

LATVIJĀ MĪLĒTĀKIE ZĪMOLI TOP 50



Vieta	Zīmols	2009	2008	Starpība (2009-2008)	Procentuālās izmaiņas	Pozīcija 2008	Izmaiņas pozīcijā (2009-2008)
1	Nokia	26%	32%	-5.7%	-17.7%	1	0
2	Google	26%	19%	6.6%	34.1%	11	9
3	Inbox	21%	14%	7.1%	52.1%	34	31
4	draugiem.lv	19%	19%	0.0%	0.1%	12	8
5	Laima	18%	28%	-9.6%	-34.3%	2	-3
6	TV3	16%	19%	-2.4%	-12.7%	14	8
7	Swedbank	16%	25%	-9.1%	-36.6%	3	-4
8	Maxima	15%	21%	-5.9%	-28.1%	5	-3
9	LMT	15%	20%	-5.4%	-26.8%	8	-1
10	Rūjienas saldējums	14%	15%	-1.6%	-10.6%	27	17
11	Kārums	14%	18%	-4.1%	-23.0%	16	5
12	Rimi	13%	17%	-4.2%	-24.5%	18	6
13	LNT	13%	19%	-6.4%	-33.0%	9	-4
14	Raffaello	13%	17%	-4.2%	-25.0%	21	7
15	Fairy	13%	21%	-8.3%	-39.5%	6	-9
16	Latvijas Radio 2	13%	15%	-2.4%	-15.8%	28	12
17	Depo	12%	13%	-1.1%	-8.0%	36	19
18	Orbit	12%	19%	-7.4%	-38.3%	10	-8
19	Zelta Zivtiņa	11%	17%	-5.6%	-32.8%	19	0
20	Mangaļi	11%	16%	-5.1%	-32.0%	23	3
21	Colgate	11%	19%	-8.4%	-44.4%	13	-8
22	Lāči	10%	12%	-1.9%	-15.6%	43	21
23	Ekselence	10%	14%	-4.0%	-27.9%	30	7
24	Jacobs	10%	18%	-8.4%	-46.8%	15	-9
25	Lattelecom	9%	10%	-0.7%	-7.3%	77	52
26	Nike	9%	13%	-3.3%	-25.7%	40	14
27	Supernetto	9%	16%	-7.1%	-43.1%	22	-5
28	Merrild	9%	10%	-1.1%	-10.8%	70	42
29	Radio SWH	9%	10%	-0.4%	-4.3%	95	66
30	Možums	9%	12%	-2.5%	-21.6%	50	20
31	Latvijas Avīze	9%	7%	2.5%	37.1%	155	124
32	LTV 1	9%	10%	-1.1%	-10.6%	76	44
33	Cido	9%	20%	-11.2%	-55.4%	7	-26
34	Statoil	9%	14%	-5.5%	-38.2%	31	-3
35	Selga	9%	12%	-3.0%	-25.4%	49	14
36	Philips	9%	14%	-5.2%	-37.2%	89	53
37	Microsoft	9%	12%	-3.6%	-29.6%	45	8
38	Tele2	9%	12%	-3.6%	-29.9%	46	8
39	Staburadze	9%				-	
40	SEB	9%	13%	-4.1%	-32.4%	41	1
41	Lido	8%	10%	-1.5%	-14.9%	87	46
42	Ādažu čipsi	8%	16%	-7.5%	-47.0%	25	-17
43	Ariel	8%	13%	-4.8%	-36.2%	35	-8
44	Sony	8%	13%	-4.6%	-35.6%	38	-6
45	Hanzas Maiznīca	8%	18%	-9.4%	-53.3%	17	-28
46	Electrolux	8%	10%	-1.9%	-19.0%	85	39
47	YouTube	8%	7%	0.6%	8.5%	132	85
48	Drogas	8%	10%	-1.7%	-17.8%	94	46
49	Audi	8%	10%	-2.5%	-23.8%	72	23
50	Tvnet	8%	5%	3.0%	62.6%	229	179

* Sīkāk par DDB Brand Capital metodoloģiju skatieties www.ddbconsulting.lv