

## FACEBOOK-MARKENRANKING 2010 (TOP 50)

Rang	Marke	Markenfans gesamt	Anzahl Fanseiten*	Nr. 1 Fanseite		
				Mitte April	Mitte Juni	Veränderung in %
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%

\* Fanseiten mit mindestens 1.000 Fans, Stand Mitte April 2010 (soweit nicht anders gekennzeichnet)

Anmerkung: Nicht berücksichtigt wurden Social-Media-Seiten, z.B. Facebook und YouTube sowie (Online-)Computerspiele, z.B. The Sims und FarmVille.