sentiment (positive, neutral or negative), it compares the Interbrand Top 100 global brands with their performance in the online conversation. The aim is to offer insights into consumers' perceptions and examine how this alters the shape of the Interbrand Top 100 list.

### Methodology

All research data was conducted by immediate future in April 2007.

#### *Share of voice analysis*

Site search functions were utilised to determine the number of times a brand is mentioned on YouTube, MySpace, Bebo, Flickr, Photobucket, Digg, Mag.nolia and Del.icio.us. A brand's share of voice was determined by comparing the total number of responses returned from a search by brand name. To ensure a thorough representation of the blogosphere, an average was taken from results returned by Technorati and Google Blog Search.

#### *Social network group sentiment analysis*

To gain a measure of the overall sentiment of brand-focused groups set up on social networks, brand name searches were conducted across three major social network sites Facebook, Flickr and MySpace. All groups focused primarily upon a brand were recorded and split in accordance to whether the overall tone was positive, negative or neutral.

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<sup>1</sup> Brands wanting to understand fully their position in social media should treat this document as raw, top-line information. Comprehensive research of influence, sentiment and stakeholder analysis is required for a more accurate picture of a brand's share of voice and sentiment in the online conversation.

## Brands' share of voice in social media

Discovering share of voice provides a snapshot of brand mentions in social media. It does not take into account the influence of the mentions and therefore measure the impact of the conversations. It is the first step in the discovery and mapping of a brand's social media landscape and it enables brands to identify the noise or buzz about them online.

By measuring the number of times the Interbrand top 100 global brands are mentioned across the most prominent social media sites, it is possible to determine which brands are the most talked about. The bigger the noise, the more important it is for brands to examine who is talking about them, what they are saying and if they are influential. It is the first step in engaging with social media and participating in the conversation.

For the purpose of this study, immediate future reviewed the blogosphere, alongside the most popular networks and media sharing sites, including:

- The 'blogosphere' as a whole
- Social networks Bebo and MySpace<sup>2</sup>
- Video sharing site YouTube
- Photo sharing sites Flickr and Photobucket
- Social bookmarking sites del.icio.us and ma.gnolia
- Social editorial site Digg

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<sup>2</sup> Facebook is not included, as it does not include a facility to search across the site as a whole for brand mentions

## Share of voice for the Top 25 Brands

<b>Brand</b>	<b>Share of voice rankings</b>	<b>Interbrand Top 100 global brands 2006</b>
Google	1	24
Yahoo!	2	55
Apple	3	39
Microsoft	4	2
Canon	5	35
Sony	6	26
Dell	7	25
eBay	8	47
Disney	9	8
Ford	10	30
Reuters	11	78
Nintendo	12	51
Shell	13	89
Samsung	14	20
Nokia	15	6
Honda	16	19
Gap	17	52
MTV	18	50
Amazon.com	19	65
BMW	20	15
Intel	21	5
Toyota	22	7
Starbucks	23	91
Kraft	24	79
LG	25	94

The table above outlines the 25 most discussed brands across the selected social media sites.

When comparing social media share of voice rankings to the Interbrand Top 100, there is a noticeable swing in results. Of the top brands in share of voice, only 36% rank in the Interbrand top 25.

Social media uptake is driven by an audience of early adopters. This group are primarily technology enthusiasts with a natural inclination to sharing information and insight. It is therefore perhaps unsurprising that Google, Yahoo!, Apple and Microsoft take the top four spots respectively.

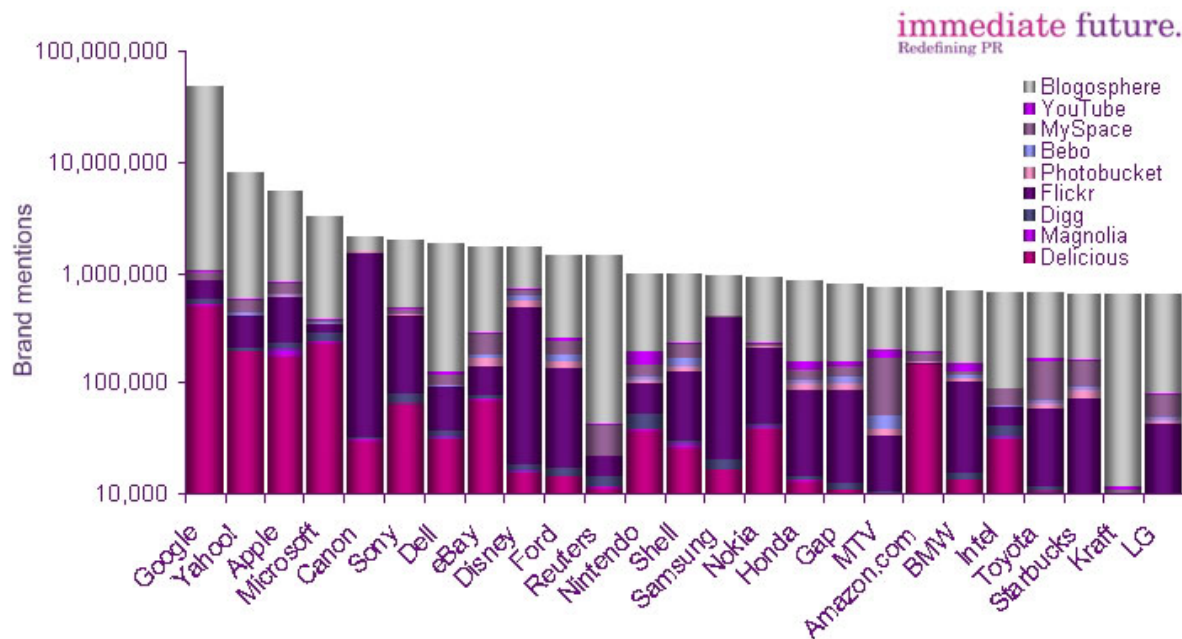
These are then followed closely by Canon, Sony and Dell.

Microsoft, Disney and BMW show the closest correlation with the Interbrand rankings, revealing that these brands' economic rankings are more closely aligned to consumer awareness in social media. Shell, Starbucks and LG show the greatest difference in rankings.

But it must be remembered that these share of voice rankings only reflect the number of brand mentions and do not indicate whether conversations are positive or negative, or influential.

**Brand share of voice in detail**

A further breakdown of where in the social media landscape the conversation is taking place offers additional insights.



Brand mentions for both Canon and Samsung are significant in Flickr, reflecting their relevancy to this photo-sharing network. Disney too has a proportionately greater number of Flickr mentions, as people share memories of visits to theme parks.

It is mostly the technology companies that dominate the social bookmarking sites such as De.licio.us and Magnolia. This indicates the technology bent of this user base. The exception is Amazon, which too is widely bookmarked.

Reuters’ brand mentions in the blogosphere dominate its results, and the same for the Kraft brand. For the media company this reflects the fact that many bloggers link to Reuters’ news.

Kraft is mentioned in an array of different subjects from food and employee comments through to sponsorships. Interestingly, Kraft Foods has just been awarded the highest score in this year’s Reputation Index, making it the most trusted brand in the US.

Finally, LG makes number 25 in the immediate future rankings for share of voice, whilst at Interbrand it is ranked at ninety-four. LG has been actively engaging with the blogosphere for sometime now.

**Share of voice by industry sector**

Technology companies account for seven out of the top 10 performing brands. eBay and Disney are the first non-technology focused brands to squeeze into the top 10.

With Google and Yahoo! taking the lead in the share of voice rankings, it is interesting to note what Interbrand says in its 2006 report about the internet sector:

*“Application and content are equally important for functional benefits but brand positioning is becoming increasingly important.”*

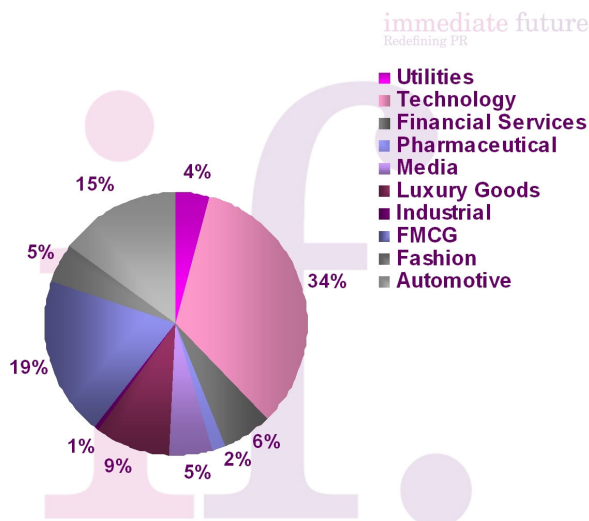
*The lightning fast aspect of communications on-line is viral marketing in hyper-speed. Bad brand experiences in the primary on-line channel and ancillary communications touch points require incredible accuracy and responsiveness or alternatives will be sought.”*

Technology companies in the top 10 list are those brands that understand the value of audience conversation and its strong relationship with reputation and brand equity. They move fast, react fast and listen to their audiences.

The chart below provides a breakdown of the Interbrand Top 100 global brands’ share of voice in social media, by industry sector.

Technology brands continue with a strong share of voice across the full 100 brands reviewed. However, it is closely followed by FMCG and Automotive brands.

Rank	Brand	Sector
1	Google	Technology
2	Yahoo!	Technology
3	Apple	Technology
4	Microsoft	Technology
5	Canon	Technology
6	Sony	Technology
7	Dell	Technology
8	eBay	FMCG
9	Disney	Media
10	Ford	Automotives



The Interbrand report suggests that for FMCG brands:

*“It is becoming increasingly difficult to anticipate consumer demand in the face of contradictor and divergent opinions on ‘what is best for you.’”*

By monitoring online conversations, the FMCG market can glean further insights into consumer opinion and trends, anticipating the consumer demand.

Overall, there is a healthy spread of commentary across all types of industry sector – indicating that consumers are utilising social media to discuss a wide variety of brand

categories. In fact, audiences are discussing anything and everything that sparks interest or creates passion points.

The complete table showing the top 100 brands' share of voice across each of the social media sites can be found in Appendix 1.

## Consumer sentiment

Share of voice is a useful device for measuring whether a brand is in the online conversation. It is a benchmark that starts the process of mapping a brand's buzz in social media. The next steps would be to discover how these conversations are linked, identify the advocates and detractors and then evaluate the influence of each brand mention. Using this methodology, it becomes clear which blogs, wikis, forums and networks a brand must monitor and engage with, to enhance the advocacy.

Understanding the sentiment of brand conversations is crucial. Frequency and popularity in the conversation is meaningless without a clear picture of whether the discussion is positive or negative. A high share of voice only creates brand equity when the chatter is beneficial.

Social media is, at its heart, a connected medium: connections between blogs, connections between networks and connections with friends. These connections create highly linked social media properties that are loved by the search engines. This results in positive and negative comments appearing in search engines on a brand's key phrases. And as a window on your brand, no company wants negative comments as part of its profile in Google.

The sheer volume of social media content makes measuring total sentiment across 100 brands extremely difficult. It requires a detailed examination of every post and every conversation. It is best conducted using technologies and proven methodologies such as those supplied by Market Sentinel<sup>3</sup> and Onalytica<sup>4</sup>. These companies provide a true picture of sentiment and detailed stakeholder analysis. This report does not set out to review sentiment across all social media.

However, one useful indicator is the overall sentiment of groups set-up by consumers on social network sites such as Facebook and MySpace. Social networks allow users to list other users as "friends," thereby linking pages to one another and publicly demonstrating connections. These links between people constitute the "network" part of the social network, and enable sharing with friends, including photographs, messages and comments on brands.

Brand-focused social network groups tend to be instigated by consumers on an open basis, whereby others can freely join and participate. Popular groups can quickly swell in numbers and influence large numbers of consumers online.

Groups, by their nature, tend to clearly indicate whether they are for or against a brand and this offers an insight into consumer tastes and views.

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<sup>3</sup> [www.marketsentinel.com](http://www.marketsentinel.com)

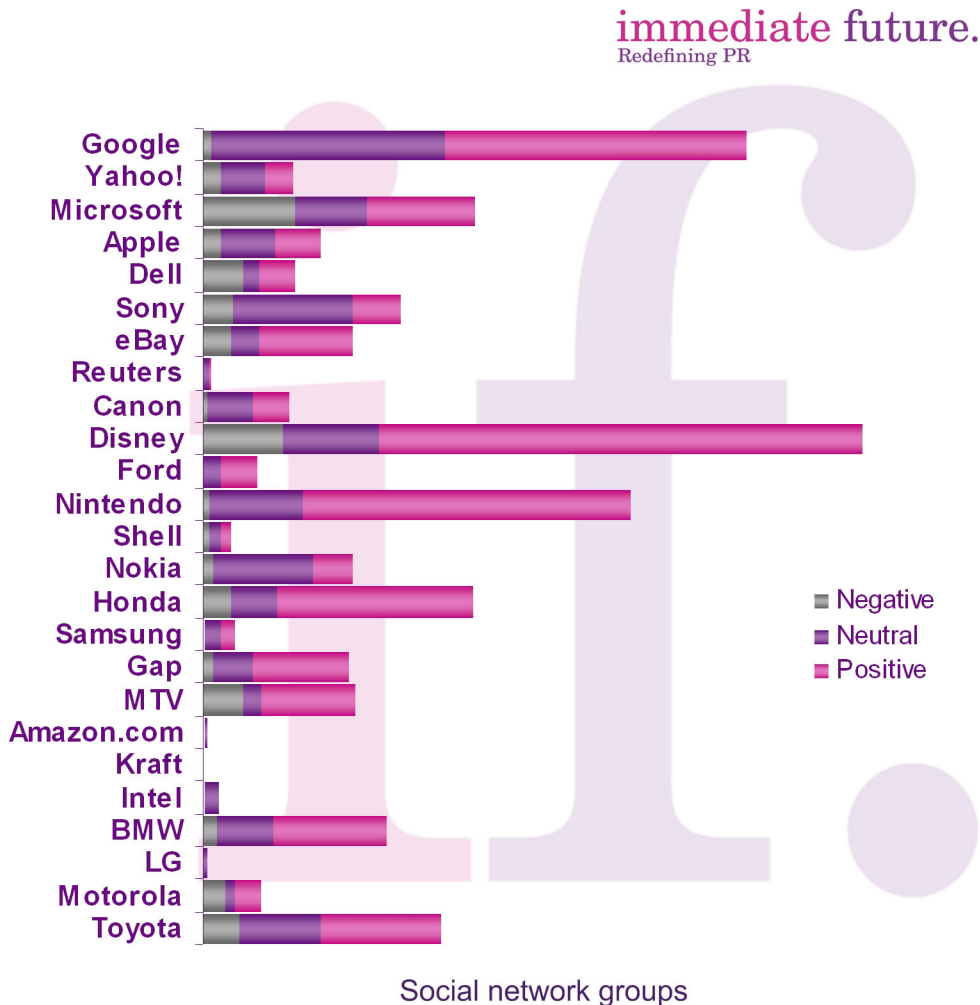
<sup>4</sup> [www.onalytica.com](http://www.onalytica.com)

Recent statistics from Microsoft digital advertising solutions show:

- if. 73% of UK social networkers have visited the personal space of a brand and
- if. 16% have had a dialogue or sent a message to a brand
- if. 70% are prepared to include sponsored content on their personal page, whilst 10% have already branded their space
- if. 68% will visit a website related to what they have seen or read on a friend's site

immediate future has assessed groups set-up on three of the most popular social network sites: Flickr, Facebook and MySpace. Groups that mention the top 100 brands were examined and brand sentiment (positive, negative or neutral in tone) recorded.

The following chart highlights the top 25 brands in terms of social media share of voice and the sentiment towards them across these social network groups.



Disney performs exceptionally well, inspiring the largest number of social network groups - the large majority of which are positive in tone. Nintendo's recent success with the Wii has had a significant impact, with a large number of positive consumer groups emerging in recent months.

The automotive sector, as a whole, fares well too, with Toyota, BMW and Honda motivating consumers to create a large number of appreciation groups.

Of the top 25 Microsoft suffers from the most negative sentiment, with over a third of the Microsoft groups created to criticise the brand. A large majority of comments in the groups stem from consumer frustrations from Microsoft products or unfavourable comparison to its competitors.

Interestingly, Google has almost no negative groups set-up in its name. Instead, a plethora of groups of positive fan sites or discussions on how best to use Google services can be found.

LG, Kraft, Amazon and Reuters, who performed well across all social media, have done poorly in the selected social networks. These brands are currently not inspiring the creation of groups and therefore conversations are minimal.

## Buzz and sentiment in social media

There is a noticeable disparity between Interbrand's top 100 brands and share of voice rankings. Economic success offline does not necessarily translate to a strong, positive, share of voice online.

What is evident from this research is that consumers are discussing brands. Since last year's Interbrand Top 100 in July 2006, social media has grown significantly. There are more network groups, more blogs and new participative websites launching daily.

Conversations are spreading across the web. Opinions founded on a mixture of information, experiences and even rumour are growing, unfiltered, unsolicited and outside the control of marketers. Consumers are connecting with consumers, shaping the purchasing behaviour and attitudes to brands.

With the next Interbrand Top 100 on the horizon, it will be interesting to analyse how social media has affected brand equity and ultimately the rankings of the world's global brands.

### *A fluid and growing media*

This report is a benchmark for brand chatter in April 07. Changing every day, research into share of voice will always be dynamic and changeable. In the blogosphere alone, bloggers are posting every minute. Technorati's 'State of the Live Web'<sup>5</sup> report specifies that there are 1.5 million blog postings a day. That is seventeen posts a second: seventeen conversations that could include a brand. And that doesn't include social networks, message boards or forums!

Throughout this report, it has been emphasised that this research presents a snapshot of social media. It is raw buzz and top line sentiment analysis. It does not take into account the detailed positive or negative conversations, or the influence of each communication.

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<sup>5</sup> Technorati – the state of the live web - <http://www.sifry.com/alerts/archives/000493.html>

Companies wanting to understand the conversation around their own brand must go further than measure share of voice and sentiment. They must delve deeper and isolate the buzz compared to influence. Influence not only plays an important role as a way of converting buzz to impact, it is also crucial to get a correct impression of the sentiment surrounding a topic or brand.

Social media conversation is not only about the numbers. Social media in itself has influence.

### The influence of social media

Social media is frequently driving news agendas in mainstream media, positive and negative comments are prevalent in search engines, and the sentiment on social media sites is impacting purchase decisions.

A study by DoubleClick<sup>6</sup> shows that the web is the most influential medium in shaping consumers' purchasing decisions, with shoppers using it at every stage of the shopping process, from first awareness to final purchase.

Social media too, is affecting audience behaviour. According to research by Hitwise (Hopkins, 2006)<sup>7</sup>, social networking site MySpace is responsible for more traffic flow into the HMV.co.uk music portal than both the Yahoo and MSN UK search engines.

Agency.com's recent research<sup>8</sup> (June 2007) shows that while only 8% of internet users in the UK (approximately 2.3 million people) actively upload content and reviews regularly, these 8% are hugely important for brands. This is because their ability to influence other internet users is immense. In essence, they are affecting the behaviour of millions and changing how audiences inform opinions about brands, products and services.

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“83% of Uploaders actively recommend a product or service that they like”

*Agency.com research*

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It is this group that brands need to identify and influence. Brands will need to charm advocates and inspire positive debate. Companies that put strategies in place to rebut negative comment will need to consider not just relevant communications, but customer service, product value and business performance.

The influence of social media on a brand is relative to topic. In each subject area for each brand, there will be different influencers, different detractors and advocates. Determining the most influential blogger, forum member or network takes time and can, and does, frequently change.

Brands must pay attention because audiences instinctively turn to the web for information. Search engines drive people straight to comment and conversation, often bypassing a brand's website and its marketing. The influence of social media is crucial if brands are to survive their ownership by audiences.

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<sup>6</sup> Doubleclick's Touchpoints research - [www.doubleclick.com](http://www.doubleclick.com)

<sup>7</sup> Hitwise blog - [weblogs.hitwise.com](http://weblogs.hitwise.com)

<sup>8</sup> Agency.com research - [http://www.agency.com/facts/press\\_release.asp?pid=102](http://www.agency.com/facts/press_release.asp?pid=102)

### **Improving a brand's social media performance**

Online buzz and conversation emerges spontaneously, connects fast, and is often more believable than traditional media and marketing. This presents both a challenge and an opportunity for brand marketers.

Listening to the social media conversation is absolutely critical. Knowing who is saying what about brands, campaigns or businesses online is now crucial intelligence. It informs how a brand responds to its audience.

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“These are the people Jupiter believes brands need to firstly identify, and secondly work with, to succeed in social networks”

**Richard Wray**  
*Guardian article*

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Flagging issues and identifying influencers is the first step in communicating with a brand's audience. In this way, the corporate communicator can determine audience interests and who is most authoritative.

Brands cannot control the conversation online. Instead, they must provide a reason for people to want to share their experience with others. A brand must excite consumers enough to inspire positive

conversation and debate.

Brands should join the conversation. By answering queries and problems directly, it is possible to stem negative comment before it spreads. By sharing exclusive, entertaining and participative content, and by collaborating with audiences, brands can place themselves in the conversation. This positively drives share of voice and creates search engine friendly consumer endorsement that is forever banked online.

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### **About immediate future**

Connecting you directly with your online audience, immediate future helps you gain positive profile, increases your visibility, generates demand and drives website visitors for branding, acquisition, partnership or sales.

Online PR and social media relations are not a 'nice to have'. They are essential in a connected and online-savvy world. Your audience is online. They are researching, purchasing, searching and forming opinions and ideas based on information found on websites, news sites and search engines. Tap into this activity and you stand to gain.

### **Online PR and social media initiatives**

immediate future's online PR initiatives help you establish credibility. We create positive reviews, comment and conversations across the web. Backed with authoritative content in influential online press, your online PR campaign increases awareness and positive reputation.

### **Measurable online PR**

What you will appreciate most though, is that online PR is so measurable. A quick review of your web analytics, search rankings, news placements, link building and buzz trends immediately reveals the impact you are making online.

immediate future can create and execute an annual programme, profile raising campaigns, or in-depth consultancy based on experience in implementing successful online PR and social media PR. Bringing you benefits that positively impact your reputation and your bottom-line.

[www.immediatefuture.co.uk](http://www.immediatefuture.co.uk)

## Appendix

**Appendix 1: Share of voice rankings**

Brand	Overall Share of Voice ranking	Interbrand Top 100 global brand ranking	Difference	Google Blog Search	Technorati	MySpace	Bebo	YouTube	Flickr	Photo-bucket	Delicious	Magnolia	Digg
Google	1	24	+23	1	1	1	17	10	6	25	1	1	1
Yahoo!	2	55	+53	2	13	3	6	9	8	26	3	5	8
Apple	3	39	+36	4	2	2	3	5	4	3	4	2	3
Microsoft	4	2	-2	3	3	32	32	15	19	51	2	3	2
Canon	5	35	+30	17	17	42	51	20	1	20	14	15	29
Sony	6	26	+20	6	9	17	28	6	5	27	7	11	6
Dell	7	25	+18	5	19	28	25	17	22	37	12	14	12
eBay	8	47	+39	7	4	5	18	26	18	2	6	6	11
Disney	9	8	-1	10	5	8	1	2	2	1	19	13	20
Ford	10	30	+20	9	7	12	5	7	10	4	21	27	18
Reuters	11	78	+67	8	12	30	85	74	61	79	24	19	16
Nintendo	12	51	+39	11	11	18	20	1	25	17	11	4	7
Shell	13	89	+76	15	8	11	4	24	11	8	16	8	19
Samsung	14	20	+6	23	26	34	52	37	3	52	18	24	14
Nokia	15	6	-9	12	22	56	47	21	9	38	10	10	15
Honda	16	19	+3	14	20	24	16	4	15	9	23	18	30
Gap	17	52	+35	21	10	22	10	13	14	7	25	42	27
MTV	18	50	+32	25	15	4	11	3	37	19	29	30	21
Amazon.com	19	65	+46	16	66	20	81	49	58	31	5	31	24
BMW	20	15	-5	22	27	44	19	8	12	10	22	21	22
Intel	21	5	+16	19	21	23	58	38	38	59	13	12	10
Toyota	22	7	-15	22	23	7	29	12	24	16	26	26	28
Starbucks	23	91	+68	29	6	10	21	31	17	6	37	23	35

Brand	Overall Share of Voice ranking	Interbrand Top 100 global brand ranking	Difference	Google Blog Search	Technorati	MySpace	Bebo	YouTube	Flickr	Photo-bucket	Delicious	Magnolia	Digg
<b>Kraft</b>	<b>24</b>	79	+55	13	57	63	69	61	71	71	48	62	97
<b>LG</b>	<b>25</b>	94	+70	18	32	21	38	33	31	22	30	37	24
<b>Motorola</b>	<b>26</b>	69	+43	20	28	84	62	41	27	54	17	16	17
<b>IBM</b>	<b>27</b>	3	-24	24	25	71	65	52	36	64	8	7	13
<b>Nike</b>	<b>28</b>	31	+3	27	24	33	7	11	30	11	28	22	35
<b>Oracle</b>	<b>29</b>	29	0	28	30	43	64	56	48	48	9	9	24
<b>Mercedes</b>	<b>30</b>	10	-20	32	18	26	15	18	23	15	41	36	33
<b>Kodak</b>	<b>31</b>	70	+39	49	34	16	50	50	7	28	39	43	51
<b>Pepsi</b>	<b>32</b>	22	-10	47	14	6	2	16	40	21	47	49	48
<b>Panasonic</b>	<b>33</b>	77	+44	31	48	83	79	48	13	62	27	25	40
<b>SAP</b>	<b>34</b>	34	0	30	34	52	40	50	41	58	20	20	47
<b>Nissan</b>	<b>35</b>	90	+55	33	35	51	27	14	34	18	40	39	44
<b>Cisco</b>	<b>36</b>	18	-18	35	37	50	70	58	52	47	15	17	22
<b>Chanel</b>	<b>37</b>	61	+24	40	41	9	23	47	50	5	59	49	74
<b>Gucci</b>	<b>38</b>	46	+8	36	45	14	25	63	66	13	46	52	70
<b>Prada</b>	<b>39</b>	96	+57	38	33	15	22	57	55	32	51	49	53
<b>American Express</b>	<b>40</b>	14	-26	34	61	19	76	83	87	83	54	56	4
<b>McDonalds</b>	<b>41</b>	9	-32	53	16	13	9	28	43	14	45	64	32
<b>Adidas</b>	<b>42</b>	71	+29	39	39	41	26	32	42	33	42	41	56
<b>BP</b>	<b>43</b>	76	+33	37	42	35	34	35	44	23	43	47	97
<b>Ikea</b>	<b>44</b>	41	-3	43	31	46	43	39	20	36	31	28	65
<b>Coca-Cola</b>	<b>45</b>	1	-44	41	36	36	14	18	35	35	60	52	41
<b>Audi</b>	<b>46</b>	74	+28	44	46	66	33	22	28	24	35	34	42
<b>KFC</b>	<b>47</b>	60	+13	45	29	40	12	34	45	39	69	51	58
<b>GE</b>	<b>48</b>	4	-44	51	44	29	8	27	32	89	36	46	9
<b>Porsche</b>	<b>49</b>	80	+31	48	92	54	36	23	21	65	92	54	43
<b>Philips</b>	<b>50</b>	48	-2	46	49	27	49	25	49	61	34	44	31
<b>Volkswagen</b>	<b>51</b>	56	+5	50	50	76	54	30	26	56	38	33	45

Brand	Overall Share of Voice ranking	Interbrand Top 100 global brand ranking	Difference	Google Blog Search	Technorati	MySpace	Bebo	YouTube	Flickr	Photo-bucket	Delicious	Magnolia	Digg
Siemens	52	44	-8	42	69	61	80	64	60	72	32	35	50
Lexus	53	92	+39	54	38	62	42	46	51	34	50	48	52
Avon	54	62	+8	58	51	48	41	59	33	29	57	40	80
Louis Vuitton	55	17	-38	55	55	45	45	81	69	85	52	32	34
Hewlett-Packard	56	13	-43	57	56	60	87	87	46	87	70	59	35
Burberry	57	98	+41	52	72	77	39	79	77	42	75	64	90
Pizza Hut	58	66	+8	64	40	49	24	42	56	40	81	83	39
Hyundai	59	75	+16	60	60	37	66	44	68	63	56	64	62
Hermes	60	81	+21	56	73	68	73	53	63	44	55	56	83
Harley-Davidson	61	45	-16	62	64	59	71	43	39	45	72	75	70
HSCB	62	28	-34	59	70	86	68	65	53	68	49	55	67
Armani	63	97	+34	61	54	55	44	68	70	41	65	56	70
Caterpillar	64	68	+4	70	59	64	56	53	29	46	64	70	68
Rolex	65	72	-7	63	65	82	72	62	65	30	62	64	74
Johnson & Johnson	66	88	+22	86	97	96	91	98	16	98	95	83	74
Colgate	67	58	-9	83	77	31	60	68	75	53	80	83	90
Cartier	68	86	+18	65	80	72	74	72	62	50	73	62	88
Pfizer	69	38	-31	66	63	92	82	89	72	88	63	83	59
Xerox	70	57	+13	69	68	79	77	77	76	78	44	38	56
UBS	71	42	+29	67	83	91	75	36	80	77	58	64	59
Marlboro	72	12	-60	71	62	57	53	45	59	57	79	70	83
Heinz	73	54	-19	72	75	65	46	55	47	60	61	83	83
Nestle	74	63	-11	75	71	38	63	70	54	69	68	59	66
Budweiser	75	27	-48	77	53	47	31	40	57	49	78	70	68
Levis	76	100	-24	78	43	80	61	29	74	55	74	77	48
Kleenex	77	64	-13	81	52	25	55	78	78	74	84	77	83
Citi	78	11	-67	73	84	39	57	80	82	76	98	64	5

Brand	Overall Share of Voice ranking	Interbrand Top 100 global brand ranking	Difference	Google Blog Search	Technorati	MySpace	Bebo	YouTube	Flickr	Photo-bucket	Delicious	Magnolia	Digg
Smirnoff	79	93	+14	88	58	53	73	60	73	43	85	77	90
Goldman Sachs	80	37	-43	74	74	95	96	94	91	96	67	83	53
Morgan Stanley	81	36	-45	76	79	70	83	90	83	93	66	83	38
Gillette	82	16	-66	80	78	81	59	66	64	67	77	70	74
Merrill Lynch	83	21	-62	79	82	93	90	97	97	82	71	83	46
Accenture	84	49	-35	82	85	94	86	86	67	81	53	44	80
JP Morgan	85	33	-52	84	89	85	94	93	81	90	87	83	55
Hennessy	86	83	-3	90	86	67	30	76	86	66	83	77	90
Novartis	87	43	-44	85	87	97	92	92	94	97	76	83	90
L'Oreal	88	53	-35	87	88	87	78	82	79	70	82	83	88
UPS (United Parcel Service)	89	32	-57	96	94	69	98	96	98	12	33	29	62
Nivea	90	99	+9	92	90	78	37	67	84	73	89	77	74
Bulgari	91	95	+4	89	95	88	95	88	95	92	90	83	70
Nescafe	92	23	-69	91	91	75	84	75	85	84	93	77	59
Duracell	93	84	-9	94	93	58	48	85	89	80	88	75	90
Kelloggs	94	40	-54	97	76	73	67	71	92	75	86	83	80
Wrigleys	95	59	-36	99	81	74	88	73	96	94	94	83	83
Tiffany & co.	96	82	-14	93	98	89	93	91	90	95	97	83	62
Danone	97	67	-30	95	96	90	89	84	93	86	91	70	74
Moet & Chandon	98	87	-11	98	99	98	97	95	88	91	96	83	96
Zara	99	73	-27	100	100	100	100	100	100	100	100	100	100
ING	100	85	-15	100	100	100	100	100	100	100	100	100	100