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By: Filip Truta, Apple News Editor

| Company | 2007 | 2006 | 2005 | 2004 |
|-----------------------|------|------|------|------|
| Microsoft | 59 | 59 | 59 | 59 |
| Apple | 27 | 27 | 27 | 27 |
| Google | 10 | 10 | 10 | 10 |
| Amazon | 11 | 11 | 11 | 11 |
| IBM | 12 | 12 | 12 | 12 |
| Oracle | 13 | 13 | 13 | 13 |
| Yahoo | 14 | 14 | 14 | 14 |
| Facebook | 15 | 15 | 15 | 15 |
| Twitter | 16 | 16 | 16 | 16 |
| LinkedIn | 17 | 17 | 17 | 17 |
| Google+ | 18 | 18 | 18 | 18 |
| YouTube | 19 | 19 | 19 | 19 |
| Netflix | 20 | 20 | 20 | 20 |
| Spotify | 21 | 21 | 21 | 21 |
| Apple Music | 22 | 22 | 22 | 22 |
| Apple TV | 23 | 23 | 23 | 23 |
| Apple News | 24 | 24 | 24 | 24 |
| Apple Watch | 25 | 25 | 25 | 25 |
| Apple AirPods | 26 | 26 | 26 | 26 |
| Apple HomePod | 27 | 27 | 27 | 27 |
| Apple CarPlay | 28 | 28 | 28 | 28 |
| Apple Health | 29 | 29 | 29 | 29 |
| Apple Maps | 30 | 30 | 30 | 30 |
| Apple Pay | 31 | 31 | 31 | 31 |
| Apple Watch Series 2 | 32 | 32 | 32 | 32 |
| Apple Watch Series 3 | 33 | 33 | 33 | 33 |
| Apple Watch Series 4 | 34 | 34 | 34 | 34 |
| Apple Watch Series 5 | 35 | 35 | 35 | 35 |
| Apple Watch Series 6 | 36 | 36 | 36 | 36 |
| Apple Watch Series 7 | 37 | 37 | 37 | 37 |
| Apple Watch Series 8 | 38 | 38 | 38 | 38 |
| Apple Watch Series 9 | 39 | 39 | 39 | 39 |
| Apple Watch Series 10 | 40 | 40 | 40 | 40 |
| Apple Watch Series 11 | 41 | 41 | 41 | 41 |
| Apple Watch Series 12 | 42 | 42 | 42 | 42 |
| Apple Watch Series 13 | 43 | 43 | 43 | 43 |
| Apple Watch Series 14 | 44 | 44 | 44 | 44 |
| Apple Watch Series 15 | 45 | 45 | 45 | 45 |
| Apple Watch Series 16 | 46 | 46 | 46 | 46 |
| Apple Watch Series 17 | 47 | 47 | 47 | 47 |
| Apple Watch Series 18 | 48 | 48 | 48 | 48 |
| Apple Watch Series 19 | 49 | 49 | 49 | 49 |
| Apple Watch Series 20 | 50 | 50 | 50 | 50 |
| Apple Watch Series 21 | 51 | 51 | 51 | 51 |
| Apple Watch Series 22 | 52 | 52 | 52 | 52 |
| Apple Watch Series 23 | 53 | 53 | 53 | 53 |
| Apple Watch Series 24 | 54 | 54 | 54 | 54 |
| Apple Watch Series 25 | 55 | 55 | 55 | 55 |
| Apple Watch Series 26 | 56 | 56 | 56 | 56 |
| Apple Watch Series 27 | 57 | 57 | 57 | 57 |
| Apple Watch Series 28 | 58 | 58 | 58 | 58 |
| Apple Watch Series 29 | 59 | 59 | 59 | 59 |
| Apple Watch Series 30 | 60 | 60 | 60 | 60 |

A screenshot from the 2007 CoreBrand rankings with variations since 2004

'I'm a Mac' Ads Possibly Hurting Other Brands

CoreBrand CEO thinks Apple's advertising campaign 'may have taken its toll' on Microsoft

CoreBrand tracks over 1,200 of the world's best corporate brands, currently sporting the largest continuous brand benchmark tracking system. According to the brand power-tracking company, **Microsoft's** plunging to a humiliating No. 59 could, to some degree, be a result of **Apple's** "Hi, I'm a Mac" ads. "The effect of Apple's 'Hi, I'm a Mac' advertising campaign may have taken its toll on Microsoft," said CoreBrand CEO James Gregory in a statement. "The launch of a series of new products, following a long, relatively dormant period, will be closely watched to see if it will have a positive impact on the Microsoft brand." Among the tech-based companies losing ground is also Motorola, which has dropped to No. 94 from No. 83 - the company's spot in 2006. Best of all though, even if CoreBrand reckons Apple's 'I'm a Mac' ads have something to do with how other tech-based companies' are currently ranked (after all, CoreBrand themselves have issued them rankings), the power trackers didn't even put Apple on [the list](#). The Cupertino-based corporation does stand a good chance at making it on that list pretty soon, and on a good spot too. Apple's iTunes has recently been declared [the second-largest music retailer in the United States](#). Researchers are predicting that Apple's online store is likely to kick Wal-Mart's arse this year. Also, Apple's iPhone just took the lead in the US thanks to **Safari**, as far as mobile web browsing goes. The mobile version of Apple's Safari is the second most used browser for the same reasons in the UK, according to the latest reports. Think this counts for something...? Each year, CoreBrand conducts 12,000 telephone interviews among business leaders to measure their perceptions of some of the world's best corporate brands. Respondents are business decision-makers from the top 20% of U.S. businesses.