



Africa 200 2023

The annual report on the most valuable and strongest African brands
June 2023

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About Brand Finance.

Brand Finance is the world's leading brand valuation consultancy.

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



IVSC
MEMBER



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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 performance and offers a cost-effective way to gaining a better understanding of your position against peers.

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Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking

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- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

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Brand Finance Group.



Brand Finance[®]
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue[®]



Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

vi360

VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **38 countries** and **31 sectors** covered
- More than **150,000 respondents** surveyed annually
- We are now **in our 7th consecutive year** conducting the study

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Foreword.



David Haigh
Chairman,
Brand Finance

Brand valuation helps companies understand the value of their brand and how it contributes to the overall value of the company. This important understanding can inform decision-making related to marketing and branding efforts, as well as provide a benchmark for future performance. It can also be used to help attract investors and secure financing, as a strong brand can be a valuable asset. Additionally, brand valuation can be useful in the event of a merger or acquisition, as it can help determine the value of the brand being acquired.

Overall, brand valuation helps organisations understand the worth of their brand and how it fits into their overall business strategy. A strong brand can lead to improved business returns in several ways. First, a strong brand can help a company differentiate itself from its competitors and establish a unique identity in the market, which can lead to increased customer loyalty and retention. This, in turn, can lead to higher sales and revenue. A strong brand can also help a company command a higher price for its products or services, as consumers are willing to pay more for a brand they perceive as high-quality and trustworthy. In addition, a strong brand can help a company attract top talent, as employees may be more attracted to work for a well-known and reputable brand. Finally, a strong brand can provide a company with a competitive advantage and help it weather economic downturns or industry disruptions.

This year, Brand Finance has invested more in researching and understanding customer perception of brands across the world than ever before, with original research taking place in dozens of jurisdictions globally. The report you are reading is based on this extensive original research, with the findings representing a catalyst for further conversations.



Jeremy Sampson
Chairman,
Brand Finance Africa

This is the fourth consecutive year that Brand Finance has ranked Africa's top brands by brand value and brand strength, however, this year, the ranking is extended from 150 to 200. Africa, with its 54 countries, presents a diverse tapestry of languages and cultures, often fragmented in various aspects. This is reflected by the diversity of brands included in this ranking, and their continued evolution in the post-pandemic, digitally focused era. It is invariably the case that when economic conditions are particularly challenging, strong brands show off their pedigree. The world is going through a phase when socio political tensions are high. Apart from the global headwinds, Africa is experiencing its own challenges. And inflation is not helping. All this adds up to the need to have strong brands.

As David Haigh the Founder and Chairman of Brand Finance states: "Brands create value and will help lead the economy out of the recession caused by COVID-19. There has never been a more important time to recognise the role of brands." Put another way: African countries need to grow their own brands to build their domestic economy, otherwise global brands will fill the vacuum as economies start to pick up. Local brands boost local economies by creating jobs, generating financial wealth, acting as ambassadors for their country and so much more. If you want help in building a stronger brand, or if you want to better understand the value of your brand or indeed the segment it operates in, please contact the Brand Finance Africa team. We combine global best practice with local knowledge and are always bridging the gap between marketing and finance.

Africa's Most Valuable Brands Show Resilience in 2023 Despite Difficult Conditions, with MTN Leading for Fourth Consecutive Year.

- + **MTN** remains dominant as Africa's most valuable brand, valued at USD4.4 billion
- + **Vodacom** leads on key measures of brand strength including consideration, usage, reputation, quality, and customer service
- + Kenya's **Safaricom** is the most valuable non-South African brand
- + **Pick n Pay** is the strongest African brand, and one of nine African brands to achieve elite AAA+ rating
- + Egypt's **Aman** is fastest-growing African brand, up 244%
- + Banking is the most valuable sector, up 7% in aggregate brand value
- + **MTN** has the highest Sustainability Perceptions Value, while **Safaricom** tops the ranking for Sustainability Perceptions Score

Ranking Analysis.



Ranking Analysis.



Many of Africa's most valuable brands continued to remain resilient in 2023 despite difficult operating conditions, following three years of pandemic-induced complications and a challenging international environment. Africa's top-200 most valuable brands have an aggregate year-on-year brand value growth of 6% to a combined value of USD54.4 billion.

South Africa was by far the largest contributor, accounting for over half of the brands in the ranking and 75% (USD40.8 billion) of the total brand value. South African brands also held the top 21 positions in the ranking for brand value, highlighting the country's significant domination on the African continent in terms of the largest brand values.





















Nigeria (31 brands included with a combined brand value of USD4.2 billion), Egypt (19 brands included with a combined brand value of USD3.5 billion), and Kenya (32 brands included with a combined brand value of USD2.5 billion) were the next three largest markets in the ranking.

South Africa's remarkable dominance in the Africa 200 ranking is a testament to the strength and resilience of its brands. South Africa has firmly established itself as the powerhouse of African brands, underscoring its influential position in shaping the African business landscape. However, it is also essential to recognise the significant role played by African brands outside of South Africa, many of which continue to see growth, and which bring further diversity and richness to the continent's economic tapestry.

Jeremy Sampson
Chairman, Africa, Brand Finance

Top 10 Most Valuable African Brands

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1 ← 1   USD\$4.4 bn +8%	2 ← 2   USD\$2.3 bn +16%	3 ← 3   USD\$1.7 bn +10%	4 ← 4   USD\$1.5 bn -3%	5 ← 5   USD\$1.5 bn +4%
6 ↑ 7   USD\$1.3 bn +9%	7 ↑ 12   USD\$1.3 bn +29%	8 ↑ 9   USD\$1 bn +0%	9 ↑ 11   USD\$1 bn +0%	10 NEW   USD\$1 bn -

MTN remains dominant as Africa's most valuable brand, valued at USD4.4 billion

Telecoms giant **MTN** (brand value up 8% to USD4.4 billion) is Africa's most valuable brand for the fourth consecutive year. MTN's brand value continued to grow in 2023 and its value is now up 31% from its pre-pandemic level. This is an impressive result considering the difficult operating conditions and the complex geopolitical environment that the brand has been faced with. MTN's brand is worth just less than double the value of the second most valuable brand, **Vodacom** (brand value up 16% to USD2.3 billion).

MTN's total subscribers rose 6% in 2022 to 289 million, while the brand also saw higher demand for its data and fintech services. Both data traffic and fintech transaction volumes increased year-on-year.

This has driven a strong company financial performance and allowed MTN to continue to invest over USD1.5 billion back into its network, IT and platform infrastructure. MTN has invested heavily to secure network resilience in its home market of South Africa.



The need for back-up power intensified in the second half of 2022 as South Africa experienced worsening power shortages. MTN hopes its influence and scope of operations in the area will enable it to contribute to a solution to South Africa's energy crisis.

MTN's 2022 brand refresh has helped to sustain, and marginally grow MTN's Brand Strength Index score (89/100 with AAA brand rating).

Additionally, MTN expanded its rural rollout programme, and now provides broadband access to almost 88% of the population in its markets.

Since many of these markets continue to develop rapidly, MTN's provision of broadband will be a vital ingredient to ongoing growth in coming years.









































To succeed in emerging markets requires resilience and investment. That is certainly the case in Africa where complex challenges have had to be overcome to unlock the significant opportunities. The brands that have managed the challenges and the changes on the continent since Covid-19 are reaping the rewards of their efforts. MTN is an excellent example of this.

David Haigh
Chairman, Brand Finance



Top 10 Strongest African Brands

© Brand Finance Plc 2023

1  33   93.9  +14.2 AAA+	2  4   93.4  +1.9 AAA+	3  2   93.0  +1.0 AAA+	4  1   93.0  +0.6 AAA+	5  5   92.4  +1.6 AAA+
6  3   92.4  +0.5 AAA+	7  22   92.2  +9.0 AAA+	8  7   90.4  +2.7 AAA+	9  16   90.3  +5.0 AAA+	10  14   88.7  +3.0 AAA

Vodacom leads on key measures of brand strength including consideration, usage, reputation, quality, and customer service

While **MTN** remains Africa's most valuable brand by a significant margin, second place **Vodacom's** brand value has grown faster year-on-year (16%) and topped MTN in several key brand strength measures in Brand Finance's research. These included consideration, usage, reputation, quality, and customer service. Although Vodacom is not yet operating on the same scale as MTN in Africa, it is out-performing it in the key metrics driving customer satisfaction.

Over the past five years, Vodacom has invested over USD3.6 billion to expand its capacity and increase resilience, including investment in next-generation 5G capabilities. This will broaden coverage, increase network speeds and help unlock Africa's digital economy to a larger group of consumers.

This may result in Vodacom potentially building on its leading levels of consideration and driving additional usage and may help Vodacom close the gap on MTN at the top of the Africa 200 ranking.

Kenya's Safaricom is the most valuable non-South African brand

Safaricom (brand value up 14% to USD710 million) is the most valuable brand from outside South Africa in the ranking. Over the past year, Safaricom has achieved revenue growth, while successfully completing the second year of its updated five-year strategy. This strategy is guided by the purpose of transforming the lives of stakeholders and the communities that it serves. Safaricom has also grown into Ethiopia, a market it hopes it can expand to reach the level of its Kenya operation within ten years. Safaricom Ethiopia has already penetrated approximately 10% of the population, a positive sign of the uptake for its services from customers in the region.



Pick n Pay is the strongest African brand, and one of nine African brands to achieve elite AAA+ rating

In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Compliant with ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in 38 countries and across 31 sectors.

Retail brand **Pick n Pay** (brand value up 13% to USD796.87 million) has become the strongest African brand with a Brand Strength Index (BSI) score of 94 out of 100 and corresponding AAA+ rating. Pick n Pay has seen a 14-point BSI increase since last year to clinch

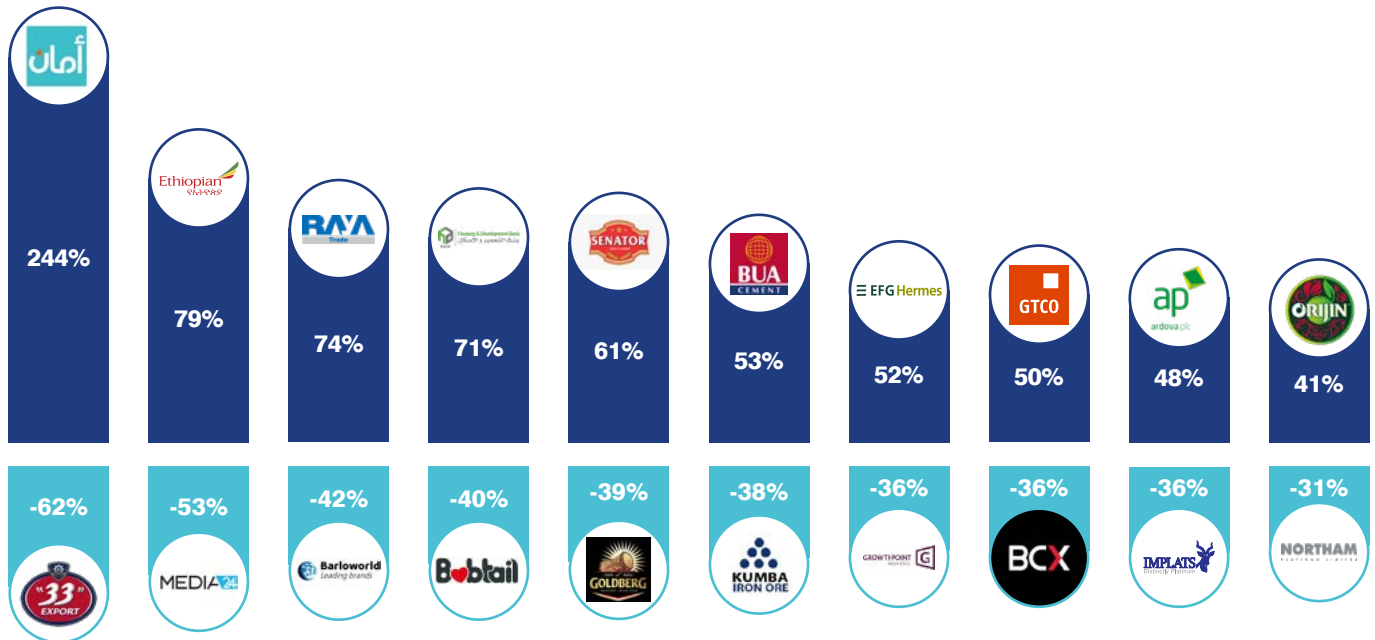
the top spot for brand strength. Astonishingly, it is one of nine African brands to achieve the elite AAA+ rating, five of which came from the retail sector. For comparison, only twelve brands achieved AAA+ brand rating in Brand Finance's ranking of the world's top 500 most valuable and strongest brands - the Global 500 2023.

Pick n Pay has focused on mitigating the impact that persistent challenging trading conditions have had on its customer service. Pick n Pay's strategic business transformation has seen the brand fully convert 93 stores to the Pick n Pay QualiSave banner; increase its rollout of new clothing stores; launch its new on-demand grocery offer to consumers across South Africa; while also improving customer service and productivity. Pick n Pay has built a strong level of brand equity amongst consumers, allowing it to rise to the top of the brand strength ranking in 2023.



Brand Value Change 2023-2022 (%)

© Brand Finance Plc 2023



Egypt's Aman is fastest-growing African brand, up 244%

Egyptian brand **Aman** is the fastest growing African brand, up 244% year-on-year to USD54 million. The Fintech brand offers financial services and has 250 branches across Egypt. In the last year, it has diversified its offering to include micro finance, consumer finance, small and medium-sized enterprises finance, e-payments and a new saving service; 'AMAN Day-by-Day'.

This improved line-up has contributed to the brand's increased revenue forecast and 17-point Brand Strength Index score increase, both contributing to its exponential brand value growth.

Ethiopian Airlines is the second fastest growing African brand, up 79% to a brand value of USD498 million. It is now the highest ranked Ethiopian brand in the ranking at 31st and highest ranked African airlines brand.

The brand has achieved a solid post-pandemic recovery, with its brand value now exceeding its pre-pandemic level by 30%. By bolstering its cargo fleet, the airline was able to remain relatively resilient following the temporary pandemic-induced widespread

halt of international travel. This has set it up to rebound strongly, while it has now also increased the destinations it flies to, hoping to capitalise on increasing passenger numbers moving forward.



Banking is the most valuable sector, up 7% in aggregate brand value

African Banking brands have experienced a strong post-pandemic recovery in terms of brand value growth in 2023. With five brands in the top ten of the ranking, the banking sector is the most valuable in the Africa 200 ranking, representing 26% of the total brand value. This includes 42 banking brands with a combined brand value of USD14.4 billion, exceeding the next most valuable sector, Telecoms, by USD3.4 billion. Telecoms comprises 23 brands with a combined brand value of USD11 billion in the ranking.

Standard Bank (brand value up 10% to USD1.7 billion) is the third most valuable African brand, and the continent's most valuable banking brand. The bank's 10% year-on-year growth has further widened

the gap with **First National Bank** (brand value down 3% to USD1.5 billion) and **Absa** (brand value up 4% to USD1.5 billion) which sit in fourth and fifth in the ranking. **Investec** (stable at USD1 billion) has risen two places to re-enter the top ten of the ranking.

Standard Bank achieved record earnings in 2022, up 37% from 2021. The bank has ambitions to become a leader in sustainable finance in Africa and play an active role in Africa's just energy transition. Progress in this area is already being made, with Standard Bank mobilising USD3 billion in sustainable finance loans and bonds in 2022, more than double than the previous year. By supporting renewable energy and infrastructure projects, Standard Bank hopes to facilitate structural reform and an improved energy supply, lifting confidence in Africa and accelerating economic growth, job creation and social upliftment.













Sustainability Perception Values (SPV)

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\$xx = sustainability perceptions value

x.x = sustainability perceptions score/10

1  USD\$508 m 5.23	2  USD\$219 m 4.20	3  USD\$174 m 4.63	4  USD\$146 m 5.60	5  USD\$133 m 5.09
6  USD\$132 m 4.45	7  USD\$127 m 4.73	8  USD\$127 m 4.84	9  USD\$118 m 4.97	10  USD\$116 m 6.02

MTN has the highest Sustainability Perceptions Value, while Safaricom tops the ranking for Sustainability Perceptions Score

Sustainability is increasingly a business imperative, yet it has been difficult to determine the value of ESG efforts in relation to reputation and brand equity. As part of its analysis, Brand Finance assesses the role that specific brand attributes play in driving overall brand value. One such attribute, growing rapidly in its significance, is sustainability. Brand Finance assesses how sustainable specific brands are perceived to be, represented by a 'Sustainability Perceptions Score'. This is an indexed score that provides a view of the role of sustainability in driving positive brand reputation. The value that is linked to sustainability perceptions, the 'Sustainability Perceptions Value', is then calculated for each brand.

As well as being Africa's most valuable brand, **MTN** also has the highest Sustainability Perceptions Value (SPV) of any brand included in the Africa 200 2023 ranking – USD508 million.



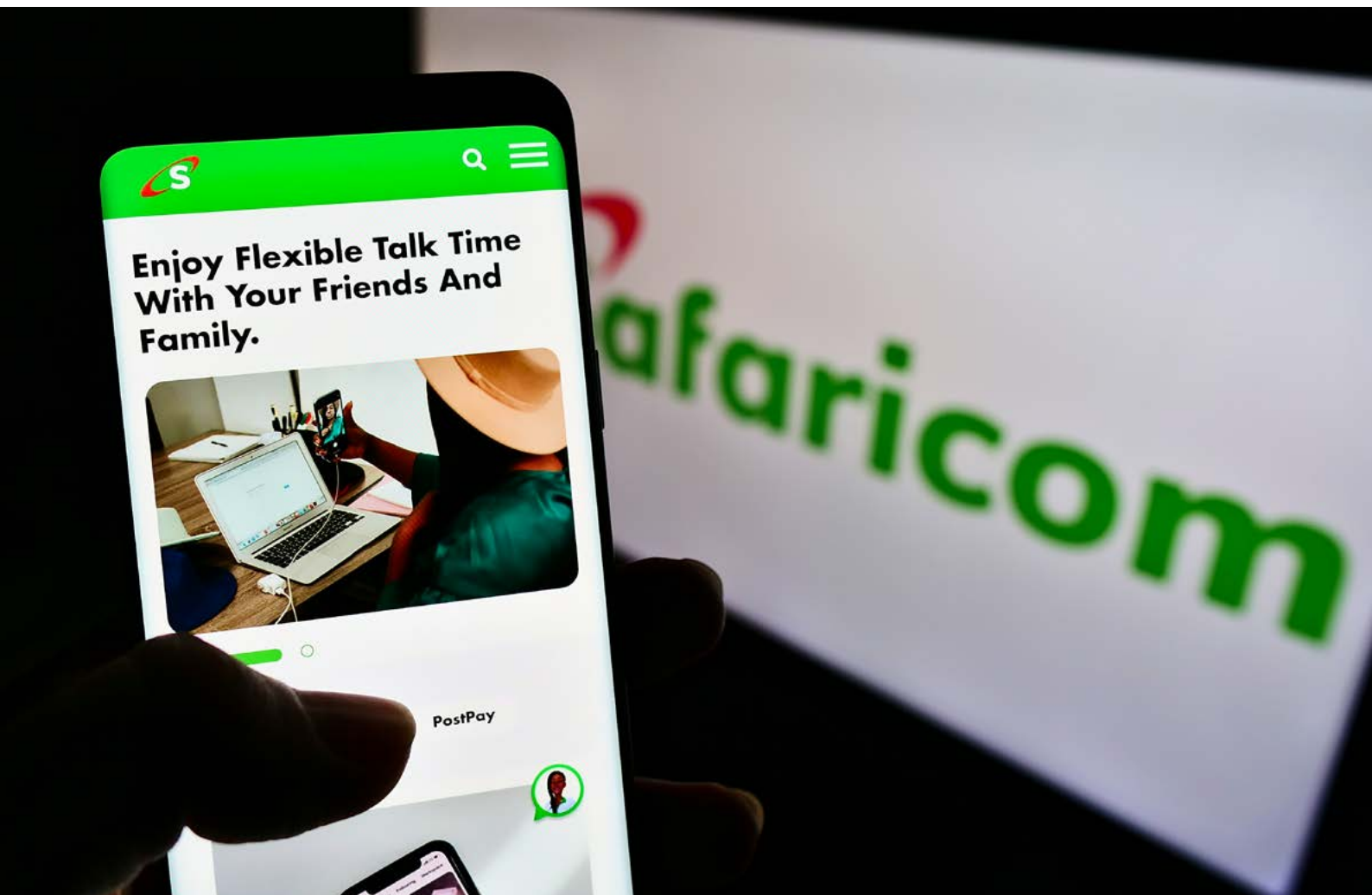
Although **MTN** has leveraged its extensive scope across Africa to help create solutions for sustainable and social development, its position at the top of the SPV table is not an assessment of its overall sustainability performance. Rather, it indicates how much brand value it has driven by sustainability consumer perceptions.

The bold commitments made by MTN in its Ambition 2025 strategy have clearly started to make an impact in supporting positive reputation among consumers, with sustainability perceptions now accounting for 11.6% of total MTN brand value.

With an overall Sustainability Perceptions Score of 5.23 out of 10, MTN has further room to grow to capture increased value from the efforts that the Group is putting into driving sustainable outcomes for Africa.

Safaricom has the highest Sustainability Perceptions Score in the Africa 200 2023 ranking at 6.46 out of 10. The brand has particularly focused on leveraging its connectivity, platforms, and technology to partner with others and realise its strategy of transforming Safaricom into a purpose-led organisation by 2025.

The brand has also committed to becoming Net Zero by 2050, continuing to invest heavily in solar energy, modernising power systems and phasing out its use of fossil fuels. It is doing this against the backdrop of rapidly rising energy costs, highlighting the benefits to the brand from both a financial and environmental perspective. The Safaricom Foundation has also likely positively contributed to the brand's high sustainability ratings. The Foundation works towards helping locals in its markets access healthcare, education, skills, and sustainable employment, benefitting stakeholders and local communities throughout Safaricom's markets.



Brand Value Ranking (USDm).

Top 200 most valuable African brands 1-50

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	MTN	Telecoms	4,375	+8%	4,047	AAA	AAA
2	2	←	Vodacom	Telecoms	2,345	+16%	2,021	AAA	AAA
3	3	←	Standard Bank	Banking	1,748	+10%	1,583	AAA	AAA-
4	4	←	First National Bank	Banking	1,540	-3%	1,581	AAA+	AAA+
5	5	←	Absa	Banking	1,492	+4%	1,438	AAA-	AA+
6	7	↑	Woolworths SA	Retail	1,278	+9%	1,169	AAA+	AAA+
7	12	↑	Spar SA	Retail	1,262	+29%	982	AAA	AA-
8	9	↑	Nedbank	Banking	1,021	+0%	1,018	AAA	AAA-
9	11	↑	Investec	Banking	992	+0%	992	AA+	AA+
10	-	New	Mondi	Chemicals	990	-	-	AA	-
11	6	↓	MultiChoice	Media					
12	16	↑	Distell	Champagne & Wine					
13	8	↓	Shoprite	Retail					
14	18	↑	Checkers	Retail					
15	10	↓	Sasol	Oil & Gas					
16	19	↑	Pick n Pay	Retail					
17	23	↑	MOTUS	Car Rental Services					
18	13	↓	Sanlam	Insurance					
19	21	↑	Bidvest	Commercial Services					
20	15	↓	Discovery	Insurance					
21	-	New	Bidfood Group	Commercial Services					
22	20	↓	Safaricom	Telecoms					
23	17	↓	Old Mutual	Insurance					
24	14	↓	Maroc telecom	Telecoms					
25	22	↓	Capitec Bank	Banking					
26	28	↑	Castle	Beers					
27	33	↑	Carling Black Label	Beers					
28	39	↑	Equity Bank	Banking					
29	26	↓	Sappi	Chemicals					
30	35	↑	Mr Price	Apparel					
31	56	↑	Ethiopian Airlines	Airlines					
32	31	↓	Attijariwafa Bank	Banking					
33	32	↓	National Bank of Egypt	Banking					
34	27	↓	Mediclinic	Healthcare Facilities					
35	40	↑	Access Bank	Banking					
36	25	↓	Clicks	Retail					
37	46	↑	Zenith Bank	Banking					
38	24	↓	Orascom Construction	Engineering & Construction					
39	38	↓	Sonatel	Telecoms					
40	29	↓	Sibanye Stillwater	Mining, Metals & Minerals					
41	41	←	Dangote Cement	Engineering & Construction					
42	47	↑	Banque Misr	Banking					
43	30	↓	Banque Populaire du Maroc	Banking					
44	34	↓	Moov	Telecoms					
45	45	←	Kenya Commercial Bank	Banking					
46	53	↑	United Bank for Africa	Banking					
47	42	↓	Life Healthcare	Healthcare Facilities					
48	49	↑	CIB	Banking					
49	66	↑	GT Bank	Banking					
50	44	↓	Anglo American Platinum	Mining, Metals & Minerals					

Top 200 most valuable African brands 51-100

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
51	36	↓	Liberty	Insurance	🔒	🔒	🔒	🔒	🔒
52	51	↓	Rand Merchant Bank	Banking	🔒	🔒	🔒	🔒	🔒
53	-	New	Peter Stuyvesant	Tobacco	🔒	🔒	🔒	🔒	🔒
54	37	↓	Eastern Co	Tobacco	🔒	🔒	🔒	🔒	🔒
55	48	↓	Truworths	Apparel	🔒	🔒	🔒	🔒	🔒
56	52	↓	Engen	Oil & Gas	🔒	🔒	🔒	🔒	🔒
57	57	↔	AngloGold Ashanti	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
58	-	New	AVI	Food	🔒	🔒	🔒	🔒	🔒
59	59	↔	Flour Mills Nigeria	Food	🔒	🔒	🔒	🔒	🔒
60	55	↓	Telecom Egypt	Telecoms	🔒	🔒	🔒	🔒	🔒
61	65	↑	Gold Fields	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
62	68	↑	First Bank of Nigeria	Banking	🔒	🔒	🔒	🔒	🔒
63	62	↓	Elsewedy Electric	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
64	63	↓	Inwi	Telecoms	🔒	🔒	🔒	🔒	🔒
65	60	↓	M-pesa	Telecoms	🔒	🔒	🔒	🔒	🔒
66	77	↑	Co-Operative Bank of Kenya	Banking	🔒	🔒	🔒	🔒	🔒
67	70	↑	Bank of Africa	Banking	🔒	🔒	🔒	🔒	🔒
68	43	↓	Bobtail	Food	🔒	🔒	🔒	🔒	🔒
69	50	↓	Implats	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
70	61	↓	Momentum	Insurance	🔒	🔒	🔒	🔒	🔒
71	73	↑	Pep Stores	Retail	🔒	🔒	🔒	🔒	🔒
72	74	↑	Gb Auto	Automobiles	🔒	🔒	🔒	🔒	🔒
73	82	↑	Econet Wireless	Telecoms	🔒	🔒	🔒	🔒	🔒
74	72	↓	Santam	Insurance	🔒	🔒	🔒	🔒	🔒
75	67	↓	Imperial Logistics	Logistics	🔒	🔒	🔒	🔒	🔒
76	64	↓	Telkom	Telecoms	🔒	🔒	🔒	🔒	🔒
77	58	↓	Kumba Iron Ore	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
78	69	↓	Netcare	Healthcare Facilities	🔒	🔒	🔒	🔒	🔒
79	-	New	Twisp	Tobacco	🔒	🔒	🔒	🔒	🔒
80	78	↓	Aspen Group	Pharma	🔒	🔒	🔒	🔒	🔒
81	79	↓	Hansa Pilsner	Beers	🔒	🔒	🔒	🔒	🔒
82	-	New	AFREXIMBANK	Banking	🔒	🔒	🔒	🔒	🔒
83	76	↓	Cell C	Telecoms	🔒	🔒	🔒	🔒	🔒
84	-	New	Kenya Power & Lighting Ltd	Utilities	🔒	🔒	🔒	🔒	🔒
85	83	↓	Movitel	Telecoms	🔒	🔒	🔒	🔒	🔒
86	92	↑	Canine Cuisine	Food	🔒	🔒	🔒	🔒	🔒
87	97	↑	Life Continental Lager	Beers	🔒	🔒	🔒	🔒	🔒
88	108	↑	Orijin	Spirits	🔒	🔒	🔒	🔒	🔒
89	81	↓	Ecobank	Banking	🔒	🔒	🔒	🔒	🔒
90	98	↑	Carrefour Morocco	Retail	🔒	🔒	🔒	🔒	🔒
91	85	↓	NCBA	Banking	🔒	🔒	🔒	🔒	🔒
92	91	↓	Mobilis	Telecoms	🔒	🔒	🔒	🔒	🔒
93	54	↓	33 Export	Beers	🔒	🔒	🔒	🔒	🔒
94	75	↓	Barloworld	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
95	89	↓	Vitality	Insurance	🔒	🔒	🔒	🔒	🔒
96	88	↓	Dis-Chem	Retail	🔒	🔒	🔒	🔒	🔒
97	105	↑	Glo Mobile	Telecoms	🔒	🔒	🔒	🔒	🔒
98	95	↓	Africell	Telecoms	🔒	🔒	🔒	🔒	🔒
99	100	↑	HONEYWELL FLOUR MILL	Food	🔒	🔒	🔒	🔒	🔒
100	127	↑	BUA Cement	Engineering & Construction	🔒	🔒	🔒	🔒	🔒

Top 200 most valuable African brands 101-150

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
101	96	↓	Hero Lager	Beers	🔒	🔒	🔒	🔒	🔒
102	135	↑	Senator Lager	Beers	🔒	🔒	🔒	🔒	🔒
103	111	↑	Bedele	Beers	🔒	🔒	🔒	🔒	🔒
104	71	↓	Media24 Group	Media	🔒	🔒	🔒	🔒	🔒
105	103	↓	TT (Tunisie Telecom)	Telecoms	🔒	🔒	🔒	🔒	🔒
106	136	↑	Efg-Hermes	Banking	🔒	🔒	🔒	🔒	🔒
107	106	↓	MCB Group	Banking	🔒	🔒	🔒	🔒	🔒
108	-	New	Bigi	Soft Drinks	🔒	🔒	🔒	🔒	🔒
109	110	↑	Italtile	Retail	🔒	🔒	🔒	🔒	🔒
110	119	↑	NESCAFÉ Ricoffy	Food	🔒	🔒	🔒	🔒	🔒
111	90	↓	Star	Beers	🔒	🔒	🔒	🔒	🔒
112	84	↓	BCX	Telecoms	🔒	🔒	🔒	🔒	🔒
113	117	↑	Lucky Star	Food	🔒	🔒	🔒	🔒	🔒
114	94	↓	OUTsurance	Insurance	🔒	🔒	🔒	🔒	🔒
115	104	↓	WestconGroup	Tech	🔒	🔒	🔒	🔒	🔒
116	87	↓	Northam Platinum	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
117	115	↓	Seplat Energy	Oil & Gas	🔒	🔒	🔒	🔒	🔒
118	107	↓	Markham	Apparel	🔒	🔒	🔒	🔒	🔒
119	99	↓	Wesbank	Banking	🔒	🔒	🔒	🔒	🔒
120	86	↓	Growthpoint Properties	Real Estate	🔒	🔒	🔒	🔒	🔒
121	113	↓	Catmor	Food	🔒	🔒	🔒	🔒	🔒
122	102	↓	Stanbic IBTC	Banking	🔒	🔒	🔒	🔒	🔒
123	120	↓	Logicalis	Tech	🔒	🔒	🔒	🔒	🔒
124	122	↓	Albany	Food	🔒	🔒	🔒	🔒	🔒
125	146	↑	Ezz Steel	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
126	114	↓	Foschini	Apparel	🔒	🔒	🔒	🔒	🔒
127	139	↑	Fidelity Bank Nigeria	Banking	🔒	🔒	🔒	🔒	🔒
128	126	↓	game	Retail	🔒	🔒	🔒	🔒	🔒
129	124	↓	AECI	Chemicals	🔒	🔒	🔒	🔒	🔒
130	116	↓	Sportscene	Apparel	🔒	🔒	🔒	🔒	🔒
131	145	↑	CIH Bank	Banking	🔒	🔒	🔒	🔒	🔒
132	137	↑	Builders Warehouse	Retail	🔒	🔒	🔒	🔒	🔒
133	-	New	Fearless	Soft Drinks	🔒	🔒	🔒	🔒	🔒
134	128	↓	Exaro	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
135	109	↓	Harmony	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
136	123	↓	Koo	Food	🔒	🔒	🔒	🔒	🔒
137	130	↓	AtlantaSanad	Insurance	🔒	🔒	🔒	🔒	🔒
138	125	↓	Blue Label Telecom	Telecoms	🔒	🔒	🔒	🔒	🔒
139	101	↓	Goldberg	Beers	🔒	🔒	🔒	🔒	🔒
140	112	↓	Ibnsina Pharma	Pharma	🔒	🔒	🔒	🔒	🔒
141	131	↓	TIGER BRANDS	Food	🔒	🔒	🔒	🔒	🔒
142	181	↑	RAYA Trade	Retail	🔒	🔒	🔒	🔒	🔒
143	164	↑	Julius Berger	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
144	180	↑	Housing & Development Bank	Banking	🔒	🔒	🔒	🔒	🔒
145	144	↓	I&M	Banking	🔒	🔒	🔒	🔒	🔒
146	-	New	Aman	Commercial Services	🔒	🔒	🔒	🔒	🔒
147	140	↓	Atacado Morocco	Retail	🔒	🔒	🔒	🔒	🔒
148	147	↓	Tusker	Beers	🔒	🔒	🔒	🔒	🔒
149	141	↓	Almadar Aljadeed	Telecoms	🔒	🔒	🔒	🔒	🔒
150	118	↓	Talaat Moustafa Group	Real Estate	🔒	🔒	🔒	🔒	🔒

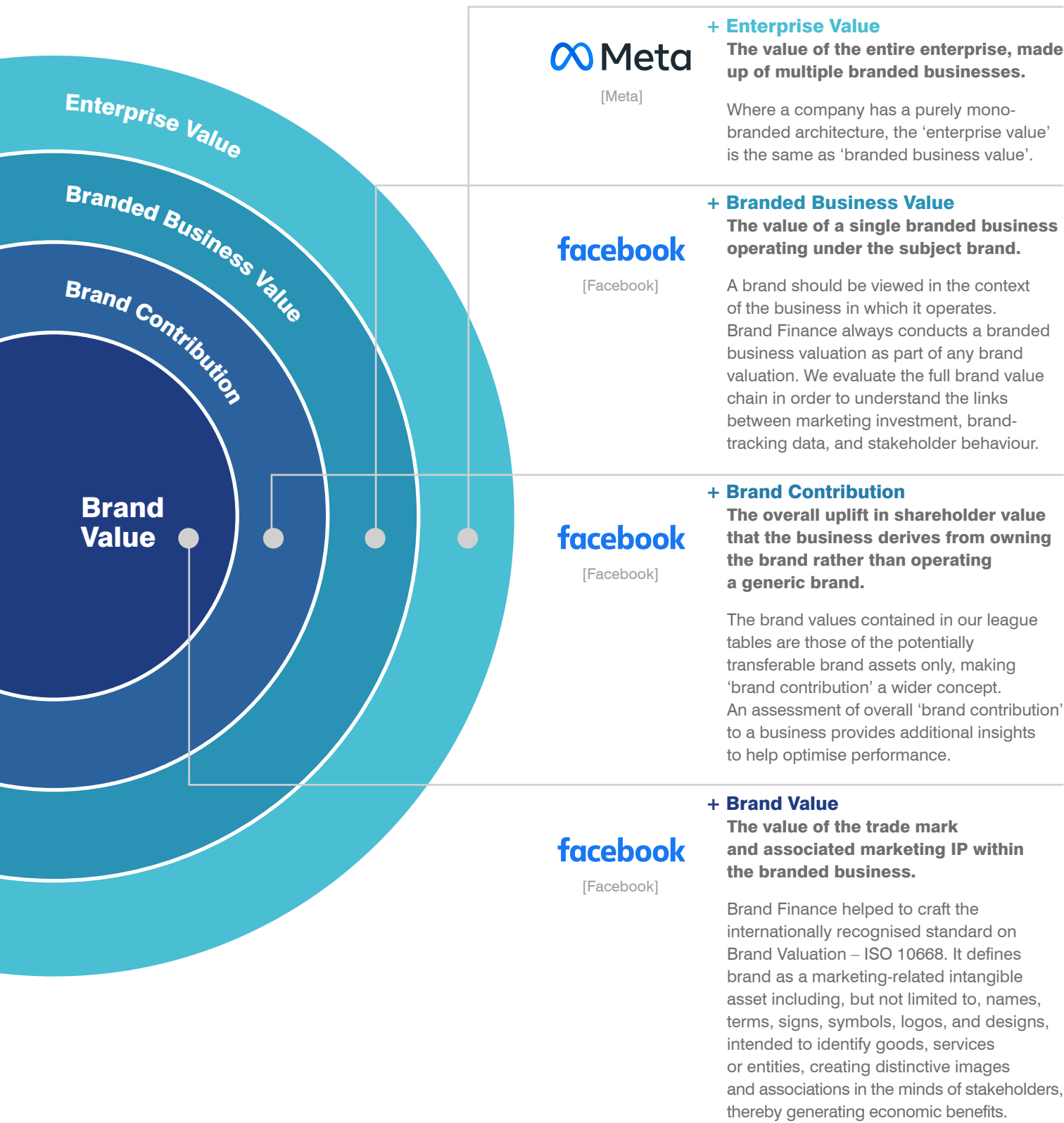
Top 200 most valuable African brands 151-200

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
151	132	↓	PPC	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
152	-	↑	Oando	Oil & Gas	🔒	🔒	🔒	🔒	🔒
153	161	↑	FAISAL ISLAMIC BANK OF EGYPT	Banking	🔒	🔒	🔒	🔒	🔒
154	138	↓	cbz Holdings	Banking	🔒	🔒	🔒	🔒	🔒
155	155	↔	GuardRisk	Insurance	🔒	🔒	🔒	🔒	🔒
156	121	↓	Identity	Apparel	🔒	🔒	🔒	🔒	🔒
157	168	↑	U-Save	Retail	🔒	🔒	🔒	🔒	🔒
158	134	↓	RCL Foods	Food	🔒	🔒	🔒	🔒	🔒
159	142	↓	Hollard	Insurance	🔒	🔒	🔒	🔒	🔒
160	129	↓	Banq Intl Arabe	Banking	🔒	🔒	🔒	🔒	🔒
161	162	↑	PSG Konsult	Banking	🔒	🔒	🔒	🔒	🔒
162	151	↓	Mcel	Telecoms	🔒	🔒	🔒	🔒	🔒
163	150	↓	Managem	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
164	149	↓	African Rainbow Minerals	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
165	153	↓	Movicel	Telecoms	🔒	🔒	🔒	🔒	🔒
166	152	↓	DANGOTE SUGAR	Food	🔒	🔒	🔒	🔒	🔒
167	177	↑	Jumia	Retail	🔒	🔒	🔒	🔒	🔒
168	-	↑	Malta Guinness	Beers	🔒	🔒	🔒	🔒	🔒
169	167	↓	Gulder	Beers	🔒	🔒	🔒	🔒	🔒
170	156	↓	FCMB Group	Banking	🔒	🔒	🔒	🔒	🔒
171	158	↓	EOH	Tech	🔒	🔒	🔒	🔒	🔒
172	143	↓	BMCI	Banking	🔒	🔒	🔒	🔒	🔒
173	179	↑	Coronation	Banking	🔒	🔒	🔒	🔒	🔒
174	175	↑	Lewis	Retail	🔒	🔒	🔒	🔒	🔒
175	169	↓	Nampak	Chemicals	🔒	🔒	🔒	🔒	🔒
176	159	↓	Kenya Airways	Airlines	🔒	🔒	🔒	🔒	🔒
177	184	↑	Attijari Bank	Banking	🔒	🔒	🔒	🔒	🔒
178	170	↓	Total Sports	Apparel	🔒	🔒	🔒	🔒	🔒
179	166	↓	Diamond Trust bank	Banking	🔒	🔒	🔒	🔒	🔒
180	178	↓	Tastic	Food	🔒	🔒	🔒	🔒	🔒
181	163	↓	Union Bank Nigeria	Banking	🔒	🔒	🔒	🔒	🔒
182	154	↓	Serengeti	Beers	🔒	🔒	🔒	🔒	🔒
183	171	↓	Telmob	Telecoms	🔒	🔒	🔒	🔒	🔒
184	173	↓	Mustek	Retail	🔒	🔒	🔒	🔒	🔒
185	198	↑	Maleka	Food	🔒	🔒	🔒	🔒	🔒
186	157	↓	Safripol	Chemicals	🔒	🔒	🔒	🔒	🔒
187	160	↓	Jumbo	Retail	🔒	🔒	🔒	🔒	🔒
188	192	↑	OK Furniture	Retail	🔒	🔒	🔒	🔒	🔒
189	174	↓	KenGen	Utilities	🔒	🔒	🔒	🔒	🔒
190	196	↑	TotalEnergies Marketing	Oil & Gas	🔒	🔒	🔒	🔒	🔒
191	182	↓	Palm Hills Development	Real Estate	🔒	🔒	🔒	🔒	🔒
192	165	↓	Unitrans	Logistics	🔒	🔒	🔒	🔒	🔒
193	185	↓	Tongaat Hulett	Food	🔒	🔒	🔒	🔒	🔒
194	193	↓	Milady's	Apparel	🔒	🔒	🔒	🔒	🔒
195	176	↓	Shield	Retail	🔒	🔒	🔒	🔒	🔒
196	189	↓	All Gold	Food	🔒	🔒	🔒	🔒	🔒
197	183	↓	makro	Retail	🔒	🔒	🔒	🔒	🔒
198	195	↓	Purity	Food	🔒	🔒	🔒	🔒	🔒
199	-	↑	Ardova	Oil & Gas	🔒	🔒	🔒	🔒	🔒
200	194	↓	MarsaMaroc	Logistics	🔒	🔒	🔒	🔒	🔒



Methodology.

Definitions.



Brand Valuation Methodology.

Definition of Brand

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

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.

1



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)

2

Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



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 Brand Rating up to AAA+ in a format similar to a credit rating.

3



Brand Impact × Brand Strength

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%.

Forecast Brand Value Calculation

4

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.



We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1

Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2

Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



3

Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.

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.




















Global Brand Equity Monitor.

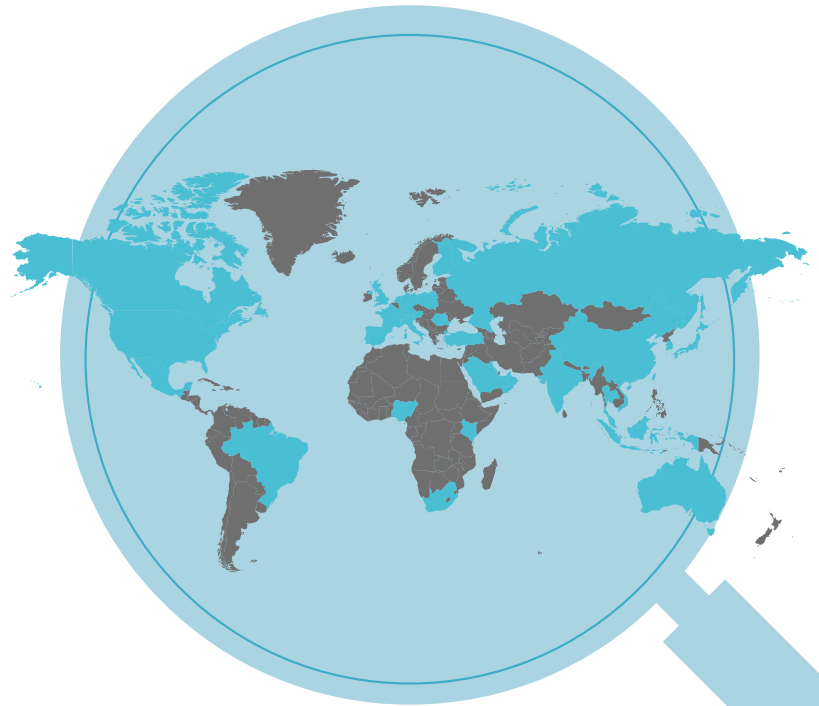
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance's proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the 'best of a bad bunch' in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world's strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon's particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience ("excellent website/apps"), and this powerful combination is irresistible for many consumers, even those who question Amazon's values and broader corporate reputation.





Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to "care about the wider community" does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald's** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it's not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

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43% Care about the wider community (Rank #1)

88% Consideration Conversion



8% Care about the wider community (Rank #86)

92% Consideration Conversion

Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is... **Burger King**.

Get your brand talked-about








Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM’s inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton’s** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users)

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	1 st	2 nd	3 rd
	  PORSCHE	Jeep	
	 Levi's®		
	 CONVERSE		 PORSCHE
	 HARLEY-DAVIDSON	 PORSCHE	 UNDER ARMOUR

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power

- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?



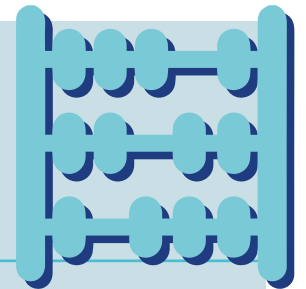
Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting

- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?



Brand Strategy

Make branding decisions with your eyes wide open

Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy

- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?



Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across over 38 markets in 31 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Brand Dialogue[®]



With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships & Influencer Outreach
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)



Brand Finance Network.

For further information on our services and valuation experience, please contact your local representative:

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