

Nike

"To bring inspiration and innovation to every athlete in the world."

Netflix

"Becoming the best global entertainment distribution service."

IKEA

"To create a better everyday life for the many people."

The Coca-Cola Company

"Our vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet."

Google

"To provide access to the world's information in one click."