

KEY CHANGES FOR SPAIN: 2016 TO 2017

2016		2017		Gain/Loss
6	Danone	6	Ikea	32
7	Central Lechera Asturiana	7	Cola Cao	6
8	Paypal.com	8	Bosch	22
9	Font Vella	9	Google	5
10	Audi	10	El Corte Inglés	-7
11	Samsung	11	Audi	-1
12	Nestlé	12	BMW	-11
13	Cola Cao	13	Danone	-7
14	Google	14	Lindt	60
15	Amazon.com	15	Mercadona	20
16	Disney	16	Nescafé	3
17	Carbonell	17	Disney	-1
18	Volkswagen	18	Amazon.com	-3
19	Nescafé	19	Bimbo	8
20	Rolls Royce	20	Mercedes Benz	5

Biggest Changes in Rank		
44	Mapfre	123
88	Vodafone	114
96	Peugeot	88
66	Panasonic	79
42	Pixar	73
60	Iberia	74

Biggest Changes in Rank		
24	Samsung	-13
33	Font Vella	-24
38	Carbonell	-21
39	La Casera	-37
41	Rolls Royce	-21
157	Volkswagen	-139

Each industry has also its own top 5, which allows us to compare the **authenticity** of a brand with similar companies

This is important because the authenticity depends a lot on the **customer experience**, and it varies according to each industry



Alcoholic Beverages

Estrella Galicia
Heineken
Cruzcampo
Estrella Damm
Mahou



Automotive

Audi
BMW
Mercedes Benz
Harley Davidson
Michelin



Consumer Goods

Balay
Bosch
Roca
Braun
Flex



Courier

Fed Ex
UPS
DHL



Financial

Paypal
Mapfre
ING
MasterCard
Visa



Food & Beverage

Central Lechera Asturiana
Nestlé
Cola Cao
Danone
Lindt



Health

Bayer AG
Roche
Novartis



Luxury

Rolex
Cartier
Tiffany & Co.
Louis Vuitton
Gucci



Personal Care

Colgate
Dodot
Gillette
Johnson & Johnson
Hugo Boss



Retail

Ikea
El Corte Inglés
Mercadona
Carrefour
Día



Technology

Apple
Google
Amazon
Microsoft
Samsung



Travel

Iberia
Ritz-Carlton
NH Hotels
Trivago
Renfe