






La Flessibilità del Brand

Giampaolo Rossi

01	 +16% 214,480 \$m	02	 +10% 155,508 \$m	03	 +56% 100,764 \$m	04	 +16% 92,715 \$m	05	 -5% 66,341 \$m	06	 +6% 59,890 \$m	07	 +6% 53,404 \$m	08	 +2% 48,601 \$m	09	 -6% 45,166 \$m	10	 +5% 43,417 \$m
11	 +10% 43,293 \$m	12	 -8% 42,972 \$m	13	 -1% 41,006 \$m	14	 -2% 39,874 \$m	15	 +8% 34,575 \$m	16	 -26% 32,757 \$m	17	 +11% 30,120 \$m	18	LOUIS VUITTON +23% 28,152 \$m	19	ORACLE -5% 26,133 \$m	20	HONDA +4% 23,682 \$m
21	 +1% 22,885 \$m	22	 +2% 20,798 \$m	23	CHANEL New 20,005 \$m	24	 +8% 19,139 \$m	25	ZARA -5% 17,712 \$m	26	J.P.Morgan +12% 17,567 \$m	27	 -5% 17,458 \$m	28	Gillette -7% 16,864 \$m	29	 +3% 16,849 \$m	30	H&M -18% 16,826 \$m
31	 +1% 16,617 \$m	32	 +15% 16,372 \$m	33	 +2% 15,627 \$m	34	accenture +14% 14,214 \$m	35	 +3% 13,995 \$m	36	 +3% 13,535 \$m	37	NESCAFÉ +3% 13,053 \$m	38	ebay -2% 13,017 \$m	39	GUCCI +30% 12,942 \$m	40	 +6% 12,213 \$m
41	 +6% 12,201 \$m	42	 +1% 12,187 \$m	43	 +5% 12,104 \$m	44	 +8% 11,799 \$m	45	 +9% 11,577 \$m	46	 +6% 11,208 \$m	47	 0% 11,118 \$m	48	L'ORÉAL +4% 11,102 \$m	49	Allianz +8% 10,821 \$m	50	 +17% 10,772 \$m
51	 +19% 10,748 \$m	52	 +6% 10,707 \$m	53	 -3% 10,634 \$m	54	 +9% 10,433 \$m	55	Canon +6% 10,360 \$m	56	SIEMENS -1% 10,132 \$m	57	 +10% 9,615 \$m	58	 +2% 9,533 \$m	59	SONY +10% 9,316 \$m	60	3M -2% 9,104 \$m
61	VISA +15% 9,021 \$m	62	 +2% 8,938 \$m	63	Morgan Stanley +7% 8,802 \$m	64	 +4% 8,659 \$m	65	Hewlett Packard Enterprise -9% 8,157 \$m	66	NETFLIX +45% 8,111 \$m	67	Cartier +1% 7,646 \$m	68	HUAWEI +14% 7,576 \$m	69	Santander +13% 7,547 \$m	70	 +19% 7,545 \$m
71	 +4% 6,925 \$m	72	FedEx +10% 6,890 \$m	73	 +22% 6,621 \$m	74	 -7% 6,533 \$m	75	 +23% 6,432 \$m	76	Panasonic +5% 6,293 \$m	77	Johnson & Johnson +3% 6,231 \$m	78	 +2% 6,221 \$m	79	 +3% 5,881 \$m	80	 +18% 5,760 \$m
81	 +6% 5,755 \$m	82	CATERPILLAR +18% 5,730 \$m	83	TIFFANY & CO. +5% 5,642 \$m	84	 +6% 5,641 \$m	85	 +16% 5,517 \$m	86	 +3% 5,481 \$m	87	 +4% 5,393 \$m	88	 +12% 5,375 \$m	89	 +9% 5,276 \$m	90	 +3% 5,254 \$m
91	Dior +14% 5,223 \$m	92	 New 5,176 \$m	93	 -9% 5,161 \$m	94	BURBERRY -3% 4,989 \$m	95	PRADA +2% 4,812 \$m	96	 -2% 4,733 \$m	97	 +7% 4,731 \$m	98	Hennessy New 4,722 \$m	99	 New 4,686 \$m	100	 New 4,214 \$m



Fabbrica
di Lampadine



1976 (First Logo)



1976-1998



1998-2000



2001-2007



2007-present

Google

Google



IBM



International Time Recording
Company (1888)



Computing Scale
Company (1891)



Computing-Tabulating-
Recording Company (1911)



International Business
Machines (1924)



1947



1956



1972

Source: [IBM Archives](#)





1898



1905



1906



1940



1950



1962



1973



1991



1998



2003



Current

COCA-COLA.

1886

☉oca-☉ola

1890



1900

Coca-Cola

1905s

Coca-Cola

1940



1950



1969

Coke
Coke

1985



1987



1993



2003

Coca-Cola

2007



1899-1902



1900-1916



1915



1957



1961



1991



1993



2007

Coca-Cola



nutella[®]
FERRERO



15g
141 KJ
850 KJ
44g
100 g
2204 KJ
94.7 Kcal







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