

Green Brands 2010

PRESENTED BY:

cohn&wolfe

Esty Environmental Partners

Landor

PENN
SCHOEN
BERLAND

AUSTRALIA		BRAZIL		CHINA		FRANCE	
1	Toyota		Natura		Haier		Yves Rocher
2	Google		O Boticário		Microsoft		Veolia Environnement
3	Ikea		Ypê		Nongfu Spring		Le Petit Marseillais
4	Franklins & Family Supermarkets		Guaraná Antarctica		Intel		Center Parcs
5	Johnson & Johnson		Nestlé		Lenovo		Decathlon
6	Dove		Petrobras		Nokia		Belambra Clubs
7	Woolworths		Unilever		Ikea		Ikea
8	Vodafone		Johnson & Johnson		Apple		Électricité de France (EDF)
9	Microsoft		Grupo Pão de Açúcar		Shangri-La Hotels and Resorts		Nivea
10	Apple		Nivea		Huiyuan Juice		Toyota
GERMANY		INDIA		U.K.		U.S.	
1	Gerolsteiner		Nokia		The Body Shop		Burt's Bees
2	Volvic		Wipro Technologies		Innocent		Whole Foods Market
3	Apollinaris		Reliance Fresh		Marks and Spencer		Tom's of Maine
4	Vittel		Tata Motors		Sainsbury's		Trader Joe's
5	Edeka		Infosys		Tesco		Google
6	REWE		Reva		Asda		Aveeno
7	Nivea		LG Electronics		Waitrose		SC Johnson
8	Dove		Microsoft		Dove		Publix
9	Henkel		Parle		Boots		Microsoft
10	Volkswagen		Lifebuoy		Ikea		Ikea

Methodology: Penn Schoen Berland conducted 9,022 interviews in Australia, Brazil, China, France, Germany, India, the United Kingdom, and the United States from 27 February to 24 March 2010. The margin of error was ±2.8% in the United Kingdom and United States, ±2.9 in Germany, and ±3.0% everywhere else. Interviews were conducted online among the general population, 18 and older. In Brazil, China, and India, respondents were limited to Tier 1 cities. Brands were chosen from a predetermined set.