

LEGO



BRANDS

1. LEGO IS LIFE

Life Lego was named Forbes Most Powerful Brand of 2015 after debuting their new *Lego Marvel's Avengers* and *Lego Jurassic World* toys.

TOP 10

MOST VALUABLE BRANDS IN 2015



1. Apple, \$145.3 billion
2. Microsoft, \$69.3 billion
3. Google, \$65.6 billion
4. Coca-Cola, \$56 billion
5. IBM, \$49.8 billion
6. McDonald's, \$39.5 billion
7. Samsung, \$37.9 billion
8. Toyota, \$37.8 billion
9. General Electric (GE), \$37.5 billion
10. Facebook, \$36.5 billion

<http://www.forbes.com/pictures/mli45fdhfm/1-apple/>

HOW TEENS SPEND MONEY

<http://www.businessinsider.com/how-teens-are-spending-money-2015-4>



23% FOOD



20% CLOTHING

10% ACCESSORIES

8% VIDEO GAMES

8% CARS

8% ELECTRONICS

7% SHOES

16% REMAINING
MUSIC, MOVIES, EVENTS

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