

Classifica 2014	Classifica 2013	Brand	Industry Group	Brand Value 2014	Brand Rating 2014	% Change	Total Change (USDm)	Brand Value 2013	Brand Rating 2013
1	1	Generali Group	Insurance	13.163	AA	29%	2.980	10.183	AA
2	2	TIM	Telecommunications	8.044	AA	-14%	-1.313	9.356	AA
3	3	Eni	Oil&Gas	7.727	AA	19%	1.212	6.515	AA
4	5	Enel	Electric	7.409	AA+	18%	1.111	6.298	AA+
5	7	UniCredit	Banks	6.585	AA	34%	1.659	4.926	AA
6	6	Fiat	Auto Manufacturers	5.179	AA	-10%	-589	5.768	AA-
7	8	Prada	Apparel	5.021	AAA	9%	396	4.625	AAA
8	9	Ferrari	Auto Manufacturers	4.037	AAA+	11%	397	3.640	AAA+
9	10	Armani	Apparel	2.672	AAA+	-3%	-86	2.758	AAA
10	13	Ferragamo	Retail	1.780	AAA-	8%	137	1.642	AAA-
11	15	Pirelli	Auto Parts&Equipment	1.779	AA	23%	328	1.451	AA
12	12	Intesa Sanpaolo	Banks	1.623	AA+	-2%	-34	1.657	AA+
13	20	Banca IMI	Banks	1.205	AA	3%	38	1.168	AA-
14	44	Kinder	Food	1.182	AA	153%	714	468	AA
15	29	Banco Popolare	Banks	1.133	A+	42%	335	798	AA-
16	14	Agip	Oil&Gas	1.079	A+	-31%	-492	1.571	AA-
17		Moncler	Apparel	1.062	AAA				
18	23	UBI Banca	Banks	1.045	A+	-1%	-15	1.060	AA-
19	19	Dolce & Gabbana	Apparel	1.020	AAA-	-15%	-175	1.195	AAA-
20	28	Lottomatica	Entertainment	1.016	A+	18%	156	860	A+
21	43	Barilla	Food	985	AA+	110%	515	469	AA+
22	22	A2A	Electric	945	A+	-17%	-187	1.132	AA-
23		Gtech Spa	Entertainment	922	A				
24	11	Bvlgari	Beverages	867	AAA-	-67%	-1.781	2.648	AAA-
25	18	Nutella	Food	848	AA+	-30%	-358	1.206	AA+
26	30	Edison Spa	Electric	845	AA-	20%	142	702	AA-
27	26	Monte dei Paschi di Siena	Banks	844	AA-	-7%	-64	908	AA
28	27	Tod's	Apparel	798	AA+	-9%	-83	880	AAA-
29	24	Ferrero	Food	782	AA+	-23%	-236	1.017	AA
30		Italcementi	Building Materials	722	A-				
31	31	United Colors of Benetton	Apparel	670	AA-	0%	3	667	AA-
32	34	Snam Rete Gas	Gas	669	AA-	6%	39	630	AA-
33	33	Prysmian	Electrical Compo&Equip	654	AA-	2%	14	641	AA-
34	39	De'Longhi	Home Furnishings	637	AA-	26%	133	504	AA-
35	37	CR del Veneto	Banks	604	AA-	6%	36	568	A+
36		Buzzi	Building Materials	579	A+				
37	36	Banca Popolare dell'Emilia Romagna	Banks	569	A+	-2%	-12	581	A+
38	32	Autogrill	Retail	562	A+	-16%	-104	666	AA-
39	38	Mediobanca	Banks	552	A+	7%	37	515	A+
40	35	Banca CR Firenze	Banks	550	AA-	-8%	-49	599	AA