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The Global Social Video Equity Top 100

At goviral, we deal with branded content on a daily basis. Every brand has its own creative vision and strategy but there are few that hit upon the magic formula. Truly inspired branded content is visionary, innovative and reaches people in the way they want to be reached.

This year, we set out to compile our own top 100 list of the most powerful brands in branded content and the result was our first global Social Video Equity Report.

It's no big surprise that Red Bull got the top spot in our list, just ahead of content driven brands like Disney, Nike and Google. But to give Red Bull further credit, the data for our report was actually compiled before Felix Baumgartner's record-breaking skydive – an event that may, by its own virtue, influence the way the industry looks at storytelling in the future. No brand has ever managed to get even close to eight million people live-streaming an event, and the following content, views, sharing and engagement would have single-handedly given Red Bull the top spot on this year's list. As one commentator beautifully said: "It doesn't get much more global then seeing Felix look down on all of us and know the whole world is sharing the experience with you". It's this type of relationship with a loyal audience that's at the heart of the Social Video Equity Report.

Other parts of the list highlight that there are still some brands struggling to navigate the waters of content and social. Several brands have created and published over 50 hours of content with less than one million views as a result. Other brands have managed to harvest less than 100 comments or subscribers on their main social channels from the content they have created in 2012. Last but not least, some brands seem to have high numbers of views with hardly any engagement or subscribers to show for their efforts. Perhaps this is a sign that the industry is still struggling to separate real engaged views from the kind that generates little interest and response from users. Of course, the type of content being produced by brands is hugely influential. But whilst content remains king, distribution is still very much its queen.

We chose the Interbrand top 100 list as our starting point, not just because it is one of the most comprehensive studies on the value of global brands, but because it puts a real equity value on brands as a social concept.

New social channels and the explosion of video content have opened up doors for brands to own the conversation with their audience and bypass traditional gatekeepers (and in the process save millions of dollars in ad spend). We wanted to look at how brands were using social video to connect with their audiences and which ones had seen the biggest return on their efforts in 2012. Ultimately, the reward is for a brand to become part of the conversation rather than sit ignored on the sidelines in a 30 sec ad break.

The fact that some brands have been successful at moving into the editorial and social conversation represents a very real and valuable equity when most are fighting for shelf space and share of voice in today's crowded marketplace. In a world where media is increasingly on demand, achieving social equity means your brand has found an influential voice in user-driven channels and connected with its audience in a way that is mutually beneficial to both parties.

Mads Holmen, Planning Director, goviral

Each of the 100 brands are ranked in three categories: content, views and engagement. The gold stars correlate to the brand's ranking in each category.

Trophies are awarded to each category winner.

★★★★★	1-10	★★½☆☆	51-60
★★★★½	11-20	★★☆☆☆	61-70
★★★★☆	21-30	★½☆☆☆	71-80
★★★½☆	31-40	★☆☆☆☆	81-90
★★★☆☆	41-50	½☆☆☆☆	91-100

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	Brand	Content	Views	Engagement	Interbrand
1	Red Bull	5	5	5	n/a
2	Google	5	5	5	4
3	Disney	5	5	4.5	13
4	Nike	5	5	5	26
5	Samsung	5	5	5	9
6	Old Spice	5	5	4.5	n/a
7	Prada	4.5	3.5	5	84
8	Coca-Cola	5	5	5	1
9	Nintendo	4.5	4.5	5	56
10	adidas	5	4.5	5	60
11	Apple	3.5	4	4.5	2
12	BMW	5	4.5	4.5	12
13	Volkswagen	4.5	5	4.5	39
14	Nokia	4.5	5	4.5	19
15	Mercedes-Benz	4.5	4	4.5	11
16	Burberry	4.5	3	5	82
17	intel	4	4	4.5	8
18	Louis Vuitton	4.5	3	5	17
19	BlackBerry	4	4	4	93
20	Toyota	4	4.5	4	10
21	Sony	4	4.5	4	40
22	Porsche	4	3.5	4.5	72
23	pepsi	4	4.5	4	22
24	Visa	4	5	3.5	74
25	hp	3	4	4	15
26	Honda	4	4.5	0.5	21
27	Cisco	2	2.5	3.5	14
28	Kia Motors	4	3.5	3	87
29	H&M	4	4	4	23
30	Adobe	3.5	2.5	3.5	78
31	American Express	3	4.5	3.5	24
32	GE	4	3	2.5	6
33	Ferrari	3.5	3.5	3.5	99
34	McDonald's	3.5	4	3	7
35	MTV	3.5	4.5	3.5	67
36	Gillette	3	3.5	4	16
37	Microsoft	3.5	3.5	4	5
38	Siemens	2	2	2.5	51
39	Nissan	3	3.5	3.5	73
40	Hyundai	4	3.5	2.5	53
41	Cartier	3.5	4.5	3.5	68
42	L'ORÉAL	3.5	4	2.5	42
43	Dell	3	3	2.5	49
44	Audi	3.5	3	4	55
45	facebook	3	2.5	4.5	69
46	IBM	3	2.5	2.5	3
47	Philips	1	3	3	41
48	Yahoo!	3	3	2	97
49	Sprite	3	3	3	66
50	Heineken	3	2.5	3	92
51	Ford	2	3.5	3	45
52	Johnson & Johnson	3	2	2.5	79
53	AVON	3	2	3	71
54	SAP	1.5	4	2.5	78
55	Canon	3	2	2	30
56	Harley-Davidson	3	2	2	96
57	Oracle	1.5	1	3	18
58	Zara	3	1.5	3	37
59	Caterpillar	2	1	1.5	61
60	Ralph Lauren	2.5	3	3.5	91
61	John Deere	2.5	1.5	2	85
62	Pampers	2.5	2	2	34
63	Panasonic	2	2	1.5	65
64	xerox	2.5	2	1.5	59
65	KFC	2.5	1.5	1.5	64
66	Allianz	2	2.5	1	62
67	Gucci	2.5	1.5	3	38
68	Starbucks	2.5	1.5	3	88
69	UPS	2	2	2.5	27
70	Tiffany & Co.	2.5	1	3.5	70
71	Danone	1.5	4	1	52
72	Shell	2	3	1.5	75
73	Credit Suisse	1.5	2	2	95
74	Nestlé	2	2.5	2	57
75	MasterCard	1.5	1	1.5	94
76	Johnnie Walker	2	1.5	2	83
77	Reuters	1.5	0.5	1	44
78	ebay	1	2.5	1.5	36
79	HSBC	1.5	2.5	0.5	33
80	Pizza Hut	1.5	1.5	1.5	86
81	IKEA	1.5	1	1	28
82	GAP	1.5	3.5	2	100
83	citi	1	1.5	1.5	50
84	Kellogg's	1	2.5	2	29
85	Hermès Paris	1	1	2.5	63
86	Budweiser	1	1	0.5	31
87	AXA	1	0.5	0.5	58
88	accenture	0.5	0.5	1	43
89	Colgate	0.5	1.5	1	47
90	Smirnoff	0.5	1	0.5	90
91	J.P.Morgan	0.5	0.5	1	32
92	Goldman Sachs	0.5	1	0.5	48
93	Corona Extra	0.5	0.5	1.5	89
94	amazon.com	0.5	1.5	1	20
95	Nescafé	0.5	0.5	0.5	35
96	3M	0.5	0.5	0.5	77
97	Moët & Chandon	0.5	0.5	0.5	98
98	Heinz	0.5	0.5	1	46
99	Jack Daniel's	0.5	0.5	0.5	81
100	Santander	0.5	0.5	0.5	76