



Spirits

50

2018

The annual report on the world's most valuable spirits brands
November 2018

Foreword.



David Haigh
CEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be ‘to make money’.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance’s research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company’s intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

About Brand Finance.

Brand Finance is the world’s leading independent brand valuation and strategy consultancy.

Brand Finance was set up in 1996 with the aim of ‘bridging the gap between marketing and finance’. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:

- Independence
- Technical Credibility
- Transparency
- Expertise.

Brand Finance puts thousands of the world’s biggest brands to the test every year, evaluating which are the strongest and most valuable.

For more information, please visit our website:
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Definitions.

Brand Value

DIAGEO

[DIAGEO PLC]

+ Enterprise Value
The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.

19 42-
DonJulio

[Don Julio]

+ Branded Business Value
The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.

19 42-
DonJulio

[Don Julio]

+ Brand Contribution
The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.

19 42-
DonJulio

[Don Julio]

+ Brand Value
The value of the trade mark and associated marketing IP within the branded business.

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

Brand Strength Index	Marketing Investment	Widely recognised factors deployed by marketers to create brand loyalty and market share.
	Stakeholder Equity	Perceptions of the brand among different stakeholder groups, with customers being the most important.
	Business Performance	Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



Executive Summary.



Chinese Spirits Dominate

Leaders of the Chinese baijiu market: Moutai, Wuliangye, and Yanghe are the world’s most valuable spirits brands. Moutai defended its status as the world’s most valuable with its brand value increasing by 73% to US\$21.2 billion.

Second-ranked Wuliangye was at the same time the fastest-growing brand in the Brand Finance Spirits 50 2018 ranking, up a remarkable 161% year on year to US\$14.6 billion. Because of its popularity amongst customers across the country, Wuliangye has been dubbed the ‘magic liquor of China’.

A testament to its prominence, Wuliangye will shortly follow Moutai’s example as one of the only two commercial brands in the world to have airports named after them, with Yibin Wuliangye Airport due to join Zunyi Maotai Airport later this year.

Yanghe (up 82% to US\$7.8 billion) leapt ahead of Johnnie Walker (down 6% to US\$4.3 billion) to become the world’s third-most valuable spirits brand, ensuring that the top three spots were all occupied by Chinese baijiu brands.

The big three Chinese baijiu brands have taken the podium because of the extraordinary celebratory culture that the Chinese customers hold for their products. These are brands that have remarkable value based upon centuries of tradition. It will now be interesting to see whether they will translate this success across China to global markets as they make their first steps in Europe, the United States, Canada, and further afield.

David Haigh
CEO, Brand Finance

British brands trail China on value

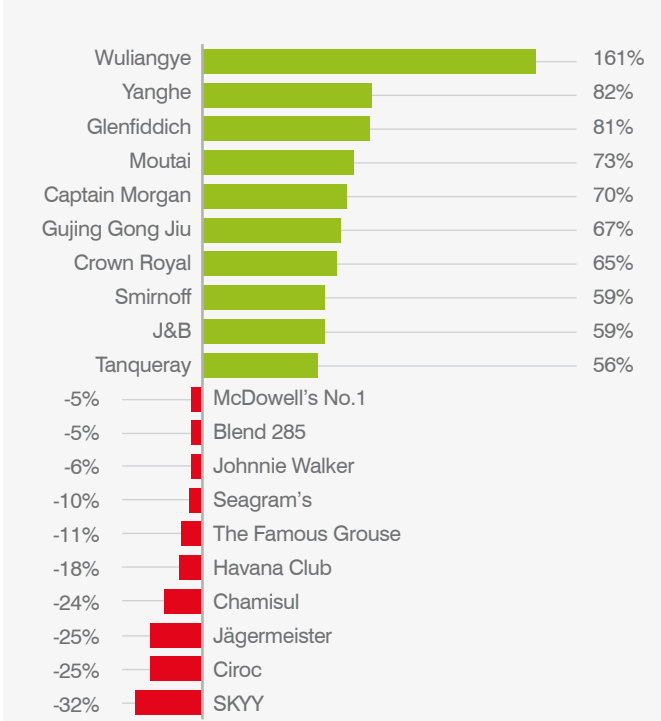
Whilst Moutai, Wuliangye, and Yanghe filled the top three positions, the other two Chinese brands in the Brand Finance Spirits 50 2018 ranking: Luzhou Laojiao (up 52% to US\$3.8 billion) and Gujing Gong Jiu (up 67% to US\$2.5 billion) have also performed well, claiming their spots in the top ten.

With an aggregate value of US\$49.9 billion, Chinese spirits accounted for 54% of the total brand value in the league table. Although the United Kingdom contributed 12 brands to the ranking, compared to China’s 5, their combined value was almost five times lower at US\$10.4 billion. The value of British brands is more dispersed among numerous whisky and gin labels.











Don Julio is strongest spirits brand

Aside from determining overall brand value, Brand Finance also evaluates the relative strength of brands through a balanced scorecard of metrics on marketing investment, stakeholder equity, and business

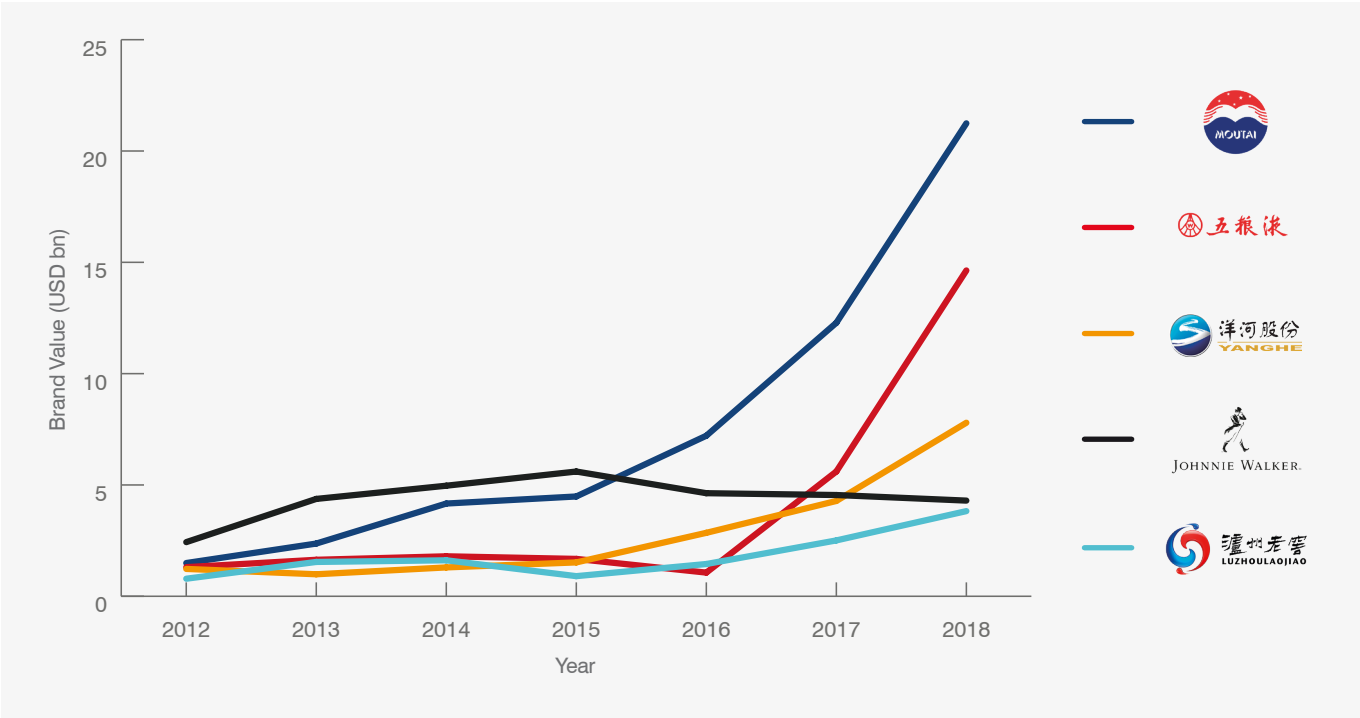
Brand Value Change 2017-2018 (%)



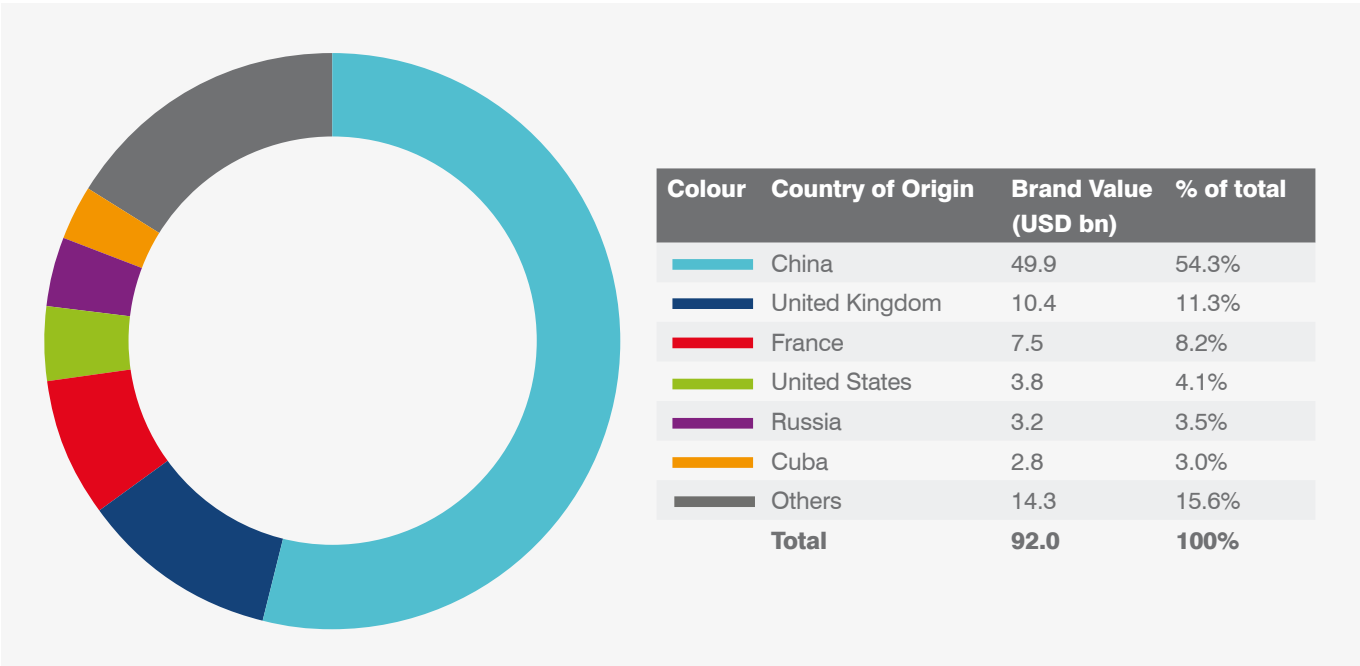
Top 10 Most Valuable Brands

	1	Rank 2018: 1 2017: 1 → BV 2018: \$21,243m BV 2017: \$12,283m +73% Brand Rating: AAA-
	2	Rank 2018: 2 2017: 2 → BV 2018: \$14,635m BV 2017: \$5,604m +161% Brand Rating: AAA-
	3	Rank 2018: 3 2017: 4 ↑ BV 2018: \$7,795m BV 2017: \$4,281m +82% Brand Rating: AA
	4	Rank 2018: 4 2017: 3 ↓ BV 2018: \$4,297m BV 2017: \$4,548m -6% Brand Rating: AAA-
	5	Rank 2018: 5 2017: 7 ↑ BV 2018: \$3,825m BV 2017: \$2,509m +52% Brand Rating: AA+
	6	Rank 2018: 6 2017: 5 ↓ BV 2018: \$3,517m BV 2017: \$3,055m +15% Brand Rating: AAA-
	7	Rank 2018: 7 2017: 6 ↓ BV 2018: \$3,306m BV 2017: \$2,711m +22% Brand Rating: AA+
	8	Rank 2018: 8 2017: 9 ↑ BV 2018: \$3,235m BV 2017: \$2,033m +59% Brand Rating: AAA-
	9	Rank 2018: 9 2017: 12 ↑ BV 2018: \$2,451m BV 2017: \$1,466m +67% Brand Rating: AA-
	10	Rank 2018: 10 2017: 8 ↓ BV 2018: \$2,378m BV 2017: \$2,185m +9% Brand Rating: AA+

Brand Value Over Time



Brand Value by Country of Origin



performance. Along with the level of revenues, brand strength is a crucial driver of brand value.

According to this criteria, luxury tequila brand Don Julio is the strongest in the ranking, with a Brand Strength Index (BSI) score of 87.4 and a corresponding brand rating of AAA. Don Julio prides itself on being the pioneer in the luxury tequila market as well as bottling tequila in a truly unique square bottle.

The brand has a very strong celebrity fan following, with devoted fans amongst their core customer base coupled with memorable advertising campaigns and high-profile global brand ambassadors. This success has meant Don Julio has taken the title from last year’s strongest brand, Crown Royal, the Canadian whisky also owned by Diageo.



Top 10 Strongest Brands

	BSI Score 87.4
	BSI Score 84.6
	BSI Score 84.3
	BSI Score 83.0
	BSI Score 82.5
	BSI Score 81.4
	BSI Score 80.8
	BSI Score 80.2
	BSI Score 80.0
	BSI Score 79.9

Brand Finance Spirits 50 (USD m).

Top 50 most valuable spirits brands 1-50.

Rank 2018	Rank 2017	Brand name	Country	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
1	1	Moutai	China	21,243	+73%	12,283	AAA-	AAA-
2	2	Wuliangye	China	14,635	+161%	5,604	AAA-	AA
3	4	Yanghe	China	7,795	+82%	4,281	AA	AA
4	3	Johnnie Walker	United Kingdom	4,297	-6%	4,548	AAA-	AAA-
5	7	Luzhou Laojiao	China	3,825	+52%	2,509	AA+	AA+
6	5	Jack Daniel's	United States	3,517	+15%	3,055	AAA-	AAA-
7	6	Hennessy	France	3,306	+22%	2,711	AA+	AA
8	9	Smirnoff	Russia	3,235	+59%	2,033	AAA-	AAA-
9	12	Gujing Gong Jiu	China	2,451	+67%	1,466	AA-	AA-
10	8	Bacardi	Cuba	2,378	+9%	2,185	AA+	AA+
11	10	Absolut	Sweden	🔒	🔒	🔒	🔒	🔒
12	13	Grey Goose	France	🔒	🔒	🔒	🔒	🔒
13	11	Ruang Khao	Thailand	🔒	🔒	🔒	🔒	🔒
14	14	Chivas Regal	United Kingdom	🔒	🔒	🔒	🔒	🔒
15	15	Jameson	Ireland	🔒	🔒	🔒	🔒	🔒
16	20	Rémy Martin	France	🔒	🔒	🔒	🔒	🔒
17	16	Officer's Choice	India	🔒	🔒	🔒	🔒	🔒
18	28	Crown Royal	Canada	🔒	🔒	🔒	🔒	🔒
19	19	Ballantine's	United Kingdom	🔒	🔒	🔒	🔒	🔒
20	31	Captain Morgan	Puerto Rico	🔒	🔒	🔒	🔒	🔒
21	21	Grant's	United Kingdom	🔒	🔒	🔒	🔒	🔒
22	17	McDowell's No.1	India	🔒	🔒	🔒	🔒	🔒
23	25	Imperial Blue	India	🔒	🔒	🔒	🔒	🔒
24	30	Royal Stag	India	🔒	🔒	🔒	🔒	🔒
25	23	Martell	France	🔒	🔒	🔒	🔒	🔒
26	New	Ricard	France	🔒	🔒	🔒	🔒	🔒
27	29	Jose Cuervo	Mexico	🔒	🔒	🔒	🔒	🔒
28	34	Baileys	Ireland	🔒	🔒	🔒	🔒	🔒
29	43	Glenfiddich	United Kingdom	🔒	🔒	🔒	🔒	🔒
30	40	J&B	United Kingdom	🔒	🔒	🔒	🔒	🔒
31	36	Belvedere	Poland	🔒	🔒	🔒	🔒	🔒
32	22	Jägermeister	Germany	🔒	🔒	🔒	🔒	🔒
33	24	Ciroc	France	🔒	🔒	🔒	🔒	🔒
34	45	Finlandia	Finland	🔒	🔒	🔒	🔒	🔒
35	27	Havana Club	Cuba	🔒	🔒	🔒	🔒	🔒
36	41	Bombay Sapphire	United Kingdom	🔒	🔒	🔒	🔒	🔒
37	50	Tanqueray	United Kingdom	🔒	🔒	🔒	🔒	🔒
38	New	Campari	Italy	🔒	🔒	🔒	🔒	🔒
39	35	Seagram's	Canada	🔒	🔒	🔒	🔒	🔒
40	32	Chamisul	South Korea	🔒	🔒	🔒	🔒	🔒
41	37	The Famous Grouse	United Kingdom	🔒	🔒	🔒	🔒	🔒
42	New	William Lawson's	United Kingdom	🔒	🔒	🔒	🔒	🔒
43	New	Aperol	Italy	🔒	🔒	🔒	🔒	🔒
44	New	Dewar's	United Kingdom	🔒	🔒	🔒	🔒	🔒
45	New	Martini	Italy	🔒	🔒	🔒	🔒	🔒
46	New	Don Julio	Mexico	🔒	🔒	🔒	🔒	🔒
47	33	SKYY	United States	🔒	🔒	🔒	🔒	🔒
48	42	Blend 285	Thailand	🔒	🔒	🔒	🔒	🔒
49	46	Malibu	Barbados	🔒	🔒	🔒	🔒	🔒
50	New	Glenmorangie	United Kingdom	🔒	🔒	🔒	🔒	🔒



Brand Success through Design.



Rowena Curlewis
CEO & Co-Founder, Denomination

Starting on the road to success

The top spirits globally as outlined in the Brand Finance Spirits 50 report have marketing budgets that make the resources of start-up spirits brands pale into insignificance. However, whilst a substantial amount of spend is channelled towards the advertising, promotions, pricing deals, and distribution power of these brands, there is also a common attribute to their success which does not necessarily have to cost a fortune: great packaging design.

So what makes a great design for a drinks brand? In Denomination’s opinion, there are several key ingredients: credibility, distinctiveness, personality, and longevity, plus the ability to connect emotionally.

Communicating credibility

Words are incredibly valuable but are often overlooked as a tool to communicate the credibility and authenticity of a brand. This does not mean that the packaging needs to be copy-heavy, but giving consumers facts (that they can check) and details that they can believe in, helps communicate the credible perception of the brand. Take the newly launched Smeaton’s Gin: a Bristol Method Dry Gin painstakingly made following the original 1870 method that the brand’s creators discovered in the Bristol Archives. Not only does the typography speak to its 1870 origins, but the front label and the carefully chosen 25 words displayed communicate the tenants of this brand and give it the credibility cues required, especially for a start-up brand.



Owning distinctive assets

The researchers at Ehrenberg-Bass Institute believe that distinctive assets are the most vital thing a brand can own – more important even than the brand’s personality or USP. Why? The answer lies in the human mind and how it makes choices. Daniel Kahneman’s¹ System 1 and 2 thinking modes point to the power of System 1 – the fast, instinctive, driven by the simple “rule of thumb” thinking. System 1 is vastly more powerful and influential; all consumer decisions are based on instinctive System 1 judgements. As the Nobel-winning psychologist Kahneman says “essentially, if you recognise a brand quickly, the safer and better choice it is”. Bryon Sharp², in his book “How Brands Grow”, believes that in order to create adequate memory structures, a brand needs to have a combination of up to eight distinctive assets. Johnnie Walker, sitting at number #4 on this year’s Brand Finance Spirits 50 ranking, combines the iconic brand device of the walking man, with the distinctive shoulder profile of its bottle, with the powerful and unique angle of its label. These three assets work in combination to enable consumers to instinctively recognise the brand and equate it to a safe and better choice than its competitors.

Having a clear personality

According to a Nielsen study in 2015³, upwards of 60% of millennials have no specific brand in mind when purchasing drinks. They want more than just great taste, they want experiences. Additionally, they do not want to drink what their parents drink, and tend to select brands that authentically evoke a personality that reflects their own. 65% use brand personality and originality to select their brand. Take the personality of Hendrick’s Gin: quirky, eccentric, whimsical, curious, vintage. And its translation to its packaging through its old Victorian apothecary bottle, the copy “A most unusual gin”, and its overtly vintage design. The result: much loved by hipsters (and non-hipsters too), the world over.

Ensuring longevity

One of the common misconceptions in packaging design is that in order to ensure longevity, a label design has to be classic or conservative in feel. This is not necessarily the case: contemporary brands can remain contemporary for a decade or more, simply because they are not “fashionable” but have the right level of credibility, distinctiveness, and personality. Take Absolut, sitting



at number #11 on the table. Amongst its competitive set, it has one of the most contemporary, consistent and yet flexible design structures. Because of its curved, wide-set bottle and distinctive blue-coloured branding, it’s able to use its structure as an artist’s palette in which to add creativity, such as its LGBTQ-themed limited edition.

Drawing upon a brand’s roots

Even a start-up can put the fundamentals in place to ensure longevity. Take Underground Spirits: a new brand from the unlikely location of Canberra, Australia. Developed initially out of a backyard operation in the cold climate of Canberra, the founder patented a new method of filtering at sub-zero temperatures that would give his products a uniquely smooth, pure finish. The new design draws on the brand’s Canberra roots and emphasizes the science behind the uniquely smooth spirits using a stylised map of Canberra/snowflake shape. The use of a muted colour palette for the range was inspired by the colours of the landscape, reflecting the quality of the local, natural ingredients and the finish of the product. A holographic tamper seal brings a scientific feel to the bottles, echoing the innovative filtering method. The design is modern (reflecting the innovation of the brand’s product), distinctive (with its map of Canberra/snowflake), and communicative (with “cryofiltered below 0°”).

Connecting emotionally

For a consumer, a great packaging design connects to them emotionally, it exudes credibility and authenticity, it makes it easier for them to recognise and remember, it stands out amongst the crowd. Finally, it continues to be recognisable over the years. And if it is done well, who knows – the start-up spirits brand of today could well be in the Brand Finance Spirits 50 ranking of the future. Investing in great design is a vital step in this journey.

Rowena Curlewis is CEO and Co-Founder of Denomination: a multi-award winning drinks design specialist with offices in London, San Francisco, and Sydney. Denomination designed the brand identity and packaging for Smeaton’s Bristol Method Dry Gin and Underground Spirits referenced in this article.

Sources

1. Daniel Kahneman, *Thinking, Fast and Slow*, 2011
2. Bryon Sharp, *How Brands Grow*, 2010
3. The Nielsen Company, *Design Audit Series Wine*, 2015

Toasting Brands at Brand Exchange.



David Haigh
CEO, Brand Exchange,
part of the Brand Finance Group

Where brands meet finance

Speaking with key stakeholders is always an important step in gaining momentum at the onset of a brand launch or introducing a new product. Brand Exchange, a private members’ club in the City of London, provides a unique opportunity to connect brands with individuals in the finance and marketing sectors during our monthly Members’ Events.

While these regular events touch on a variety of topics, one theme that always resonates with attendees is the story behind spirits brands. Spirits have historically held an important role in social engagement and bonding, and the industry continues to evolve and push the envelope as distillers experiment with new flavour profiles, herbal finishes and unusual bases.

The innovative energy within the spirits sector always provides a fun and informative evening, and such was the case at recent Brand Exchange events with Chapel Down, Haig Clubman Whisky and Double Dutch mixers.

From grapes to spirits

Chapel Down, England’s leading wine producer, launched its first gin and vodka and organised an evening at Brand Exchange with shareholders and investors. The two new spirits were produced from Chapel Down

grapes and CEO Frazer Thompson explained the process of bringing the idea to life from conception to the final products. After a neat tasting of the Chapel Down Chardonnay Vodka and Bacchus Gin, attendees also tried a selection of cocktails featuring the new products.

Insightful collaborations

The Consumer Planning Director at Diageo, Helen Bass, was keen to discuss how brands can get closer to consumers and the techniques for using cultural and consumer insights to unify a brand. Diageo is the world’s largest producer of spirits, and Helen shared how the company decided to collaborate with Haig Club whisky using research from their consumer base. The new Haig Club Clubman whisky was served for guests to enjoy during a networking session after the presentation.

The perfect twin to any spirit

The founders of Double Dutch, twins Raissa and Joyce De Haas, shared their struggles and triumphs as they developed a new mixer brand. While the world’s selection of spirits continued to grow, the choice of mixers needed to keep up, so Raissa and Joyce created a portfolio of mixers to enliven and enhance drinks using natural ingredients. After the presentation, attendees were treated to a tasting of cocktails featuring Sipsmith Gin and a variety of Double Dutch mixers.

What’s brewing next?

Brand Exchange members’ events are the perfect opportunity to tell your brand’s story to an engaged audience. We love finding and sharing the best brands with our members, so do get in touch if you’d like to learn more or are interested in speaking at an upcoming event.

www.brandexchange.com
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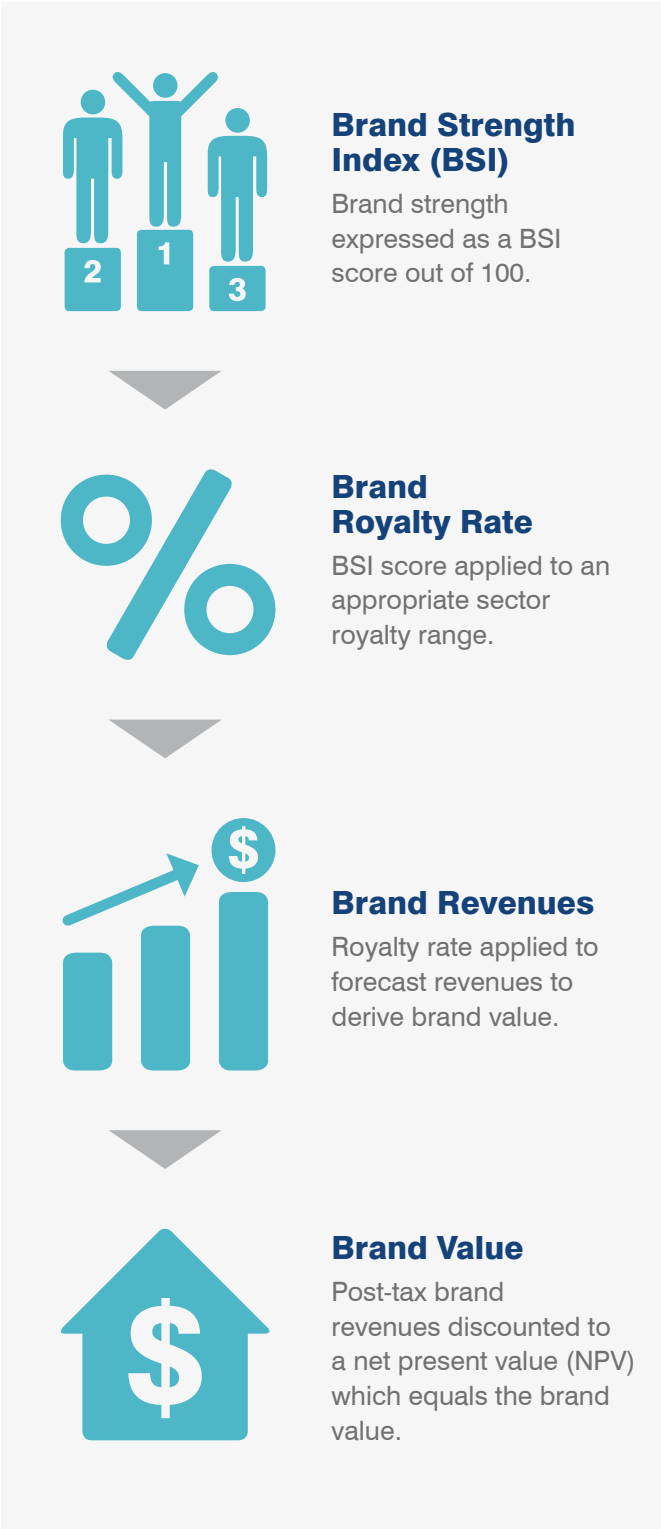
Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a ‘brand value’ understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance’s extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.



Disclaimer
Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

Understand Your Brand’s Value.

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand’s value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

What is a Brand Value Report?

Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

Cost of Capital

- + Independent view of cost of capital for internal valuations and project appraisal exercises

Customer Research

- + Utilities
- + Insurance
- + Banks
- + Telecoms

For more information regarding our Brand Value Reports, please contact:

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Managing Director, Brand Finance
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What are the benefits of a Brand Value Report?



Insight

Provide insight as to how the brand is performing vs. key competitors on underlying measures and drivers of brand value and brand strength.



Strategy

Understand where brand value is being generated by region and channel in order to identify areas of opportunity that warrant further investigation.



Benchmarking

Track year-on-year changes to brand value and set long-term objectives against which high-level brand performance can be benchmarked.



Education

Provide a platform of understanding which the company can use to educate employees on the importance of the brand.



Communication

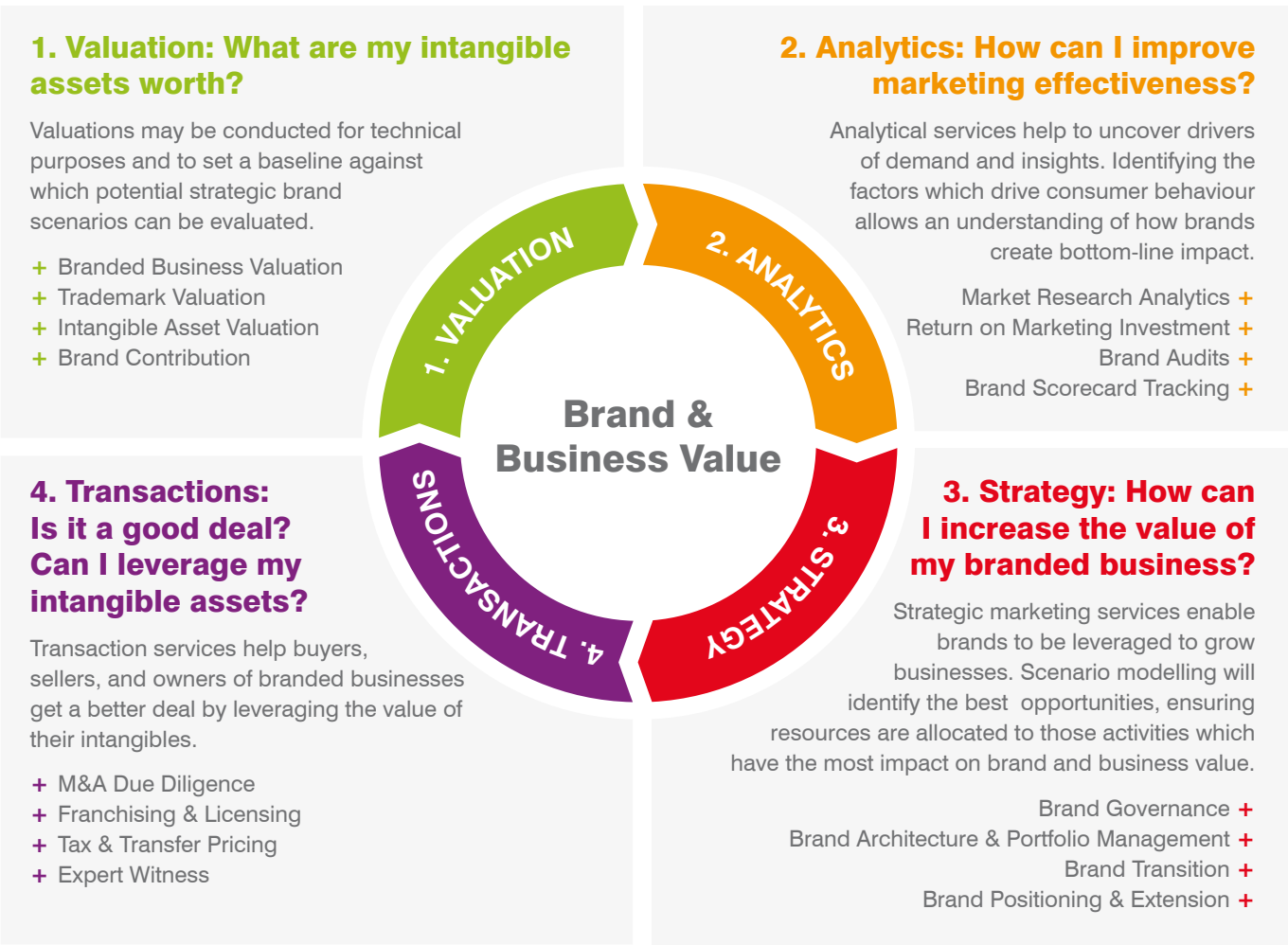
Communicate your brand’s success to shareholders, customers, and other strategically selected audiences.



Understanding

Understand and appreciate the value of your brand as an asset of the business.

Consulting Services.





MARKETING

We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.



FINANCE

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.



TAX

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.



LEGAL

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Communications Services.

We offer a variety of services to help communicate your brand's success.





Brand Finance[®]

Strongest Global Brand 2018

Your Brand

Example digital endorsement stamp for use on your website as well as in investor relations and advertising, to recognise your brand's performance.

Contact us.

The World's Leading Independent Brand Valuation and Strategy Consultancy

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