Ranking the brands

The Brand Finance ranking, which is produced annually for the top 500 “most valuable” brands, measures the financial value of brands in four categories: enterprise value; branded business value, defined as the value of a single branded business operating under the subject brand; brand contribution, defined as “the overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand”; and brand value, the value of the trademark and associated marketing intellectual property.

2019 rank	Value change	Company / 2019 brand value
11	↓	**Wells Fargo** / $39.9 billion **Down 9.4%** from $44.1 billion in 2018
18	↑	**Marlboro** / $33.6 billion **Up 10%** from $30.5 billion
35	↓	**Lowe’s Home Improvement** / $23.9 billion **Down 9.4%** from $44.1 billion
101	↑	**Caterpillar** / $7.5 billion **Up 44.7%** from $5.2 billion
144	↓	**Pall Mall** / $5.7 billion **Down 5.6%** from $6.0 billion
187	↑	**The North Face** $4.4 billion **Up 42.2%** from $3.1 billion
193	↑	**BB&T** / $4.3 billion **Up 29.9%** from $3.3 billion
218	↓	**Camel** / $3.9 billion **Down 33.8%** from $5.9 billion
294	↓	**Newport** / $2.8 billion **Down 49.1%** from $5.5 billion
389	↑	**LabCorp** / $1.9 billion **Up 7.1%** from $1.8 billion

Source: Brand Finance annual report

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