



Alcoholic Drinks 2024

The annual report on the most valuable and strongest Alcoholic Drinks brands
July 2024

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Brand Finance®



About Brand Finance

The world's leading brand valuation consultancy

For business enquiries, please contact:

Henry Farr

Director

h.farr@brandfinance.com

For media enquiries, please contact:

Gayathri Saravana Kumar

Marketing Director, Asia Pacific

g.saravanakumar@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com

+44 207 389 9400

www.brandfinance.com

Bridging 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.

Quantifying 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.

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.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

Foreword



David Haigh
Chairman & CEO,
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.

If you want to help build a stronger brand, or if you want to better understand the value of your brand, please contact the Brand Finance team and I anytime. I look forward to the conversation and helping to build a more profitable future for your brand.

Brand Finance®



Request your own Brand Value Report

Brand Finance's Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to determine your brand's value, as well as brand equity research.

Each report includes expert recommendations for growing brand value, driving performance, and gaining insights into your position against peers.

enquiries@brandfinance.com

Gain Insight

Leverage strategic insights to enhance your brand's financial standing.

Strategic Guidance

Strategise effectively to position your brand as a market leader.

Benchmark Your Performance

Benchmark your brand against industry standards for a competitive edge in the corporate landscape.

Empower Your Marketing Team

Empower your marketing team with comprehensive knowledge about your brand's financial value.

Enhance Communication

Optimise communication channels by understanding and articulating your brand's financial significance.

Deepen Understanding

Deepen your financial acumen and make well-informed decisions for corporate success.



Get Full Access to our Global Data

Brand Finance's Global Brand Equity Monitor research utilises a comprehensive framework to track and measure the core building blocks that underpin strong brands, while delivering nuanced insights that direct strategy for understanding, maintaining and building brand strength.

Brands, and customer relationship with brands, are complex. As such they require **attention, direction** and **measured support** if they're to fulfil their potential. Our brand equity reports deliver expert insight and recommendations to power your brand strategies and valuation.

+6,000 brands

Original market research on global, market and sector leading brands.

41 countries

Comprehensive coverage for market specific learnings that inform decision making.

31 sectors

Benchmark your brand against competitors and leverage industry level insights to empower your strategy.

+150,000 respondents

Robust market representation for a global perspective.

8th consecutive year

Take a longer view to track and learn from fast growing brands, market disrupters, and market leaders.

Strategic Insight

Understand your brands standing in the market, what it's known for relative to the competition, and what drives customer decision making so you can create a roadmap for success.

Ranking Analysis



Corona Extra leads the way as the most valuable and fastest growing beers brand globally

- + **Corona Extra** reclaims title of world's most valuable beers brand after a 40% brand value increase, followed by **Heineken** and **Budweiser**
- + **Tsingtao** brews success as the world's strongest beer brand
- + **Estrella Damm** and **Tiger's** brand values increase by 37% and 30%, respectively
- + **Corona Extra** has highest Sustainability Perceptions Value of USD889 million

Beers 50



Corona Extra reclaims the title of the world's most valuable beer brand following a 40% brand value increase, followed by Heineken and Budweiser





















The iconic Mexican beer brand **Corona Extra** has reclaimed its position as the world's most valuable beer brand, surpassing **Heineken** (up 18% to USD9 billion), with an impressive 40% brand value increase to USD10.4 billion. This remarkable growth solidifies its position as the most valuable brand in the Brand Finance Beers 50 2024 ranking and makes it the fastest-growing beer brand globally. **Budweiser** (brand value up 11% to USD7.4 billion) sits in third.

Corona's strategic initiatives have bolstered its brand recognition and reputation beyond its consumer appeal. Earlier this year, the announcement of Corona Cero as the official sponsor of the Paris 2024 Olympics marked a historic moment, as the first beer brand to sponsor the event.

Four additional Mexican beer brands feature in the ranking: **Modelo Especial** (brand value up 24% to USD 5.2 billion), **Tecate** (brand value up 26% to USD2 billion), **Victoria** (brand value up 22% to USD1.5 billion), and **Dos Equis XX** (up 16% to USD 841 million). Mexico is the second most represented country in the whole ranking behind the US, which had nine brands featured in total.

Top 10 Most Valuable Beer Brands 2024

© Brand Finance Plc. 2024

<p>1 ▲</p>  <p>\$10.4 bn +40%</p> 	<p>2 ▼</p>  <p>\$9.0 bn +18%</p> 	<p>3 =</p>  <p>\$7.4 bn +11%</p> 	<p>4 =</p>  <p>\$5.4 bn -9%</p> 	<p>5 =</p>  <p>\$5.2 bn +24%</p> 
<p>6 =</p>  <p>\$4.3 bn +22%</p> 	<p>7 ▲</p>  <p>\$3.3 bn +20%</p> 	<p>8 =</p>  <p>\$3.1 bn +11%</p> 	<p>9 ▼</p>  <p>\$3.1 bn -1%</p> 	<p>10 =</p>  <p>\$2.9 bn +9%</p> 

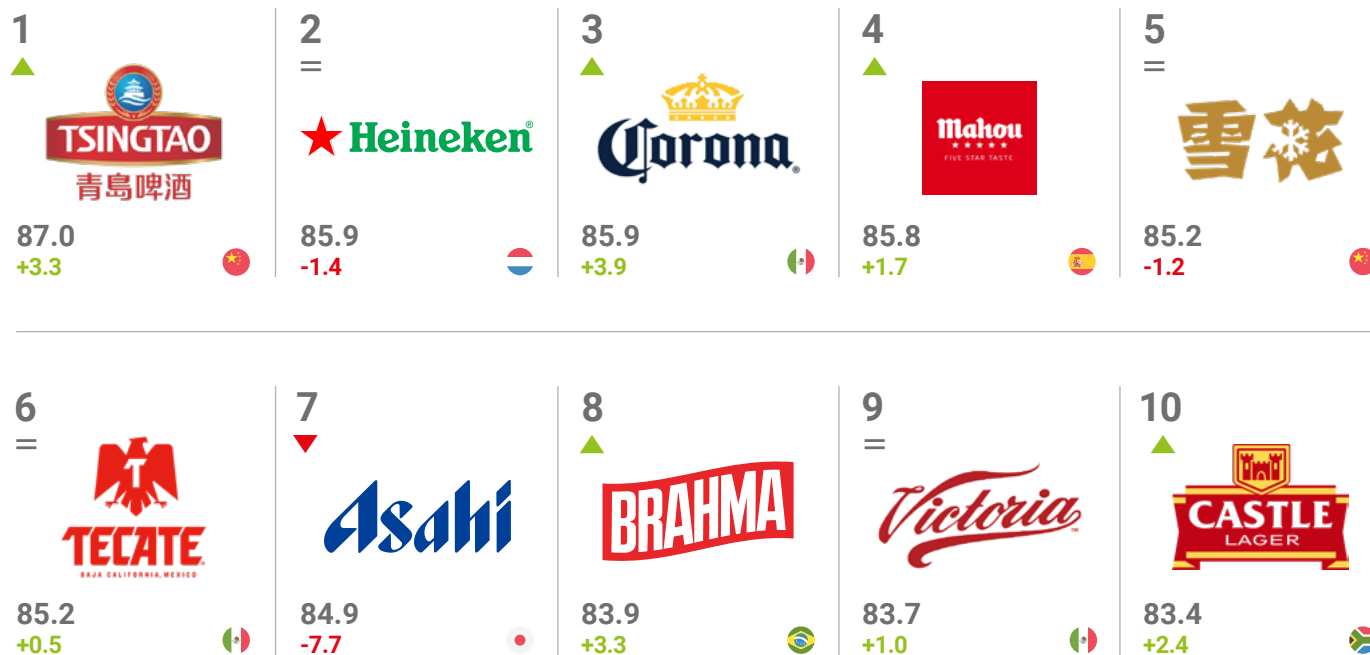
Corona has once again reclaimed the title of the world’s most valuable beer brand, a position it previously held for four consecutive years between 2019-2022. This reaffirms the brand’s leadership and mirrors evolving consumer preferences for premium and quality offerings. It also offers insights into the broader landscape of the beer industry, where brands committed to quality and innovation are redefining market standards.

Henry Farr
Director, Brand Finance



Top 10 Strongest Beer Brands 2024

© Brand Finance Plc. 2024



Tsingtao brews success as world's strongest beer brand

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 150,000 respondents in 41 countries and across 31 sectors.

China's **Tsingtao** (brand value up 21% to USD2.6 billion) is now the world's strongest beer brand, achieving an impressive BSI score of 87.0 points out of 100 and earning a prestigious AAA rating.

Tsingtao maintains a robust brand presence at home and abroad, with its products now available in over 100 countries worldwide. Through strategic partnerships with distribution channels, Tsingtao continues to fortify its position in key markets, ensuring its widespread accessibility and market growth.

Tsingtao recently announced a new partnership with LEC Beverages Group and In Good Company to manage the licensing, sales, and distribution of Tsingtao Beer in the UK. This strategic move aims to enhance the brand's presence and accessibility in the UK market.

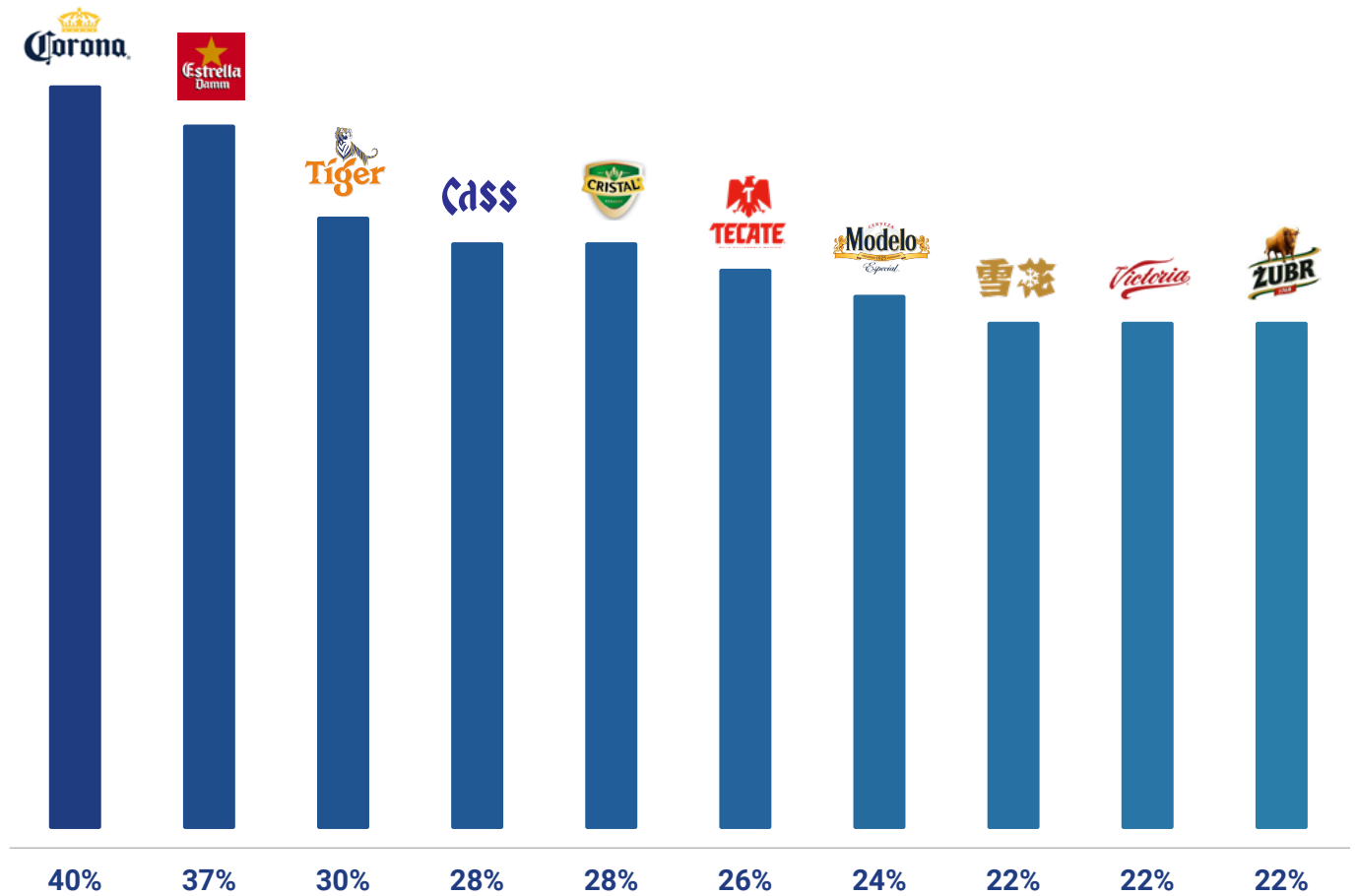
Dutch brand **Heineken** has maintained its position as the second strongest beer brand, securing a BSI score of 85.9 points out of 100.

Heineken continues to demonstrate a remarkable ability to balance product promotion and cause marketing. Marking its 150th anniversary this year through an advertising campaign titled "150 Years of Good Times – Whatever You Call Us" highlights the brand's global popularity, featuring people from different countries ordering a Heineken in various languages.

Following a 3.9-point increase in its BSI score to 85.9 out of 100, **Corona** has also recorded a noteworthy uptick in brand strength, securing the position as the third strongest beer brand globally. According to research conducted by Brand Finance, consideration, familiarity, overall reputation, and usage metrics have shown an uptick globally year-on-year.

Brand Value Change 2023-2024 (%)

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Estrella Damm and Tiger’s brand values increase by 37% and 30%, respectively

Sitting behind **Corona Extra** as the fastest-growing brand this year is Spain’s **Estrella Damm**, which increased its brand value by 37% to USD1.4 billion. Singapore’s **Tiger** ranks third for brand value growth, with a 30% increase to USD1.5 billion.

Estrella Damm's strategic initiatives have enhanced its brand recognition and reputation. In late 2023, the brand announced its official sponsorship of the 37th America’s Cup, as well as its sponsorship of Emirates Team New Zealand, the team defending the title in Barcelona this year.

This event, featuring the legendary America’s Cup – the oldest sports trophy in history which dates back to 1851 – is set to elevate the international profile of

Barcelona and the Estrella Damm brand, which is present in over 130 countries worldwide.





















In April this year, Tiger introduced its latest breakthrough in Asia with the launch of Tiger Soju Infused Lager, accompanied by the unveiling of G-DRAGON as the new official global Tiger® brand ambassador.

This marks the brand's most significant innovation to date, blending the smooth Tiger lager recipe with a touch of soju and a variety of natural flavours. Initially available in Singapore and Vietnam, this variation will soon expand into additional markets.

The new offering from Tiger extends beyond traditional lager, catering to millennial and Gen Z consumers who are drawn to products offering a dynamic fusion of progressive flavours and innovative concepts.

Top 10 Beer Brands by Sustainability Perceptions Value

© Brand Finance Plc. 2024

1		2		3		4		5	
									
	\$889 m E: 1.00 S: 1.01 G: 1.01		\$795 m E: 1.04 S: 1.04 G: 1.04		\$627 m E: 1.00 S: 1.01 G: 0.99		\$468 m E: 1.05 S: 1.05 G: 1.04		\$436 m E: 0.96 S: 0.97 G: 0.90
6		7		8		9		10	
									
	\$373 m E: 1.02 S: 1.04 G: 1.01		\$293 m E: 1.10 S: 1.10 G: 1.08		\$282 m E: 1.05 S: 1.06 G: 1.06		\$278 m E: 1.00 S: 1.00 G: 1.00		\$245 m E: 0.97 S: 0.99 G: 0.98

USDxx = Sustainability Perceptions Value x.x = Sustainability Perceptions Score / Sector Median



Corona Extra has highest Sustainability Perceptions Value of USD889 million

Brand Finance also utilises its Global Brand Equity Monitor (GBEM) research to compile a Sustainability Perceptions Index which determines the role of sustainability in driving brand consideration across sectors. In the beers sector, sustainability is responsible for driving 8.5% of customer consideration. Brand Finance’s perceptual data also offers insight into which brands global consumers believe to be most committed to sustainability.

For individual brands, the Index displays the proportion of brand value attributable to sustainability perceptions. This Sustainability Perceptions Value is the financial value contingent on a brand’s reputation for acting sustainably. From here, Brand Finance’s perceptual research is analysed alongside CSRHub’s environmental, social and governance (ESG) performance data to determine a brand’s ‘gap value’. This is the value at risk, or value to be gained, arising from the difference between sustainability perceptions and actual performance. The 2024 Sustainability Perceptions Index finds that in the beers sector, **Corona Extra** has the highest Sustainability Perceptions Value of USD889 million.

Brand Value Ranking (USDm)

Top most valuable Beer brands 1-50

2024 Rank	2023 Rank		Brand	Country	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	2	▲	Corona Extra	Mexico	\$10,389	+39.9%	\$7,425	AAA	AAA-
2	1	▼	Heineken	Netherlands	\$8,982	+18.3%	\$7,594	AAA	AAA
3	3	=	Budweiser	United States	\$7,360	+10.6%	\$6,654	AAA-	AAA-
4	4	=	Bud Light	United States	\$5,426	-8.8%	\$5,949	AA	AA+
5	5	=	Modelo Especial	Mexico	\$5,243	+23.6%	\$4,241	AA+	AAA-
6	6	=	Snow	China (Hong Kong)	\$4,291	+22.4%	\$3,505	AAA	AAA
7	9	▲	Coors	United States	\$3,263	+19.6%	\$2,727	AA-	AA
8	8	=	Asahi	Japan	\$3,140	+10.6%	\$2,840	AAA	AAA+
9	7	▼	Kirin	Japan	\$3,134	-0.8%	\$3,161	AAA-	AAA
10	10	=	Miller Lite	United States	\$2,940	+8.8%	\$2,701	A+	AA-
11	11	=	Guinness	Ireland	🔒	🔒	🔒	🔒	🔒
12	12	=	Tsingtao	China	🔒	🔒	🔒	🔒	🔒
13	14	▲	Michelob	United States	🔒	🔒	🔒	🔒	🔒
14	13	▼	Harbin	China	🔒	🔒	🔒	🔒	🔒
15	18	▲	Tecate	Mexico	🔒	🔒	🔒	🔒	🔒
16	17	▲	Brahma	Brazil	🔒	🔒	🔒	🔒	🔒
17	15	▼	Skol (AB InBev)	Brazil	🔒	🔒	🔒	🔒	🔒
18	16	▼	Carlsberg	Denmark	🔒	🔒	🔒	🔒	🔒
19	20	▲	Stella Artois	Belgium	🔒	🔒	🔒	🔒	🔒
20	21	▲	Victoria	Mexico	🔒	🔒	🔒	🔒	🔒
21	23	▲	Tiger	Singapore	🔒	🔒	🔒	🔒	🔒
22	25	▲	Estrella Damm	Spain	🔒	🔒	🔒	🔒	🔒
23	22	▼	Busch	United States	🔒	🔒	🔒	🔒	🔒
24	26	▲	Truly Hard Seltzer	United States	🔒	🔒	🔒	🔒	🔒
25	24	▼	Antarctica	Brazil	🔒	🔒	🔒	🔒	🔒
26	30	▲	Tuborg	Denmark	🔒	🔒	🔒	🔒	🔒
27	27	=	Saigon	Vietnam	🔒	🔒	🔒	🔒	🔒
28	29	▲	Amstel	Netherlands	🔒	🔒	🔒	🔒	🔒
29	31	▲	Mahou	Spain	🔒	🔒	🔒	🔒	🔒
30	28	▼	Natural	United States	🔒	🔒	🔒	🔒	🔒
31	32	▲	Dos Equis XX	Mexico	🔒	🔒	🔒	🔒	🔒
32	36	▲	Cass	South Korea	🔒	🔒	🔒	🔒	🔒
33	33	=	Zhujiang	China	🔒	🔒	🔒	🔒	🔒
34	40	▲	Castle	South Africa	🔒	🔒	🔒	🔒	🔒
35	39	▲	Desperados	France	🔒	🔒	🔒	🔒	🔒
36	35	▼	Aguila	Colombia	🔒	🔒	🔒	🔒	🔒
37	34	▼	Kingfisher	India	🔒	🔒	🔒	🔒	🔒
38	41	▲	Kronenbourg 1664	France	🔒	🔒	🔒	🔒	🔒
39	37	▼	Foster's	Australia	🔒	🔒	🔒	🔒	🔒
40	42	▲	Carling Black Label	South Africa	🔒	🔒	🔒	🔒	🔒
41	38	▼	Chang	Thailand	🔒	🔒	🔒	🔒	🔒
42	49	▲	Peroni	Italy	🔒	🔒	🔒	🔒	🔒
43	44	▲	Beck's	Germany	🔒	🔒	🔒	🔒	🔒
44	48	▲	Samuel Adams	United States	🔒	🔒	🔒	🔒	🔒
45	51	▲	Yanjing	China	🔒	🔒	🔒	🔒	🔒
46	47	▲	Cruzcampo	Spain	🔒	🔒	🔒	🔒	🔒
47	57	▲	Żubr	Poland	🔒	🔒	🔒	🔒	🔒
48	54	▲	Super Bock	Portugal	🔒	🔒	🔒	🔒	🔒
49	60	▲	Cristal	Chile	🔒	🔒	🔒	🔒	🔒
50	50	=	San Miguel	Spain	🔒	🔒	🔒	🔒	🔒

China's spirits soar: Moutai & Wuliangye reign as leading brands, US and European labels toast to largest growth

- + **Moutai** and **Wuliangye** retain title as world's top two most valuable spirits brand while **Luzhou Laojiao** ranks third
- + **Wuliangye** and **Moutai** remain as two undisputed kings possessing AAA+ brand strength rating
- + **Jim Beam** leads with double-digit brand value growth, **Jägermeister** and **Martini** occupy second and third rank as brands with largest growth by percentage
- + **Moutai** has highest Sustainability Perceptions Value of USD5.9 billion

Spirits 50



Moutai and Wuliangye retain title as world's top two most valuable spirits brand while Luzhou Laojiao ranks third

For the ninth consecutive year, elite baijiu brand **Moutai** (brand value up 1% to USD50.1 billion) is the world's most valuable spirits brand ranked by Brand Finance. At the second rank, also maintaining its 2023 position, is **Wuliangye** (brand value down 15% to USD25.9 billion) while the third most valuable spirits brand ranked this year is **Luzhou Laojiao** (brand value up 6% to USD8.2 billion).

In September 2023, Moutai began active engagements through several innovative marketing initiatives to attract younger audience for its popular drink. Through its global cultural campaign, Moutai embarked on the "Xie Mei" tour with stops in Japan, France, and the UK, aiming to blend Chinese liquor culture with global traditions and emphasize on environmental sustainability while highlighting Moutai's commitment to cultural exchange and sustainability. Through the e-commerce space and its growing digital presence, Wuliangye has enhanced its online sales channels, allowing customers to purchase their products directly through their website.











The strategic manoeuvres of Moutai, Wuliangye, and Luzhou Laojiao exemplify why they lead the global spirits industry.

Whether it's Moutai's younger audience-targeted campaigns, Wuliangye's e-commerce advancements, or Luzhou Laojiao's prestigious sponsorships, these brands are not just maintaining their positions —they are revolutionising the market.

Henry Farr
Director, Brand Finance

Top 10 Most Valuable Spirits Brands 2024

© Brand Finance Plc. 2024

<p>1 =</p>  <p>贵州茅台集团 KWEICHOW MOUTAI GROUP</p> <p>\$50.1 bn +1%</p>	<p>2 =</p>  <p>五粮液 WULIANGYE</p> <p>\$25.9 bn -15%</p>	<p>3 ▲</p>  <p>泸州老窖 LUZHOU LAOJIAO</p> <p>\$8.2 bn +6%</p>	<p>4 ▼</p>  <p>汾酒集团</p> <p>\$7.2 bn -14%</p>	<p>5 =</p>  <p>洋河股份 YANGHE</p> <p>\$6.3 bn -7%</p>
<p>6 =</p>  <p>Hennessy COGNAC</p> <p>\$5.2 bn -18%</p>	<p>7 =</p>  <p>古井贡酒</p> <p>\$4.4 bn +11%</p>	<p>8 =</p>  <p>JACK DANIEL'S OLD No. 7 BRAND</p> <p>\$3.8 bn +8%</p>	<p>9 =</p>  <p>JOHNNIE WALKER</p> <p>\$2.5 bn -17%</p>	<p>10 ▲</p>  <p>BACARDI</p> <p>\$2.4 bn +7%</p>

This initiative aims to increase the brand's global sales by providing easy access to their products as well as detailed information about their offerings and history. Additionally, **Wuliangye** has developed a two-dimensional code traceability system to ensure product authenticity.

The two-dimensional code traceability system complements Wuliangye's enhanced online sales channels by adding layers of authenticity, interactivity, and detailed product information, which collectively boosts the brand's digital presence and global sales potential.





















Luzhou Laojiao has been actively engaging in high-profile marketing initiatives throughout 2024 to enhance its brand visibility and global reach. One of the notable examples include the brand being the title sponsor of the '2024 Luzhou Laojiao Guojiao 1573 WCGC World Final', a significant event in the corporate golf circuit.

Scheduled to take place in Haikou, Hainan in October, this tournament underscores the brand's commitment to excellence and luxurious lifestyle associations, in addition to solidifying the brand's reputation as a premium brand on the international stage. **Moutai** has highest Sustainability Perceptions Value of USD5.9 billion.



Top 10 Strongest Spirits Brands 2024

© Brand Finance Plc. 2024

<p>1 ▲</p>  <p>90.7 +0.9</p> 	<p>2 ▼</p>  <p>89.9 -0.9</p> 	<p>3 =</p>  <p>88.5 -0.9</p> 	<p>4 ▲</p>  <p>85.7 -0.5</p> 	<p>5 ▲</p>  <p>83.2 +1.7</p> 
<p>6 ▲</p>  <p>82.9 +1.6</p> 	<p>7 =</p>  <p>82.7 -2.1</p> 	<p>8 ▲</p>  <p>81.7 -2.3</p> 	<p>9 ▼</p>  <p>81.4 -2.9</p> 	<p>10 ▼</p>  <p>81.0 -5.4</p> 

Wuliangye and Moutai remain as two undisputed kings possessing AAA+ brand strength rating

Wuliangye has now become the world's strongest spirits brand ranked, in addition to being the second most valuable brand of 2024. It boasts a BSI score of 90.7 of 100, earning an impressive AAA+ rating. **Moutai**, with a respectable BSI of 89.9 of 100, joins Wuliangye to enjoy the top tier AAA+ brand strength rating.

Together, these brands stand out as the only spirits duo globally to achieve the AAA+ brand strength ratings by Brand Finance, highlighting the significant growth of Chinese baijiu in the global market. Mexico's tequila brand, **1800** (brand value up 13% to USD480 million) ranks as the third strongest this year with its BSI score dropping slightly by 0.9 points to 88.5 of 100, resulting in a brand strength rating of AAA.

Wuliangye has undertaken several significant marketing initiatives to bolster its brand presence and performance. Among its strategic partnerships, in November 2023, Wuliangye formed a strategic alliance with Italy's Campari Group. This partnership focuses on the creation of innovative products

blending eastern and western spirits. One notable product in this range is the Wugroni, a twist on the classic Negroni cocktail, combining Wuliangye baijiu with Campari and Cinzano Vermouth Rosso. This collaboration aims to enhance market cooperation and cultural exchange between the brands.

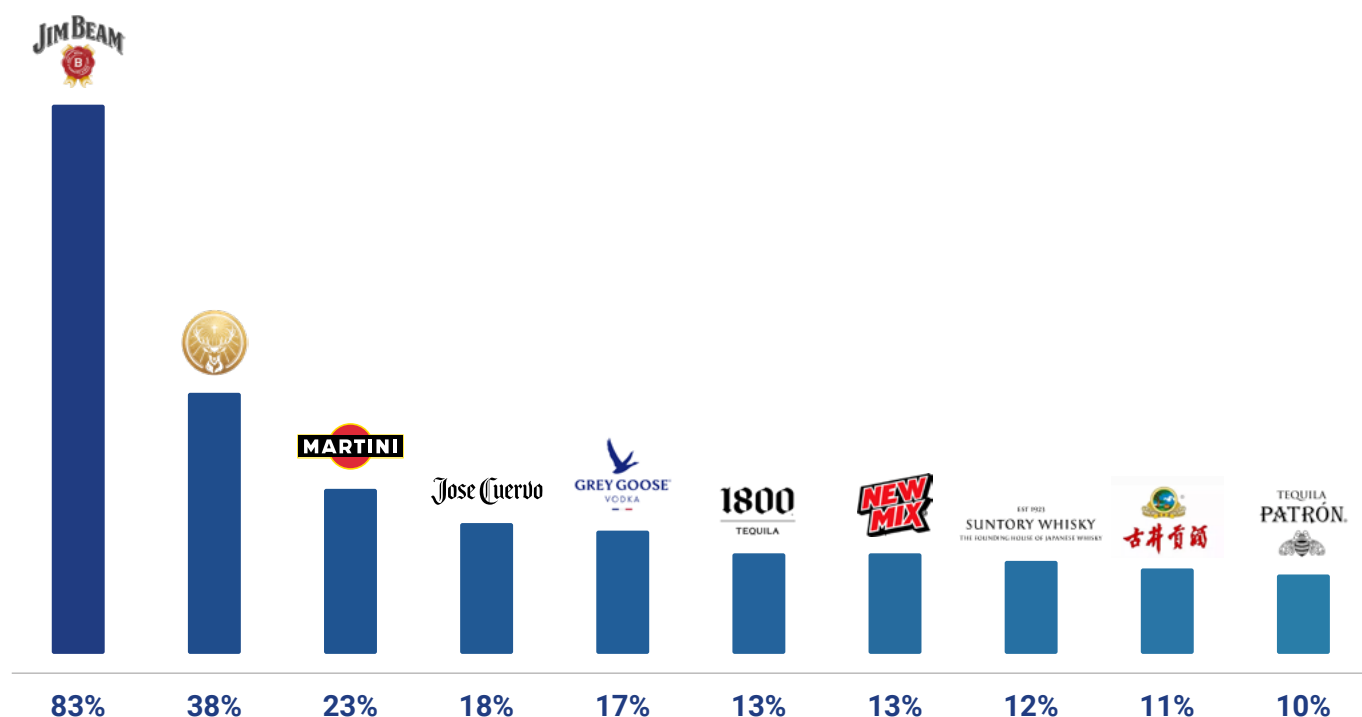
Navigating the brand through the digital era, Moutai, is actively extending its cultural reach internationally, harnessing both digital and physical spaces to captivate global audiences.

The brand's strategic use of cultural hubs, international trade entities, and digital forums has fostered intimate connections with consumers worldwide, amplifying the presence of Chinese liquor culture on the global stage.

In May 2023, 1800 launched several significant marketing initiatives to enhance its brand presence and connect with a wide audience. One example is the "Taste is Everything" campaign, which features prominent figures such as 10-time NBA All-Star Carmelo Anthony and Latin superstar Ozuna. This campaign spans TV, digital platforms, social media, out-of-home advertisements, and in-store promotions, all highlighting the brand's dedication to quality and its cultural heritage.

Brand Value Change 2023-2024 (%)

© Brand Finance Plc. 2024



Jim Beam leads with double digit brand value growth, Jägermeister and Martini occupy second and third rank as brands with largest growth by percentage

Jim Beam (brand value up 83% to USD539 million) claims the title of the spirits brand with the largest brand value growth by percentage. The brand's massive surge in brand value this year has allowed it to climb 24 ranks to occupy the 42nd spot among the most valuable spirits brands ranked by Brand Finance in 2024. Coming in at the second and third rank are **Jägermeister** (brand value up 38% to USD914 million) and Italian brand **Martini** (brand value up 23% to USD586 million).

Jim Beam launched several notable marketing initiatives that have contributed to its significant brand value increase, including its decision in March this year, to become the official spirits sponsor of the Sydney Swans, an Australian Football League team, which allows the brand to act as the presenting partner for a match-day tradition and creating unique fan experiences. The collaboration is designed to connect with the passionate Swans fan base

and strengthen Jim Beam's presence in the Australian market. Jägermeister announced in March this year of its collaboration with New York-based creative agency GLOW to focus on community-driven content and brand initiatives called "Best nights of your life- today and tomorrow".





















The brand's goal is to authentically connect with Gen Z, inspire them with unique, value-driven content, and create unforgettable digital experiences while on the overall, it aims for the partnership to help strengthen Jägermeister's global social media presence.

In a gesture to celebrate the modern aperitivo moment, Bacardi-owned vermouth brand Martini, launched the "Dare to Be" campaign in May this year covering several key markets including Spain, Benelux, Portugal, and Italy.

The campaign encourages consumers to step out of their everyday selves and embrace their most playful and stylish side. It features vibrant visuals of friends enjoying aperitivo during the day, emphasizing Martini's Italian magnetic style.

Top 10 Spirits Brands by Sustainability Perceptions Value

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<p>1 </p>  <p>\$5,848 m E: 1.09 S: 1.11 G: 1.08</p>	<p>2 </p>  <p>\$2,869 m E: 1.05 S: 1.04 G: 1.02</p>	<p>3 </p>  <p>\$894 m E: 1.01 S: 1.01 G: 1.04</p>	<p>4 </p>  <p>\$779 m E: 1.01 S: 1.00 G: 1.02</p>	<p>5 </p>  <p>\$657 m E: 0.97 S: 0.98 G: 0.96</p>
<p>6 </p>  <p>\$543 m E: 0.97 S: 1.00 G: 0.96</p>	<p>7 </p>  <p>\$474 m E: 1.02 S: 0.99 G: 0.99</p>	<p>8 </p>  <p>\$410 m E: 0.99 S: 1.01 G: 1.01</p>	<p>9 </p>  <p>\$270 m E: 1.00 S: 1.00 G: 1.00</p>	<p>10 </p>  <p>\$253 m E: 0.98 S: 0.99 G: 0.99</p>

USDxx = Sustainability Perceptions Value x.x = Sustainability Perceptions Score / Sector Median

Moutai has highest Sustainability Perceptions Value of USD5.9 billion

Brand Finance also utilises its Global Brand Equity Monitor (GBEM) research to compile a Sustainability Perceptions Index which determines the role of sustainability in driving brand consideration across sectors. In the spirits sector, sustainability is responsible for driving 10.7% of customer consideration. Brand Finance’s perceptual data also offers insight into which brands global consumers believe to be most committed to sustainability.

For individual brands, the Index displays the proportion of brand value attributable to sustainability perceptions. This Sustainability Perceptions Value is the financial value contingent on a brand’s reputation for acting sustainably.

From here, Brand Finance’s perceptual research is analysed alongside CSRHub’s environmental, social and governance (ESG) performance data to determine a brand’s ‘gap value’. This is the value at risk, or value to be gained, arising from the difference between sustainability perceptions and actual performance.

The 2024 Sustainability Perceptions Index reveals that **Moutai** leads the spirits sector with the highest Sustainability Perceptions Value of USD5.9 billion. Moutai’s commitment to sustainable development has fuelled its path to high-quality growth, anchored by the brand’s distinctive aesthetic.

The brand continues to emphasize that sustainable growth is the ultimate goal for the company, while value creation remains a fundamental responsibility of a publicly listed entity. Moutai prioritises shareholder interests by delivering financial rewards and collaborates with various stakeholders to ensure its continued sustainable growth.



Brand Value Ranking (USDm)

Top most valuable Spirits brands 1-50

2024 Rank	2023 Rank		Brand	Country	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	1	=	Moutai	China	\$50,095	+0.7%	\$49,743	AAA+	AAA+
2	2	=	Wuliangye	China	\$25,895	-14.5%	\$30,290	AAA+	AAA+
3	4	▲	Luzhou Laojiao	China	\$8,239	+6.4%	\$7,744	AAA-	AAA-
4	3	▼	Xinghuacun Fen Wine	China	\$7,237	-13.6%	\$8,374	AA	AA+
5	5	=	Yanghe	China	\$6,346	-7.3%	\$6,848	AA	AA
6	6	=	Hennessy	France	\$5,208	-17.5%	\$6,315	AA+	AAA-
7	7	=	Gujing Gong Jiu	China	\$4,443	+10.5%	\$4,019	AA	AA
8	8	=	Jack Daniel's	United States	\$3,826	+8.1%	\$3,540	AAA-	AAA-
9	9	=	Johnnie Walker	United Kingdom	\$2,537	-16.7%	\$3,045	AA+	AAA-
10	11	▲	Bacardi	Bermuda	\$2,402	+6.7%	\$2,251	AA+	AAA-
11	10	▼	Smirnoff	Russia	🔒	🔒	🔒	🔒	🔒
12	12	=	Ruang Khao	Thailand	🔒	🔒	🔒	🔒	🔒
13	15	▲	Patrón	Mexico	🔒	🔒	🔒	🔒	🔒
14	13	▼	Shede	China	🔒	🔒	🔒	🔒	🔒
15	18	▲	Grey Goose	France	🔒	🔒	🔒	🔒	🔒
16	14	▼	Don Julio	Mexico	🔒	🔒	🔒	🔒	🔒
17	16	▼	Crown Royal	Canada	🔒	🔒	🔒	🔒	🔒
18	25	▲	José Cuervo	Mexico	🔒	🔒	🔒	🔒	🔒
19	20	▲	Yingjia	China	🔒	🔒	🔒	🔒	🔒
20	22	▲	Absolut	Sweden	🔒	🔒	🔒	🔒	🔒
21	23	▲	Martell	France	🔒	🔒	🔒	🔒	🔒
22	24	▲	Jameson	Ireland	🔒	🔒	🔒	🔒	🔒
23	21	▼	Baileys	Ireland	🔒	🔒	🔒	🔒	🔒
24	36	▲	Jagermeister	Germany	🔒	🔒	🔒	🔒	🔒
25	29	▲	Aperol	Italy	🔒	🔒	🔒	🔒	🔒
26	26	=	Captain Morgan	Jamaica	🔒	🔒	🔒	🔒	🔒
27	17	▼	Rémy Martin	France	🔒	🔒	🔒	🔒	🔒
28	27	▼	Ballantine's	United Kingdom	🔒	🔒	🔒	🔒	🔒
29	-	New	The Macallan	United Kingdom	🔒	🔒	🔒	🔒	🔒
30	30	=	Chivas Regal	United Kingdom	🔒	🔒	🔒	🔒	🔒
31	32	▲	Chamisul	South Korea	🔒	🔒	🔒	🔒	🔒
32	28	▼	Casamigos	United States	🔒	🔒	🔒	🔒	🔒
33	33	=	Royal Stag	India	🔒	🔒	🔒	🔒	🔒
34	38	▲	Suntory Whisky	Japan	🔒	🔒	🔒	🔒	🔒
35	34	▼	Imperial	South Korea	🔒	🔒	🔒	🔒	🔒
36	31	▼	Gordon's	United Kingdom	🔒	🔒	🔒	🔒	🔒
37	39	▲	Bombay Sapphire	United Kingdom	🔒	🔒	🔒	🔒	🔒
38	19	▼	Jiugui Jiu	China	🔒	🔒	🔒	🔒	🔒
39	40	▲	Hengshui Laobaigan	China	🔒	🔒	🔒	🔒	🔒
40	44	▲	Martini	Italy	🔒	🔒	🔒	🔒	🔒
41	41	=	McDowell's	India	🔒	🔒	🔒	🔒	🔒
42	66	▲	Jim Beam	United States	🔒	🔒	🔒	🔒	🔒
43	35	▼	Grant's	United Kingdom	🔒	🔒	🔒	🔒	🔒
44	42	▼	Blender's Pride	India	🔒	🔒	🔒	🔒	🔒
45	48	▲	1800	Mexico	🔒	🔒	🔒	🔒	🔒
46	43	▼	Ricard	France	🔒	🔒	🔒	🔒	🔒
47	49	▲	New Mix	Mexico	🔒	🔒	🔒	🔒	🔒
48	45	▼	Belvedere	Poland	🔒	🔒	🔒	🔒	🔒
49	37	▼	Glenfiddich	United Kingdom	🔒	🔒	🔒	🔒	🔒
50	53	▲	Dewar's	United Kingdom	🔒	🔒	🔒	🔒	🔒

French champagne houses perform strongly, making up three of the top-four most valuable Wine & Champagne brands

- + **Moët & Chandon** is the most valuable Wine & Champagne brand with a brand value of USD1.4 billion
- + **Changyu** has the highest Brand Strength Index (BSI) rating in the ranking despite a 33% dip in brand value
- + **Moët & Chandon** leads for Sustainability Perceptions Value with consistent performance across ESG metrics

Champagne & Wine 10



Moët & Chandon is the most valuable Wine and Champagne brand with a brand value of USD1.4 billion

Moët & Chandon is the world's most valuable Wine and Champagne brand with a brand value of USD1.4 billion. Moët & Chandon's brand value has risen 9% year-on-year, mostly as a result of a strong financial performance. Driven by its value strategy, LVMH's champagne business posted growth, with strong performances in Europe and Japan, mitigating the impact of an unfavourable macroeconomic environment in the United States.

Moët & Chandon continues to leverage brand ambassadors to enhance awareness, familiarity, and perceptions of prestige.











This effort included celebrating global brand ambassador and tennis legend, Roger Federer's 20-year career with an exclusive limited edition magnum bottle titled "Greatness since 1998." Federer was also featured in a short film ad campaign for the brand in 2023.

Other well-known French champagne houses, **Veuve Clicquot** (brand value up 2% to USD959 million) and **Dom Pérignon** (brand value up 7% to USD800 million), rank as the third and fourth most valuable brands in the wine and champagne sector, each rising one rank from the previous year.

US-based **Chandon** is now the second most valuable brand, with a brand value of USD1 billion. All of the top four most valuable brands in the ranking are owned by parent company LVMH.

Top 10 Most Valuable Champagne & Wine Brands 2024

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<p>1</p> <p>FRANCE 1743</p> <p>MOËT & CHANDON</p> <p>CHAMPAGNE</p> <p>\$1.4 bn</p> <p>+9%</p> 	<p>2</p> <p>CHANDON</p> <p>\$1.0 bn</p> <p>-1%</p> 	<p>3</p> <p>Veuve Clicquot</p> <p>\$1.0 bn</p> <p>+2%</p> 	<p>4</p> <p>Dom Pérignon</p> <p>\$0.8 bn</p> <p>+7%</p> 	<p>5</p> <p>CHANGYU</p> <p>since 1892</p> <p>\$0.7 bn</p> <p>-33%</p> 
<p>6</p> <p>Penfolds</p> <p>\$0.7 bn</p> <p>+2%</p> 	<p>7</p> <p>[yellow tail]</p> <p>\$0.6 bn</p> <p>+139%</p> 	<p>8</p> <p>ESTD 1876</p> <p>BERINGER.</p> <p>\$0.5 bn</p> <p>+18%</p> 	<p>9</p> <p>JACOB'S CREEK</p> <p>\$0.3 bn</p> <p>+10%</p> 	<p>10</p> <p>LINDEMAN'S</p> <p>1843</p> <p>\$0.3 bn</p> <p>+11%</p> 





Changyu has the highest Brand Strength Index (BSI) rating in the ranking despite a 33% dip in brand value

Chinese wine brand **Changyu** has the highest Brand Strength Index (BSI) score in the ranking, maintaining its AAA- brand strength rating in 2024 despite a 1.8 point BSI score fall to 81.5 out of 100 and 33% decline in brand value to USD707 million.

Brand Finance's research, focused on Changyu's primary market in China, found it excelled in familiarity and consideration metrics; however, the research also revealed a decline in stakeholders' perceptions of Changyu's price premium. The decline in price premium perceptions is likely due to the growing number of wine brands entering the Chinese market, challenging Changyu's market presence. This, coupled with poor financial performance over the past year, has contributed to Changyu's brand value decline.

Changyu has continued to invest in new marketing initiatives, including focusing on enhancing customer experience through vineyard tours and wine-tasting events which commenced in November 2023, aiming to educate and engage consumers directly.

Top 10 Strongest Champagne & Wine Brands 2024

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<p>1 =</p>  <p>81.5 -1.8</p> 	<p>2 =</p>  <p>79.3 -2.3</p> 	<p>3 ▲</p>  <p>76.8 +0.3</p> 	<p>4 ▼</p>  <p>76.4 -4.9</p> 	<p>5 ▼</p> <p>Veuve Clicquot</p> <p>72.4 -7.9</p> 
<p>6 New</p>  <p>72.2 +0.1</p> 	<p>7 New</p>  <p>71.9 +2.0</p> 	<p>8 ▼</p>  <p>71.9 -5.5</p> 	<p>9 ▼</p>  <p>71.2 -8.6</p> 	<p>10 =</p>  <p>70.2 +3.2</p> 

Australian brand **Penfolds** (brand value up by 2% to USD675 million) has the second highest Brand Strength Index score in the ranking with a score of 79.3 out of 100 and AA+ brand strength rating.




















In an update to investors dated June 2024, Penfolds provided a roadmap for its re-entry into the Chinese market. The plan will see Treasury Wine Estates remaining focused on driving Penfolds' status as a luxury brand, including a global increase to prices starting 1 July. By leveraging the Penfolds brand status to drive ongoing demand, the brand remains clear on its ambition to be the number one luxury wine brand in the market.

Moët & Chandon leads for Sustainability Perceptions Value with consistent performance across ESG metrics

Brand Finance also utilises its Global Brand Equity Monitor (GBEM) research to compile a Sustainability Perceptions Index which determines the role of sustainability in driving brand consideration across sectors.



Top 10 Champagne & Wine Brands by Sustainability Perceptions Value © Brand Finance Plc. 2024

<p>1 </p>  <p>\$150 m E: 1.01 S: 1.01 G: 1.01</p>	<p>2 </p>  <p>\$109 m E: 1.04 S: 1.01 G: 1.00</p>	<p>3 </p> <p>Veuve Clicquot</p> <p>\$106 m E: 1.05 S: 1.03 G: 1.01</p>	<p>4 </p>  <p>\$88 m E: 1.03 S: 1.03 G: 1.04</p>	<p>5 </p>  <p>\$81 m E: 1.06 S: 1.09 G: 1.07</p>
<p>6 </p>  <p>\$74 m E: 1.03 S: 1.01 G: 1.05</p>	<p>7 </p>  <p>\$66 m E: 1.00 S: 1.00 G: 1.02</p>	<p>8 </p>  <p>\$57 m E: 1.00 S: 0.99 G: 1.00</p>	<p>9 </p>  <p>\$37 m E: 0.99 S: 1.01 G: 1.03</p>	<p>10 </p>  <p>\$29 m E: 0.98 S: 1.04 G: 1.00</p>

USDxx = Sustainability Perceptions Value x.x = Sustainability Perceptions Score / Sector Median

In the wine and champagne sector, sustainability is responsible for driving 10.7% of customer consideration.

This reflects an ongoing transition in the wine and champagne industry, in which many winemakers are revamping their practices to better care for the environment and safeguard vines against climate extremes. Consumers are also becoming more aware of sustainable practices, with some favouring those winemakers that reduce pesticide use, recycle water, and ensure fair treatment for vineyard workers and producers, and communicate this effectively.

Brand Finance's perceptual data also offers insight into which brands global consumers believe to be most committed to sustainability.

For individual brands, the Index displays the proportion of brand value attributable to sustainability perceptions. This Sustainability Perceptions Value is the financial value contingent on a brand's reputation for acting sustainably.

The 2024 Sustainability Perceptions Index reveals that **Moët & Chandon** has the highest Sustainability Perceptions Value (SPV) in the wine and champagne ranking - USD150 million. Moët & Chandon performed consistently strongly across all three Sustainability Perception metrics, namely Social, Environmental, and Governance (ESG), highlighting a robust perception for sustainability among stakeholders.



Brand Value Ranking (USDm)

Top most valuable Champagne & Wine Brands 1-10

2024 Rank	2023 Rank		Brand	Country	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	1	=	Moët & Chandon	France	\$1,391	+9.1%	\$1,275	AA+	AAA-
2	3	▲	Chandon	United States	\$1,004	-0.7%	\$1,011	AA	AAA-
3	4	▲	Veuve Clicquot	France	\$959	+1.8%	\$942	AA	AAA-
4	5	▲	Dom Pérignon	France	\$800	+6.7%	\$750	AA	AA+
5	2	▼	Changyu	China	\$707	-32.9%	\$1,053	AAA-	AAA-
6	7	▲	Penfolds	Australia	\$675	+2.3%	\$659	AA+	AAA-
7	12	▲	Yellow Tail	Australia	\$613	+138.7%	\$257	AA	AA
8	8	=	Beringer	United States	\$542	+17.5%	\$461	AA	AA-
9	10	▲	Jacob's Creek	Australia	\$344	+10.0%	\$313	AA+	AA+
10	13	▲	Lindeman's	Australia	\$271	+11.4%	\$244	AA	AA






















Segment Ranking



Segment Ranking

Top 10 Most Valuable Whisky Brands 2024

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<p>1</p>  <p>\$3.8 bn +8%</p> 	<p>2</p> <p>JOHNNIE WALKER</p> <p>\$2.5 bn -17%</p> 	<p>3</p>  <p>\$1.3 bn -17%</p> 	<p>4</p>  <p>\$1.1 bn -3%</p> 	<p>5</p>  <p>\$0.8 bn -14%</p> 
<p>6 New</p>  <p>\$0.8 bn -</p> 	<p>7</p>  <p>\$0.8 bn -7%</p> 	<p>8</p>  <p>\$0.7 bn -3%</p> 	<p>9</p>  <p>\$0.7 bn +12%</p> 	<p>10</p>  <p>\$0.7 bn -7%</p> 

Jack Daniel's (brand value up 8% to USD3.8 billion) triumphs again as the world's most valuable whiskey brand ranked. This year, Jack Daniel's solidified its position through the unveiling of a limited-edition Tennessee Whiskey bottle to commemorate its partnership with McLaren Racing.

This special edition, featuring unique packaging with McLaren's signature colours, was available in select markets, including Formula 1 cities worldwide. This collaboration not only highlighted the brand's commitment to quality and innovation but also leveraged the excitement and global reach of F1 racing to connect with a broader audience.











Johnnie Walker (brand value down 17% to USD2.5 billion) is the second most valuable whiskey ranked. In January this year, Johnnie Walker undertook significant marketing initiatives to bolster its brand amidst a challenging market by collaborating with visual artist James Jean to create a special edition Blue Label bottle in celebration of the Lunar New Year. The design featured intricate artwork of the zodiac animal - the dragon - symbolizing tradition and innovation. This campaign aimed to resonate with consumers by blending cultural elements with modern artistry.

Crown Royal (brand value down 17% to USD1.3 billion) maintains its place in third despite a decline in brand value. In February 2023, the brand announced celebrity partnerships of wholly different beats, with Foo Fighter Dave Grohl appearing in the brand's Super Bowl advert, and Solange Knowles and her creative group brought on to help highlight Crown Royal's innovative approach to whisky.



Top 5 Most Valuable Brandy Brands 2024

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<p>1 =</p>  <p>Hennessy COGNAC</p> <p>\$5.2 bn -18%</p> 	<p>2 ▲</p>  <p>MARTELL COGNAC FONDÉE EN 1715</p> <p>\$1.2 bn -7%</p> 	<p>3 ▼</p>  <p>RÉMY MARTIN</p> <p>\$0.9 bn -36%</p> 	<p>4 =</p>  <p>Grand Marnier® Maison fondée en 1827</p> <p>\$0.2 bn -11%</p> 	<p>5 =</p>  <p>HONEYBEE TRIBE</p> <p>\$0.2 bn -17%</p> 
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Hennessy (brand value down 18% to USD5.2 billion) reigns as the world's most valuable brandy brand ranked this year. Hennessy's newest campaign, "Made for More", made its debut in May 2024 featuring Teyana Taylor and Damson Idris. This change comes as the company moves away from its "Never Stop, Never Settle" campaign which was based on perseverance.

The new campaign, marks a departure from Hennessy's traditional marketing approach, emphasizing the spirit's versatility as a cocktail ingredient and presenting it in a playful and stylish manner. **Martell** (brand value down 7% to USD1.2 billion) claims second place in the brandy ranking, beating **Remy Martin** (brand value down 36% to USD877 million) at third placement.



Top 5 Most Valuable Vodka Brands 2024

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Smirnoff (brand value down 14% to USD2.2 billion) is the world’s most valuable vodka brand ranked this year. Smirnoff’s “WE DO WE” campaign which was introduced in May this year, is a vibrant global brand positioning that celebrates the power of the collective. The campaign represents a significant platform shift for the brand, infusing fresh energy and embracing diversity.

Through social and audio visual creative content, it champions the magic that happens when different people, ingredients, and flavours come together.

Grey Goose (brand value up 17% to USD1.6 billion) claims second place in the vodka ranking, while **Absolut** (brand value down 6% to USD1.2 billion) settles at third rank.



Top 5 Most Valuable Rum Brands 2024

© Brand Finance Plc. 2024

<p>1</p>  <p>BACARDÍ</p> <p>\$2.4 bn +7%</p> 	<p>2</p>  <p>Ruang Khao COLLECTION</p> <p>\$1.9 bn -14%</p> 	<p>3</p>  <p>Captain Morgan</p> <p>\$0.9 bn -10%</p> 	<p>4</p>  <p>MALIBU</p> <p>\$0.4 bn -9%</p> 	<p>5</p>  <p>Havana Club</p> <p>\$0.3 bn -6%</p> 
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Founded in Cuba, rum brand **Bacardi** (brand value up 7% to USD2.4 billion) retains its title as the world's most valuable rum brand in this year's ranking. In April this year, Bacardi teamed up with Cuban-American singer Camila Cabello for a summer campaign. Cabello became the face of Bacardi's global "Do What Moves

You" platform, a perfect fit for a brand that has long been associated with good times, energetic music, and tropical vibes. **Ruang Khao** (brand value down 14% to USD1.9 billion) is second in the rum brands ranking while Jamaica's **Captain Morgan** (brand value down 10% to USD893 million) takes the third spot.



Top 5 Most Valuable Tequila Brands 2024

© Brand Finance Plc. 2024



Echoing the ranking trend over the past two years, the tequila sector is dominated by three Mexican brands: **Patrón** (brand value up 10% to USD1.8 billion), followed by **Don Julio** (brand value down 18% to USD1.5 billion) and **José Cuervo** (brand value up 18% to USD1.3 billion). As water is essential to tequila production, PATRÓN has been committed to protecting and enhancing the community in Jalisco, Mexico, the beautiful home of PATRÓN Tequila,

since its inception by acknowledging that recycling and reducing water usage is key to conservation efforts. PATRÓN Tequila has also been a part of the Charco Bendito project since 2020, which aims to replenish 4,000,000 cubic meters of water by 2028 and has planted 53,000 trees in the Lerma-Santiago River Basin to help with water basin projects in Mexico, with a projection of 150,000 planted trees by 2028.



Top 5 Most Valuable Baijiu Brands 2024

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Moutai (brand value up 1% to USD50.1 billion) is the world's most valuable Baijiu and spirits brand ranked, topping the Brand Finance Spirits 50 ranking for the ninth year in a row. Moutai has been executing creative collaborations recently with different popular brands. For instance, in September 2023, it introduced Moutai Latte with Luckin Coffee - one of the leading coffee

chain brands in China - which went viral among not only Moutai's most classic middle-aged customers but also the younger generation. This year's ranking also saw **Wuliangye** (brand value down 15% to USD25.9 billion) becoming the world's second most valuable Baijiu brand ranked while **Luzhou Laojiao** (brand value up 6% to USD8.2 billion) sits in third position.



Top 5 Most Valuable Gin Brands 2024

© Brand Finance Plc. 2024

<p>1 =</p>  <p>\$0.7 bn -14%</p> 	<p>2 =</p>  <p>\$0.7 bn +5%</p> 	<p>3 ▲</p>  <p>\$0.3 bn -15%</p> 	<p>4 ▼</p>  <p>\$0.2 bn -35%</p> 	<p>5 =</p>  <p>\$0.2 bn -7%</p> 
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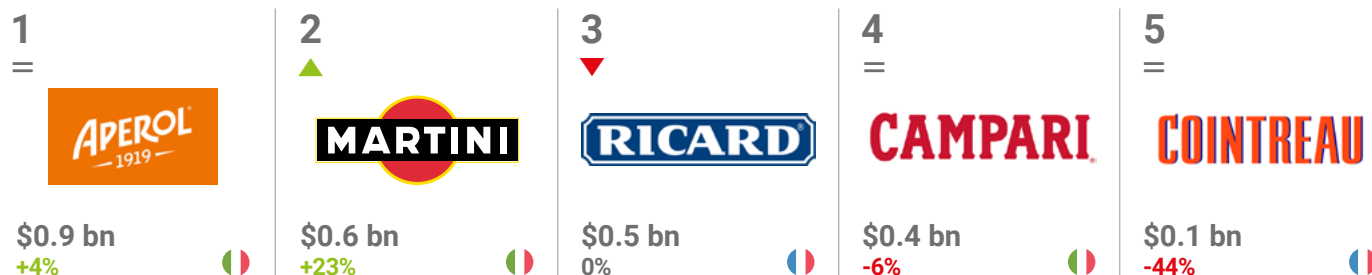
Gordon's (brand value down 14% to USD676 million) has retained its pole position over **Bombay Sapphire** (brand value up 5% to USD665 million), to become the world's most valuable gin brand for the second time. Last year, Gordon's launched a marketing campaign called "Many Evenings In" by collaborating with Maya Jama, the presenter of "Love Island," on two limited edition bottles of Gordon's Premium Pink Gin.

These bottles feature Maya Jama's signature phrases and were designed to enhance the "Clink with Pink" campaign, which aims to provide fans with new ways to enjoy Gordon's cocktails. The limited-edition bottles were made available on Amazon starting July 2023. **Tanqueray** (brand value down 15% to USD266 million) is the world's third most valuable gin brand ranked.



Top 5 Most Valuable Aperitif Brands 2024

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Two Italian brands, **Aperol** (brand value up 4% to USD904 million) and **Martini** (brand value up 23% to USD586 million) hold the top position as the world's most valuable aperitif brand in the ranking. France's **Ricard** (brand value remained at USD480 million) is at third placement.

Aperol's popularity among devoted drinkers paid off for parent company **Campari**, with a remarkable 23% growth in U.S market sales during the first quarter of 2023, depicting strong consumer demand in the market.



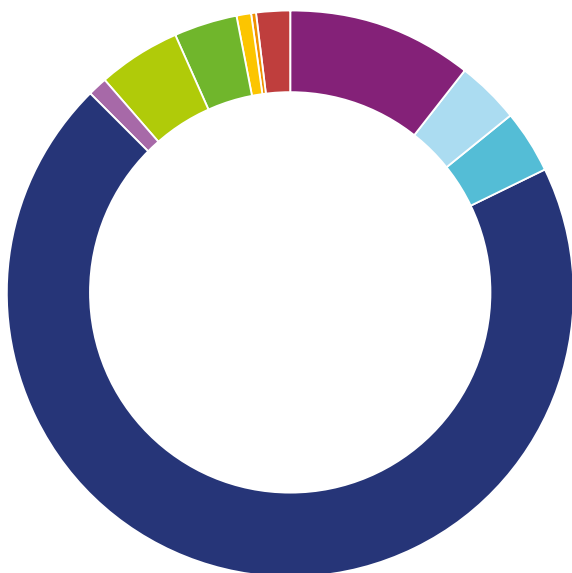
Top 5 Most Valuable RTD Brands 2024

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Segment Brand Value in Top 50 2024

© Brand Finance Plc. 2024



	Country	Brand Value (USD m)
●	Baijiu	\$106,438
●	Tequila	\$5,800
●	Vodka	\$5,464
●	Whisky	\$16,334
●	Aperitif	\$1,970
●	RTD	\$478
●	Gin	\$1,341
●	Rum	\$5,210
●	Brandy	\$7,272
●	Others	\$2,766
	Total	\$149,829



Regional Analysis



Regional Analysis



Eduardo Chaves
Managing Director,
Brand Finance Brazil

Brazil

Brazilian alcoholic beverage brands continue to stand out on the global stage, as evidenced by the Brand Finance 2024 alcoholic drinks ranking. Three brands in particular – **Brahma**, **Skol** and **Antarctica** – demonstrate the strength and resilience of the Brazilian beers market, all of which are part of the Ambev (InBev) portfolio.

The Brahma brand rose one position in the ranking, reaching 16th place with a brand value of USD2 billion. This achievement reflects the effectiveness of marketing strategies and the brand's ability to reinvent itself, remaining relevant and attractive to consumers. Brahma has a strong presence in the market, known for its engaging advertising campaigns and its sponsorship of cultural and sporting events that resonate deeply with the Brazilian public.

On the other hand, Skol, now in 17th position with a brand value of USD1.9 billion, fell two positions compared to the previous year. Despite this decline, Skol continues to be one of the most valuable and recognised brands in Brazil. The brand is synonymous with innovation, from its differentiated packaging to its communication aimed at a young and dynamic audience, maintaining a loyal consumer base.

Antarctica, with a brand value of USD992 million, fell one position, occupying 25th place. This brand, which has a significant emotional appeal among Brazilian consumers, continues to be an icon of the country's culture and tradition. Antarctica's campaigns focus on authenticity and 'Brazilian-ness', attributes that resonate strongly with its target audience.

The beers market in Brazil is one of the largest in the world, with a population of more than 220 million people and considerable per capita consumption. The dominance of Ambev's brands in this market is no surprise, given its broad portfolio and the deep emotional connection these brands have with Brazilian consumers. The potential for growth in the value of these brands is substantial.

Advanced brand analytics and brand assessment tools allow companies to identify market opportunities, optimise marketing strategies and maximise brand value. Brand Finance, with its expertise in brand valuation, offers critical insights that can guide brands to new heights of success.

Top 5 Most Valuable Brazil Alcohol Brands 2024

© Brand Finance Plc. 2024

2024 Rank	2023 Rank		Brand	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Strength	Brand Strength Change	2023 Brand Strength
1	2	=	Brahma	\$1,962	+20%	\$1,642	83.85	+3.3	80.6
2	1	▲	Skol (AB InBev)	\$1,902	+7%	\$1,778	77.35	-3.2	80.6
3	3	▲	Antarctica	\$992	-4%	\$1,030	70.71	-9.0	79.7
4	5	=	Ypióca	\$354	+14%	\$311	75.40	+1.0	74.4
5	4	▲	Schin	\$339	-3%	\$348	54.83	-5.0	59.9

Brand analytics provides a detailed understanding of the factors that drive brand value, allowing you to identify areas for improvement and growth opportunities. Brand valuation, in turn, provides an objective measure of a brand's financial value, helping companies make more informed strategic decisions and optimize their branding investments. As managing partner of Brand Finance in Brazil,

I see enormous potential for Brazilian alcoholic beverage brands to continue to grow and strengthen themselves in the global market. With a strategic, data-driven approach, it is possible to not only measure but also increase the value of these brands. Brand Finance is committed to supporting these brands in realizing their full potential by offering world-class brand analytics and valuations.





Jeremy Sampson
Chairman,
Brand Finance Africa

South Africa

If one is to ask what the alcoholic drink of choice in Africa is, it would be beer, and invariably a local brand. Reviewing the Brand Finance Africa 200 report released this year, there are no less than 15 brands listed from six different countries: Ethiopia, Kenya, Nigeria, South Africa, Tanzania and Uganda.

That said, global headwinds apply to Africa as with rest of the world. This includes reduced disposable income due to inflation and lack of economic growth, global warming which impacts the South African wine and spirits industry, a drop in global alcohol consumption by the Gen Z, and a rise in prices of imported brands due to local currencies losing value to the US dollar.

Look no further than the deflated share price of the largest drink company in the world - Diageo, a very active brand in Africa. A major driver of consumption around the world is sporting events such as the recent UEFA European Football Championships. Whilst Africa as a continent remains dislocated in many ways, individual countries benefit from local tournaments with football leading the way by some distance.

It is also interesting how many 'local' African brands are today owned by global giants, with two being Kenya's **Tusker** - owned by UK based Diageo, and South Africa's **Castle Lager** – owned by Belgium based Anheuser-Busch inBev.

As Africa's most valuable beers brand (2024 brand value at USD698 million), Castle Lager has experienced a stellar year with 22% growth compared to its brand value in 2023 (USD574 million), significantly supported by the brand's heavy sports sponsorship and innovative "Bread of the Nation" campaign.

In the world of spirits, South African based gin brand, **Inverroche**, has been a stunning success, riding the gin wave with over twenty botanical flavours. Launched in 2011, part of the brand's success of late has been French giant Pernod Ricard taking a majority share, maintaining total authenticity whilst applying their marketing skills and adding financial muscle to expand the brand internationally.

Top 3 Most Valuable South Africa Alcohol Brands 2024

© Brand Finance Plc. 2024

2024 Rank	2023 Rank		Brand	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Strength	Brand Strength Change	2024 Brand Strength
1	1	=	Castle	\$698	+22%	\$574	83.39	+2.4	80.9
2	2	▲	Carling Black Label	\$571	+7%	\$535	81.70	-5.5	87.2
3	3	▲	Hansa Pilsner	\$161	+9%	\$148	65.57	-3.4	69.0



Laurence Newell
Managing Director,
Brand Finance Americas

United States

The American beers market asserts its dominance globally, with nine brands featured in the Beers 50 2024 ranking. Collectively, these US brands contribute a quarter of the total brand value at USD24.8 billion, marking a 5% increase year-on-year. Four of these brands secure top-10 positions: **Budweiser, Bud Light, Coors, and Miller Lite.**

AB InBev’s Budweiser and Bud Light rank 3rd and 4th, respectively. Bud Light continues to face challenges following its controversial marketing collaboration in April 2023, contributing to a 9% decline in brand value this year. According to the company’s first-quarter earnings, sales to US retailers dropped by 14%, reflecting ongoing repercussions. Mexico’s **Modelo Especial** has since overtaken Bud Light as the country’s top-selling beers brand.

Coors (up 20% to USD3.3 billion), ranked 7th, emerged as the fastest-growing US beers brand, also benefiting from consumers’ shift away from Bud Light. In 2023, Coors reported six consecutive years of profit growth, highlighting its resilience and strategic market positioning. Miller Lite holds the 10th spot, with a 9% increase in brand value to USD2.9 billion.

In the spirits category, only three American brands are featured in the Spirits 50 ranking. **Jack Daniel’s** secured the 8th position, followed by **Casamigos** and **Jim Beam** in 32nd and 42nd, respectively. Jim Beam has recorded an impressive 83% brand value increase, driven by strategic marketing initiatives, including becoming the official spirits sponsor of the Sydney Swans, enhancing brand visibility and engagement in the Australian market.

As the landscape of beers, spirits, and wine consumption in the US evolves, driven by shifts in consumer preferences and market dynamics, America’s leading alcoholic beverage brands must adapt. The trend towards ‘No Lo’ beverages caters to the sober-curious lifestyles of Gen Z and millennials, reflecting changing consumption patterns across the alcohol segment. To remain competitive, brands must stay ahead of these trends and adjust their strategies accordingly.

Top 10 Most Valuable United States Alcohol Brands 2024

© Brand Finance Plc. 2024

2024 Rank	2023 Rank	Brand	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Strength	Brand Strength Change	2024 Brand Strength
1	1	= Budweiser	\$7,360	+11%	\$6,654	80.5	-1.6	82.1
2	2	= Bud Light	\$5,426	-9%	\$5,949	72.9	-5.4	78.3
3	3	= Jack Daniel's	\$3,826	+8%	\$3,540	68.3	+0.4	70.9
4	4	= Coors	\$3,263	+20%	\$2,727	62.7	-2.7	67.9
5	5	= Miller Lite	\$2,940	+9%	\$2,701	77.4	-5.3	79.7
6	6	= Michelob	\$2,107	+17%	\$1,797	76.7	-2.3	78.2
7	7	= Busch	\$1,284	+7%	\$1,197	65.7	-0.9	66.7
8	8	= Chandon	\$1,004	-1%	\$1,011	71.2	-8.6	79.8
9	9	= Truly Hard Seltzer	\$996	-1%	\$1,008	71.7	-4.7	76.4
10	10	= Natural	\$844	-12%	\$964	57.9	-11.7	69.6

Brand Spotlight



Corona



Brand Value

#1 ▲

USD10.4 bn +39.9%

Brand Strength

#3 ▲

BSI 85.9 +3.9

Interview with Clarissa Pantoja



Clarissa Pantoja
Vice President,
Corona Global

This year, Corona has reclaimed the title of the world's most valuable beer brand. What do you consider the defining moments or milestones in building and strengthening the brand over the past year?

One of the keys to building a strong brand is remaining consistent in everything we do. Through all our activations, including our worldwide Olympic partnership with Corona Cero as the first-ever global beer sponsor and our Corona Sunsets Festival World Tour in 15+ countries, we aim to create meaningful programs and experiences that consumers love. We also have a rich history of initiatives that align with our ambition to help protect nature, such as the launch of Corona Island, the world's first Blue Verified Island, and becoming the first global beverage brand with a net zero plastic footprint.

Corona Cero is set to be the global beer sponsor of the upcoming Olympic Games, marking a historic first for a beer brand. How do you plan to leverage this sponsorship to enhance Corona Cero's brand visibility and market penetration?

We are proud that Corona Cero is the global beer sponsor of the Olympic Games. We launched our 'For Every Golden Moment' platform in 40+ markets globally across all media touchpoints, from films, social media, OOH, experiences, and trade, including Olympics-themed bottles in select markets worldwide.

This activation celebrates the golden moments of the Olympic Games and reminds the world to embrace and enjoy these special moments that occur in everyday life.



During the Olympic Games, we will broadcast live in 11+ countries, showcasing real-time parallels between athletes' golden moments and the celebratory moments that happen in our lives. It's a dynamic and unique approach that's relevant to both fans and athletes.

With the ongoing digital transformation and the rise of direct-to-consumer sales, how is Corona ensuring that its digital initiatives align with the brand's core values and enhance customer loyalty?

We are a consumer-centric company, which means our consumers are at the heart of everything we do. To enhance the Corona experience at home,

we provide Corona Sunset Hours on our TaDa and Ze Delivery direct-to-consumer products, offering a cold ready-to-drink beverage delivered fast to consumers during the golden hour, so they can enjoy a Corona while taking a moment to relax and unwind.

By getting to know our consumers better, we can also provide them with access to events on our digital products, such as our Corona Sunsets Festival World Tour, a global festival series celebrating the beauty of nature. Whether we are delivering a cold Corona to a consumer's door, or hosting a global activation, we aim to provide the best experience across all beverage occasions.



Wuliangye



Brand Value

#2⁼

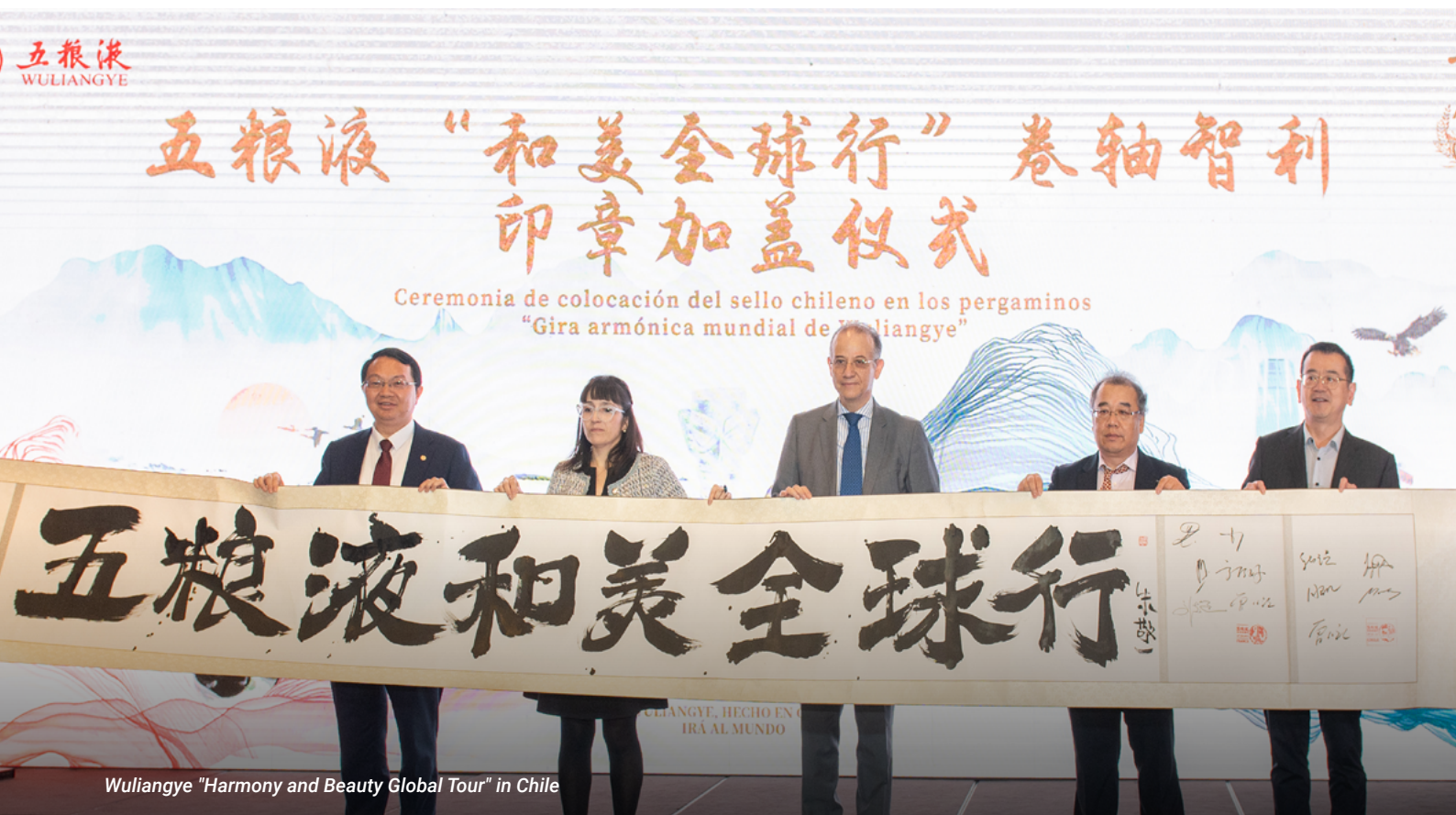
USD25.9 bn **-14.5%**

Brand Strength

#1[▲]

BSI 90.7 **+0.9**





Wuliangye "Harmony and Beauty Global Tour" in Chile

Wuliangye, renowned for its efforts in pioneering the globalisation of Chinese Baijiu, has been a market leader since 1932, when it registered its first trademark. Wuliangye initiated the internationalisation of Baijiu by way of establishing three major global marketing centers, namely in Asia-Pacific, Europe, and the Americas.

By upgrading its chain of "Wuliangye Grand Restaurants" located in Tokyo and Hong Kong, the leading Chinese Baijiu manufacturer aspires to expand its reach in these markets by integrating Chinese Baijiu with Chinese cuisine and innovating the approach through a fusion of "culture" and "experience".

Together, the brand's efforts in raising the popularity of holistic Chinese gastronomic and Baijiu consumption culture, also helps Wuliangye to constantly strive for new business development efforts around the world. In 2023, in response to overseas business demands and the brand's international initiatives, Wuliangye launched the "Harmony and Beauty Global Tour,"

starting with an inaugural ceremony in Paris. Subsequently, the tour proceeded to New Zealand, Chile, and Brazil, promoting excellent traditional Chinese culture to a wider global audience.

This initiative showcased the profound cultural heritage and artistic charm of Wuliangye's Baijiu culture while demonstrating its determination to facilitate the brand's global outreach.

This year, the "Harmony and Beauty Global Tour" by Wuliangye will explore Europe, the Americas, Southeast Asia, and beyond. Leveraging Chinese Baijiu as a universal language that transcends history and borders, Wuliangye is all set to adopt a more innovative expression of mutual appreciation and exchange among different communities.

Wuliangye aspires to connect global consumers through the captivating aroma of Chinese Baijiu, nurturing a shared experience where they can admire and embrace the profound traditional Chinese wisdom of "harmony and beauty."



Wuliangye "Harmony and Beauty Global Tour" in France

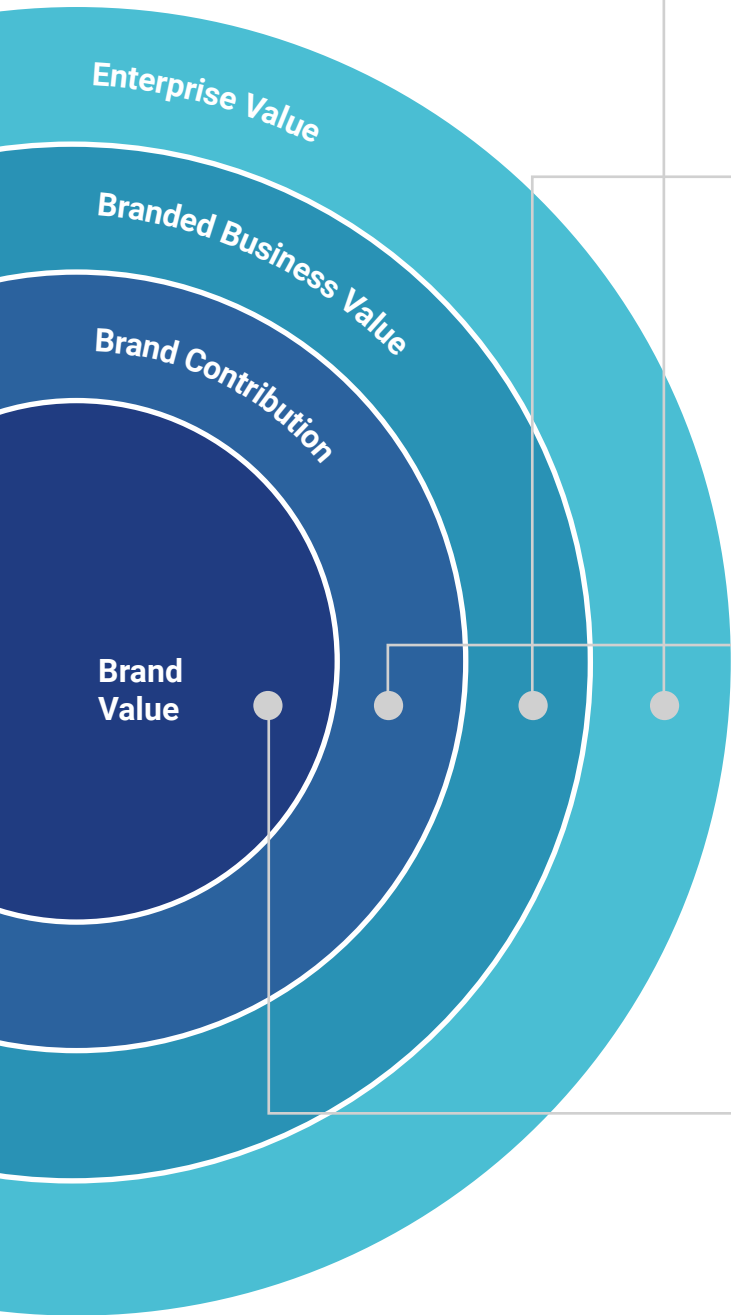


Wuliangye "Harmony and Beauty Global Tour" in Chile

Methodology



Definitions



Brand Value



+ 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'.



+ 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.



+ 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.



+ 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 Valuation Methodology

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.

What is 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 6000 brands in over 41 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 x 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%.

4. Forecast Brand Value Calculation credibility

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 Methodology

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.

Brand Strength Index



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.

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
- + Research Analytics
- + Soft Power

Questions we can help answer:

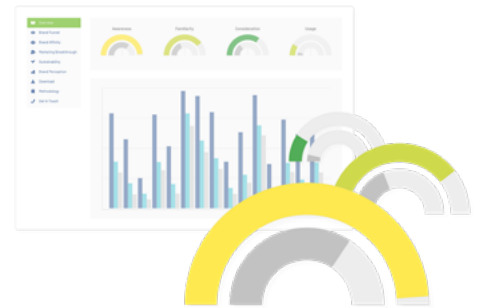
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?

Brand Insights

Make your brand's business case.

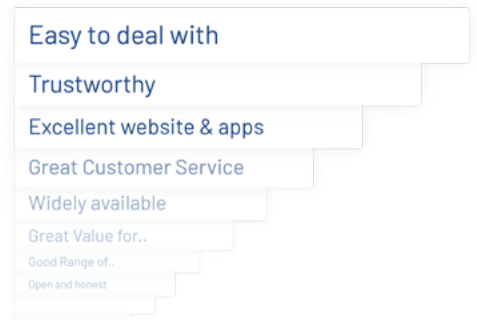
Benchmarking

In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.



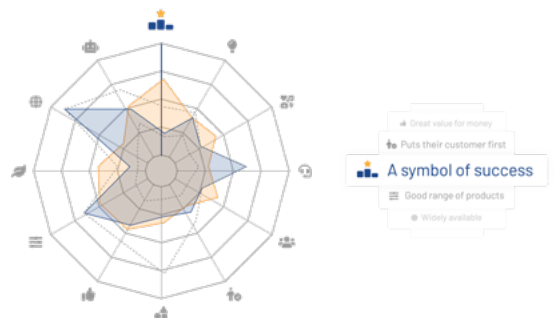
Drivers Analysis

Statistical **correlation** analysis to understand what is important in driving Brand Consideration, Reputation, Brand Strength and Value.



Brand Associations & Market Positioning

Diagnose Brand Strengths & Weaknesses – What is my brand known, and not known for? How do I leverage or optimise my brand position to grow brand value?



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

Questions we can help answer:

- 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

Questions we can help answer:

- 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 Sustainability

Understand perceptions and align them with performance.

Sustainability and ESG have never been more important considerations for marketers, finance professionals, and the brands they serve. Our sustainability services bring clarity, allowing you to make the right decisions to add value, protect yourself from risk, and do the right thing.

- + Perceptions Evaluation and Tracking
- + Sustainability ROI Analysis
- + Competitor Insights and Positioning Recommendations
- + Materiality Exercises
- + Stakeholder Engagement and Workshops
- + Sustainability Reporting and Disclosure Support

Questions we can help answer:

- How important is sustainability in driving the choices of customers, employees, and investors?
- Which sustainability issues are most relevant to my brand?
- How sustainable is my brand perceived to be versus competitors?
- What is the potential value of enhancing perceptions?
- Could value be at risk? If so, how much?
- How do I secure investment or budget allocation?
- How do I improve performance and perceptions?

Sponsorship Services

Maximise value from your sponsorships.

Sponsorships are often amongst the most extensive, influential, and expensive brand building activities a company can undertake. We use the same techniques applied in brand valuation, such as research, financial modelling, and strategic analysis. This approach helps marketing and finance managers to understand the effectiveness of sponsorships and maximise ROI.

Advertising equivalency, and traditional research interpretation of sponsorships, fails to adequately address key questions around brand building and value creation. Brand Finance takes a broader view to understand sponsorships in the context of achieving brand and business objectives.

- + Sponsorship Strategy
- + Partnership Opportunity Analysis
- + Return on Investment Analysis
- + Partnership Tracking
- + Sports Investment Due Diligence
- + Sponsorship Prospectus building
- + Activation Measurement & Strategy

Questions we can help answer:

- Can I develop a sponsorship strategy to match commercial objectives?
- Is the partnership a good fit?
- What is the short-term impact on business performance?
- What impacts there on long-term brand building metrics?
- What is my financial return from the sponsorship investment?
- Should the partnership be renewed, and if so, at what price?
- How does my sports partnership compare to the market?



Brand Dialogue Services

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).

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

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

Strategic Communications

- + Crisis Communications
- + Brand Positioning & Reputation
- + Corporate Social Responsibility
- + Geographic Branding

Brand Finance Network

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

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Alex Haigh	a.haigh@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Laurence Newell	l.newell@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
Denmark/Norway/Sweden	Cristobal Pohle Vazquez	c.pohle@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Ireland	Annie Brown	a.brown@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Philippines	Gary de Ocampo	g.deocampo@brandfinance.com
Poland	Konrad Jagodzinski	k.jagodzinski@brandfinance.com
Portugal	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
South America	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Spain	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Sri Lanka	Dhanushika Shanmuganathan	d.shanmuganathan@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
United Kingdom	Annie Brown	a.brown@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com
Vietnam	Quyen Luong	q.luong@brandfinance.com





Contact us

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

W: brandfinance.com