

# The 2010 Breakaway Brands®

Landor



BRAND	GROWTH IN BRAND STRENGTH 2006–2009
Clif Bar	97%
Facebook	85%
BlackBerry	57%
LG	55%
Nintendo	51%
Google	36%
Apple	33%
iPod	30%
Kraft Foods	29%
Disney	17%

**Methodology:** Landor studied approximately 2,500 brands in Young & Rubicam Brands' BrandAsset® Valuator's U.S. database, identifying those brands that exhibited the greatest increases in brand strength from 2006–2009. Growth in brand strength indicates how much the brand's raw strength score has risen over the past three years, expressed in percentage terms. [www.landor.com](http://www.landor.com)