

The **World's 50 Most Marketed Brands list** is powered by Hookit's **SportGraph™** and computer vision technology, which assesses sponsorship value by tracking the social activity of every major professional athlete, team and league, totalling **over 500,000 accounts**. To arrive at the **total value received** by each brand, Hookit examines two key metrics – **potential value** and **promotion quality** – which are multiplied together to determine a discounted **Adjusted Ad Value (AAV)**.

For this list, all social and digital posts from professional athletes, teams and leagues **between 1st August 2019 and 1st August 2020** were examined for brand promotion. **Over 25,000 sports organisations and athletes** posted during this period, promoting **more than 7,000 brands** across platforms including **Facebook, Instagram, TikTok, Twitch, Twitter, VK, Weibo** and **YouTube**.

Rank	Brand Name	Industry	Value Received (US\$)	Number of Promoters	Engagements
1	Nike	Apparel & Accessories	\$461,943,927	11,988	5,556,525,970
2	Emirates Airlines	Travel	\$252,210,107	2,019	1,784,357,028
3	Adidas	Apparel & Accessories	\$227,930,676	6,542	2,248,821,295
4	Monster Energy	Beverage	\$119,333,496	2,510	500,074,270
5	Red Bull	Beverage	\$114,420,846	3,528	608,426,783
6	State Farm	Financial	\$112,796,759	675	473,032,474
7	Santander	Financial	\$105,931,282	828	398,340,271
8	Standard Chartered	Financial	\$79,026,047	378	732,812,229
9	Puma	Apparel & Accessories	\$74,988,370	3,153	773,677,555
10	Beko	Consumer Goods	\$56,394,205	344	559,273,628
11	Gatorade	Beverage	\$56,212,952	1,636	257,836,984
12	Anheuser-Busch InBev	Alcohol	\$55,429,290	3,044	199,714,187
13	Rakuten	Technology	\$54,950,014	396	734,982,485
14	Jeep	Automotive	\$48,872,931	897	615,948,887
15	Toyota	Automotive	\$46,341,949	2,468	163,507,441
16	Electronic Arts	Entertainment	\$45,903,755	1,751	174,625,169
17	Pepsi	Beverage	\$45,198,446	1,383	154,241,381
18	Heineken	Alcohol	\$44,534,968	714	135,323,907
19	Chevrolet	Automotive	\$43,614,431	1,144	535,875,125
20	Mercedes-Benz	Automotive	\$40,616,103	2,060	267,524,514
21	Allianz	Financial	\$40,462,495	934	176,676,032
22	Coca-Cola	Beverage	\$40,068,934	2,327	168,645,260
23	Kia	Automotive	\$39,965,324	1,026	161,558,552
24	NBC	Entertainment	\$39,400,338	1,190	87,135,047
25	HSBC	Financial	\$37,514,034	509	36,031,404
26	Alpinestars	Sporting Goods	\$37,045,402	1,785	234,113,556
27	AT&T	Telecommunications	\$37,014,262	766	141,803,841
28	GEICO	Financial	\$36,880,517	956	132,219,442
29	Petronas	Energy	\$36,149,401	357	237,759,491
30	Repsol	Energy	\$35,890,673	204	119,760,118
31	Nissan	Automotive	\$35,647,095	1,116	89,683,971
32	Yokohama Tire	Automotive Tires	\$35,363,793	472	386,372,924
33	Spalding	Apparel & Accessories	\$35,208,906	1,052	275,125,074
34	T-Mobile	Telecommunications	\$34,047,353	929	264,688,684
35	Pirelli	Automotive Tires	\$33,485,034	1,061	203,810,979
36	Budweiser	Alcohol	\$33,404,019	768	109,498,845
37	New Balance	Apparel & Accessories	\$32,954,445	1,403	339,550,553
38	Barclays	Financial	\$32,376,533	644	104,034,410
39	bet365	Gambling	\$31,733,713	323	94,519,435
40	Audi	Automotive	\$29,944,435	2,244	142,590,470
41	Under Armour	Apparel & Accessories	\$24,554,726	2,321	164,971,386
42	Vodafone	Telecommunications	\$24,475,991	624	180,454,276
43	DHL	Logistics	\$23,864,734	777	64,359,087
44	Qatar Airways	Travel	\$23,436,010	739	182,285,518
45	PlayStation	Entertainment	\$22,839,879	970	84,456,632
46	Hyundai	Automotive	\$22,616,087	953	175,255,510
47	Tissot	Apparel & Accessories	\$22,447,965	474	87,575,478
48	Honda	Automotive	\$22,413,842	1,442	138,869,521
49	Ford	Automotive	\$22,204,589	2,321	110,973,041
50	Reebok	Apparel & Accessories	\$21,965,208	1,093	142,314,531