

## FACEBOOK BRAND RANKING

Rank	Brand	Brand fans (total) *	Number of fan pages*	No. 1 fan page		
				Mid-April	Mid-June	Per cent change
1	Nutella	12,540,000	129	3,806,821	3,840,370	0.9%
2	Disney	10,620,000	109	3,364,212	3,618,879	7.6%
3	Starbucks	9,900,000	36	6,844,508	7,889,038	15.3%
4	Kinder	9,530,000	116	2,690,072	2,672,078	-0.7%
5	Coca-Cola	9,330,000	172	5,368,637	5,814,293	8.3%
6	Google	7,120,000	151	1,664,416	1,728,264	3.8%
7	Nike	6,970,000	144	2,069,047	2,233,174	7.9%
8	Converse	5,790,000	45	2,561,292	3,456,215	34.9%
9	Victoria's Secret	5,620,000	28	3,207,329	3,756,730	17.1%
10	Pringles	5,140,000	32	3,122,910	3,405,475	9.0%
11	Skittles	5,010,000	20	4,255,074	4,993,550	17.4%
12	iPod	4,660,000	67	1,920,686	2,808,147	46.2%
13	Adidas	4,630,000	62	2,752,703	3,024,336	9.9%
14	Oreo	4,530,000	18	4,447,443	4,782,263	7.5%
15	MTV	4,350,000	125	1,329,923	2,310,219	73.7%
16	iTunes	4,180,000	21	3,455,134	3,820,175	10.6%
17	McDonald's	4,080,000	94	2,110,050	2,354,207	11.6%
18	Ferrero	4,060,000	25	2,624,154	2,707,472	3.2%
19	Nokia	3,750,000	147	943,532	1,027,996	9.0%
20	Subway	3,280,000	22	1,521,829	1,623,258	6.7%
21	Red Bull	3,070,000	45	2,570,597	4,304,317	67.4%
22	Ferrari	2,490,000	47	924,562	966,452	4.5%
23	Zara	2,390,000	9	2,358,091	2,857,440	21.2%
24	KFC	2,270,000	52	1,267,978	1,502,590	18.5%
25	H&M	1,950,000	8	1,909,574	2,168,116	13.5%
26	iPhone	1,930,000	47	860,048	1,452,205	68.9%
27	Pizza Hut	1,880,000	25	1,263,364	1,339,555	6.0%
28	Pixar	1,740,000	14	1,076,246	1,667,335	54.9%
29	Reese's	1,720,000	13	1,655,763	2,005,632	21.1%
30	BlackBerry	1,710,000	94	503,570	913,016	81.3%
31	BMW	1,710,000	116	610,632	825,310	35.2%
32	Playboy	1,700,000	21	1,426,880	1,559,987	9.3%
33	M&M's	1,610,000	16	939,451	963,459	2.6%
34	Puma	1,600,000	20	1,510,737	1,653,784	9.5%
35	Ben & Jerry's	1,600,000	35	1,227,036	1,273,822	3.8%
36	Dr Pepper	1,570,000	10	1,512,064	1,706,965	12.9%
37	Capri-Sonne	1,550,000	22	1,094,598	1,145,539	4.7%
38	Lamborghini	1,540,000	45	894,927	913,722	2.1%
39	Nintendo	1,530,000	11	1,024,979	1,028,182	0.3%
40	Taco Bell	1,480,000	27	965,950	1,128,088	16.8%
41	Vodafone	1,460,000	30	410,008	448,194	9.3%
42	Dunkin' Donuts	1,450,000	20	1,256,257	1,516,063	20.7%
43	Xbox	1,430,000	43	879,248	1,132,680	28.8%
44	Kellogg's	1,370,000	9	1,335,858	1,430,075	7.1%
45	Doritos	1,310,000	48	831,307	850,409	2.3%
46	Wii	1,290,000	27	1,026,422	1,031,021	0.4%
47	National Geographic	1,240,000	27	927,720	1,080,103	16.4%
48	Audi	1,230,000	65	551,137	710,658	28.9%
49	Best Buy	1,220,000	16	1,122,819	1,128,247	0.5%
50	CNN	1,210,000	17	851,029	911,541	7.1%

\* Fan pages with at least 1,000 fans as of mid-April 2010 (unless indicated otherwise)

Note: Not included were social media sites such as Facebook and YouTube as well as (online) computer games such as The Sims and FarmVille.