

| <b>MIB 2018</b> | <b>MIB 2019</b> | <b>Brand</b>        |
|-----------------|-----------------|---------------------|
| 2               | 1               | Google              |
| 1               | 2               | Amazon              |
| 3               | 3               | whatsapp            |
| 4               | 4               | PayPal              |
| 7               | 5               | Microsoft           |
| 8               | 6               | YouTube             |
| 9               | 7               | Samsung             |
| 5               | 8               | Facebook            |
| 19              | 9               | Mulino Bianco       |
| 11              | 10              | Visa                |
| 12              | 11              | Nutella             |
| 14              | 12              | MasterCard          |
| 10              | 13              | IKEA                |
| 16              | 14              | eBay                |
| -               | 15              | Wikipedia           |
| 6               | 16              | Apple               |
| 17              | 17              | Grana Padano        |
| 13              | 18              | Parmigiano Reggiano |
| 26              | 19              | Netflix             |
| 21              | 20              | Kinder              |
| 24              | 21              | Coca-Cola           |
| 18              | 22              | Ferrero             |
| 33              | 23              | Poste Italiane      |
| 23              | 24              | RAI                 |
| 36              | 25              | Huawei              |
| 25              | 26              | Sky                 |
| 15              | 27              | Barilla             |
| 29              | 28              | Zalando             |
| 22              | 29              | TIM                 |
| 20              | 30              | Booking.com         |
| 38              | 31              | Decathlon           |
| 31              | 32              | Instagram           |
| 41              | 33              | Disney              |
| 32              | 34              | Lavazza             |
| 28              | 35              | Coop                |
| 27              | 36              | LIDL                |
| 35              | 37              | Ryanair             |
| 43              | 38              | Conad               |
| -               | 39              | ENEL                |
| 39              | 40              | Mediaset            |
| 30              | 41              | Vodafone            |
| 34              | 42              | McDonald's          |
| 46              | 43              | Birra Moretti       |
| 45              | 44              | SONY                |
| 47              | 45              | Esselunga           |
| 44              | 46              | Nespresso           |
| 40              | 47              | Wind                |
| 52              | 48              | Frecciarossa        |
| 49              | 49              | Parmalat            |
| 61              | 50              | H&M                 |
| 53              | 51              | Spotify             |
| 74              | 52              | Easyjet             |
| -               | 53              | Trivago             |
| 48              | 54              | Leroy Merlin        |
| -               | 55              | Ichnusa             |
| 59              | 56              | Granarolo           |

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|----------|----------|------------------------|
| 42       | 57       | Twitter                |
| 37       | 58       | Mediaworld             |
| 60       | 59       | Rana                   |
| 58       | 60       | Unieuro                |
| 68       | 61       | Zara                   |
| 57       | 62       | American Express       |
| 62       | 63       | Intesa Sanpaolo        |
| -        | 64       | Iliad                  |
| 63       | 65       | Peroni                 |
| 65       | 66       | Unicredit              |
| 73       | 67       | Carrefour              |
| 69       | 68       | Mutti                  |
| 77       | 69       | Heineken               |
| 72       | 70       | Airbnb                 |
| 54       | 71       | Nescafe                |
| 87       | 72       | Illy                   |
| 90       | 73       | Martini                |
| 75       | 74       | Crodino                |
| 50       | 75       | Telepass               |
| 85       | 76       | Campari                |
| 66       | 77       | Buitoni                |
| 56       | 78       | LG                     |
| -        | 79       | ENI                    |
| 51       | 80       | Fastweb                |
| 78       | 81       | Aperol                 |
| 89       | 82       | Alitalia               |
| -        | 83       | UnipolSai              |
| 84       | 84       | Italo                  |
| -        | 85       | Uber                   |
| 81       | 86       | Privalia               |
| -        | 87       | Assicurazioni Generali |
| 82       | 88       | ING Direct             |
| -        | 89       | Allianz                |
| 92       | 90       | San Pellegrino         |
| 70       | 91       | Star                   |
| 105      | 92       | Deliveroo              |
| 80       | 93       | Red Bull               |
| 93       | 94       | Ceres                  |
| 94       | 95       | Autogrill              |
| 79       | 96       | Eataly                 |
| -        | 97       | Edison                 |
| -        | 98       | Starbucks              |
| -        | 99       | Banca Mediolanum       |
| -        | 100      | Dazn                   |