

MIB 2018	MIB 2019	Brand
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

MIB 2018	MIB 2019	Brand
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