

| Unternehmen | Content max. 80 | Usability max. 80 | Branding max. 80 | Emotion max. 80 | CUBE max. 320 | Anzahl der Bewertungen | Platz |
|------------------------------------|---------------------------|-----------------------------|----------------------------|---------------------------|-------------------------|---|--------------|
| <u>BMW</u> | 69 | 72 | 61 | 73 | 275 | 16 | 1 |
| <u>Siemens</u> | 68 | 71 | 65 | 69 | 273 | 12 | 2 |
| <u>Lufthansa</u> | 63 | 64 | 70 | 73 | 270 | 19 | 3 |
| Deutsche Post AG | 69 | 72 | 61 | 67 | 269 | 15 | 4 |
| TUI AG | 58 | 68 | 73 | 68 | 267 | 11 | 5 |
| Fresenius MC | 67 | 70 | 64 | 63 | 264 | 13 | 6 |
| Schering | 65 | 64 | 63 | 70 | 262 | 11 | 7 |
| Münchner Rück | 74 | 69 | 62 | 54 | 259 | 12 | 8 |
| Deutsche Telekom AG | 65 | 71 | 54 | 68 | 258 | 14 | 9 |
| Commerzbank | 65 | 69 | 70 | 52 | 256 | 16 | 10 |
| Deutsche Bank | 67 | 73 | 60 | 55 | 255 | 15 | 11 |
| Metro AG | 64 | 75 | 65 | 51 | 255 | 11 | 12 |
| BASF AG | 78 | 70 | 57 | 49 | 254 | 14 | 13 |
| Bayer AG | 66 | 64 | 68 | 52 | 250 | 14 | 14 |
| Allianz | 57 | 72 | 61 | 59 | 249 | 11 | 15 |
| Altana AG | 61 | 76 | 57 | 53 | 247 | 12 | 16 |
| RWE | 53 | 67 | 65 | 61 | 246 | 11 | 17 |
| VW | 66 | 65 | 58 | 57 | 246 | 10 | 18 |
| DaimlerChrysler AG | 66 | 70 | 54 | 51 | 241 | 11 | 19 |
| Continental AG | 65 | 68 | 56 | 51 | 240 | 17 | 20 |
| Henkel | 52 | 55 | 66 | 66 | 239 | 18 | 21 |
| Linde AG | 65 | 68 | 57 | 48 | 238 | 12 | 22 |
| Thyssen Krupp AG | 61 | 68 | 64 | 45 | 238 | 14 | 23 |
| EON | 57 | 73 | 53 | 52 | 235 | 15 | 24 |
| Deutsche Börse | 66 | 65 | 55 | 39 | 225 | 12 | 25 |
| SAP AG | 77 | 63 | 62 | 22 | 224 | 13 | 26 |
| Adidas Salomon AG | 47 | 66 | 53 | 55 | 221 | 14 | 27 |
| MAN AG | 54 | 69 | 52 | 43 | 218 | 15 | 28 |
| Infineon | 51 | 67 | 47 | 30 | 195 | 12 | 29 |
| Hypo real Estate Holding AG | 37 | 68 | 39 | 31 | 175 | 13 | 30 |