



# Australia 100 2024

The annual report on the most valuable and strongest Australian brands  
January 2024

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Brand Finance®



# About Brand Finance

## The world's leading brand valuation consultancy.

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### **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.

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# Foreword



**Mark Crowe**  
Managing Director,  
Brand Finance Australia

Brand valuation helps companies better understand the performance of their brand and its role in growing revenues and reducing costs. This analysis can inform decision-making related to marketing investment, while providing a benchmark to forecast future performance.

Brand value is used to attract investors, secure financing and influence mergers and acquisitions, as it can be demonstrated how a strong brand is the key value creating asset. Overall, brand valuation helps organisations understand the worth of their brand and how it fits into overall business strategy.

By valuing brands, we also provide a mutually intelligible language for marketing and finance. Significant investments are made in the design, launch and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, many organisations fail to go beyond that, missing huge opportunities to effectively optimise what is one of their most important assets. Monitoring of brand performance frequently lacks financial rigour and is heavily reliant on qualitative measures. Without knowing the precise financial value of an asset, how can you know if you are maximising your returns?

The combined brand value of this year's Australia 100 is AUD199 billion which represents 46% of the estimated total value of brands in Australia of AUD430 billion. These impressive figures highlight the importance of brands to the Australian economy while at the same time compelling stakeholders to understand and recognise the need for effective brand management and investment of these key assets, to drive business performance.

The following report is a first step to understanding more about brands, how to value them while using the findings and implications to benefit the business. We look forward to helping you build a more profitable future for your brand.



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# Ranking Analysis





# Strong brands in Australia's key industries demonstrate resilience despite inflationary pressures; total value of top 100 brands up 2.5% to reach AUD199 billion

- + Retail remains the nation's most valuable sector in Brand Finance's Australia 100 2024 rankings for third year running
- + **Woolworths** defends most valuable brand crown despite a 5% brand value decline
- + Banking brands continue to perform, with 8 of 11 brands posting brand value increases
- + Conversely, airlines brands post brand value declines
- + **Bunnings** is the nation's strongest brand for three consecutive years

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# Ranking Analysis



## Retail remains the nation's most valuable sector in Brand Finance's Australia 100 2024 rankings for third year running

The total value of Australia's top 100 brands has risen by 2.5% to reach AUD199 billion, with 60 of the brands in our rankings seeing an increase in brand value. 36 others posted declines while four new brands entered the rankings. Australia's major industries have posted differing performances in terms of brand value: retail (down 1%), banking (up 3%), telecoms (up 2%), insurance (up 46%) and mining (down 3%).

The retail sector was severely affected by inflation in 2023 which led to a reduced growth rate. It nonetheless remains the most valuable sector in our rankings with an aggregate brand value of AUD46.5 billion, which accounts for 23% of the total value of Australia's top 100 brands. In addition, while the Australian economy managed to avoid a recession in 2023, the retail sector faced other challenges. For instance, real retail spending experienced a decline for three consecutive quarters due to consumers tightening their discretionary purchases amid rising living costs. This impacted brands such as **Woolworths**, **Coles** and **Bunnings**.

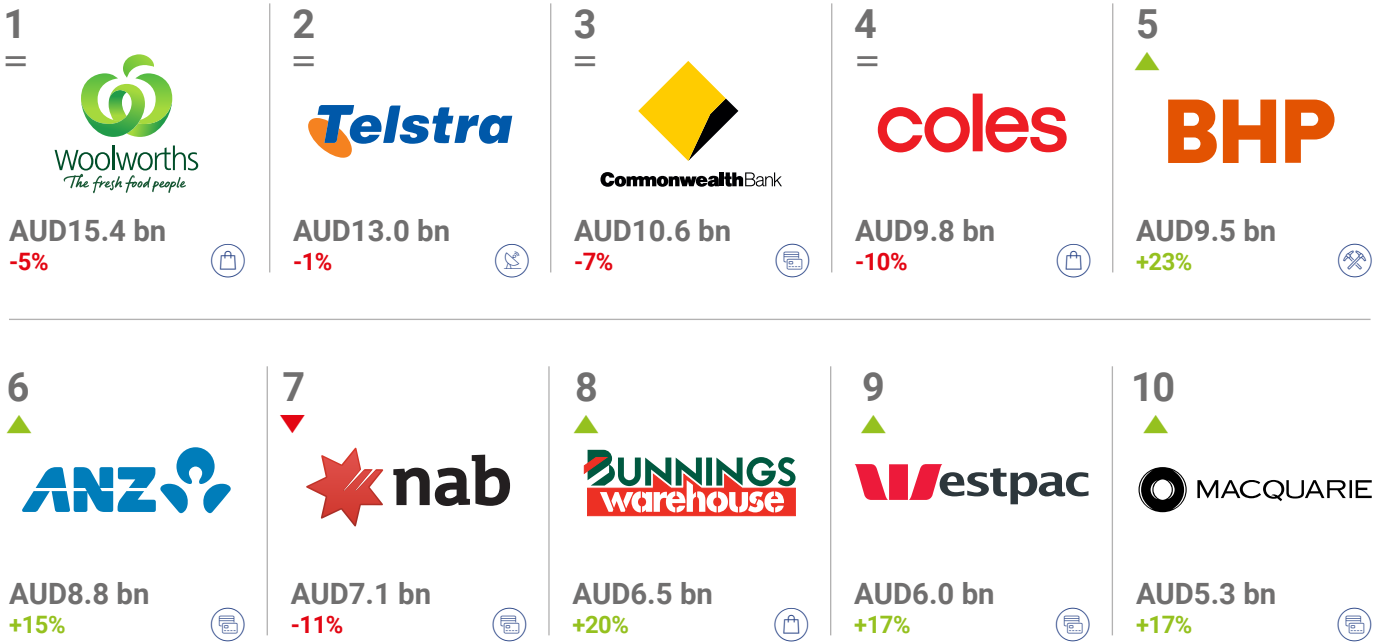
This year's Australia 100 highlights the important role of strong brands during challenging economic times in growing or minimising loss of value and mitigating reputational risk while providing reassurance to consumers confronted by cost-of-living pressures.

**Mark Crowe**  
Managing Director,  
Brand Finance Australia



## Top 10 Most Valuable Australian Brands 2024

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### Woolworths defends most valuable brand crown despite a 5% brand value decline

The top four most valuable Australian brands maintained their rank positions despite posting brand value declines. **Woolworths** defended its most valuable brand crown despite a 5% decline in brand value to AUD15.4 billion. It remains committed to elevating customer experience.

For instance, it launched a new feature on its “Everyday Rewards” app in August 2023 to help customers track their purchases more effectively.

Driven by an increased app engagement, the number of “Everyday Rewards” members reached 14.5 million. Committed to its customer-centric strategy, Woolworths also added 81 new locations to the list of sites that carries out its “Direct to Boot” contactless grocery-pickup service in the same year.

Completing the top three most valuable Australian brands are **Telstra** (brand value down 1% to AUD13 billion) and **Commonwealth Bank** (brand value down 7% to AUD10.6 billion). Telstra’s decrease in brand value was mainly due to a lowered Brand Strength



Index (BSI) score attributed to negative news coverage in 2023 as well as connectivity related issues in the Australian markets. Telstra made cybersecurity one of its priorities.

Last year, it announced its collaboration with the Commonwealth Bank and unveiled a new pilot tool called the “Scam Indicator” to safeguard customers who are clients of both Telstra and Commonwealth Bank from falling victim to financial scams carried out through phone calls.

**Commonwealth Bank’s** brand value decrease was also attributed to a lowered BSI score as a result of customer borrowing stress, in turn affected by increased interest rates and concerns emerging from a data breach issue.

The brand announced new investments in tailored propositions for the agricultural and real estate sectors.

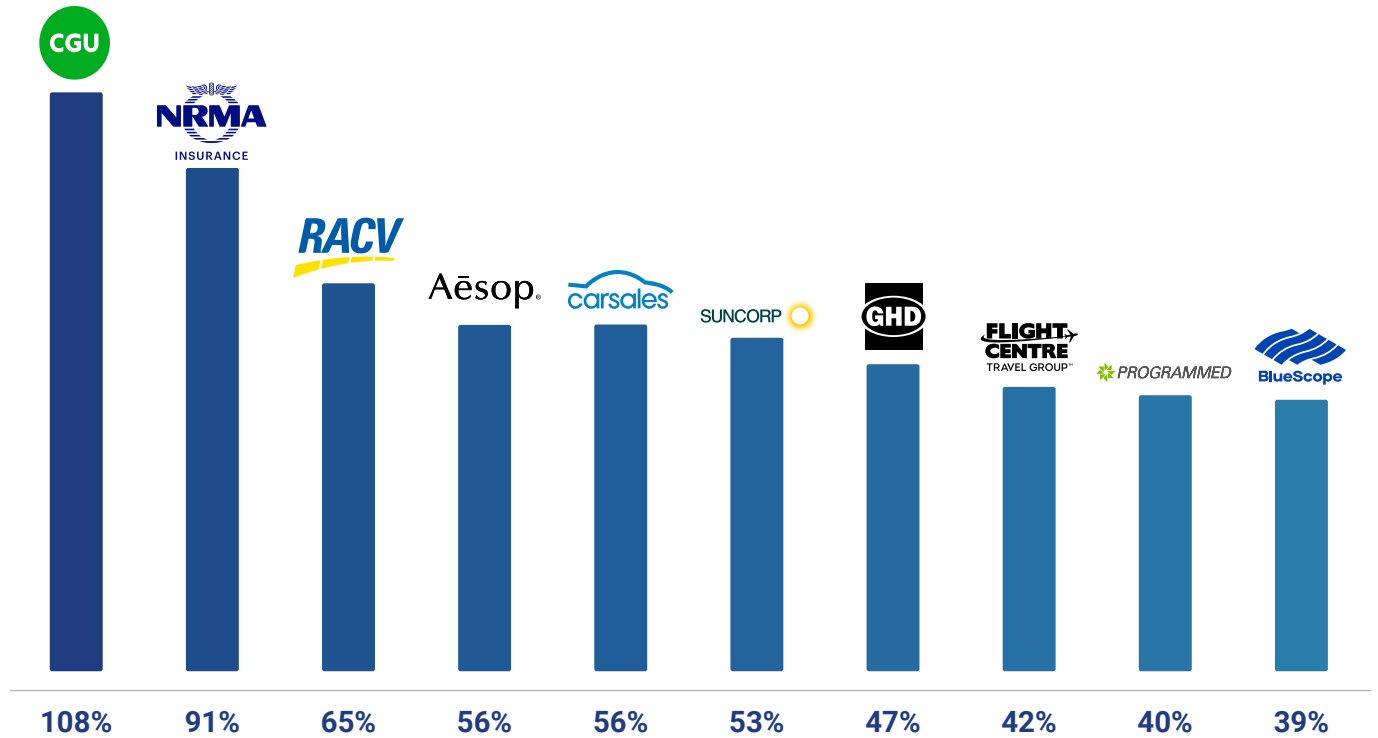
**Coles**, maintaining its position as the 4<sup>th</sup> most valuable brand, saw a 10% decrease in brand value to AUD9.8 billion. The brand focused on providing its customers with great deals last year. For its latest “Great Value, Hands Down” campaign, it reduced the prices of over 500 products in August.

The campaign brought about an enhancement of customer shopping experience both in-store and online, allowing customers to redeem points for purchase discounts, enjoy free same-day deliveries for online orders exceeding a certain amount and conveniently access personalised offers on the Coles app.



Brand Value Change 2023-2024 (%)

© Brand Finance Plc. 2024



Banking brands continue to perform, with 8 of 11 brands posting brand value increases

The banking sector performed better than the retail sector in 2023, with a 10% year-on-year growth compared to a 2% growth in the retail sector. 8 of 11 banking brands posted brand value increases. All of them, save for one, recorded double-digit percentage brand value growth.

Leading the charge with the highest brand value increase is **First Sentier Investors** (brand value up 19% to AUD628 million) with a three-place improvement up the ranks to 68<sup>th</sup> most valuable, followed by **Westpac** (brand value up 17% to AUD6 billion) moving up one place to 10<sup>th</sup> most valuable. **ANZ** continued to climb the rankings by one place to 6<sup>th</sup> with a 15% increase in brand value to AUD5.6 billion. On the other hand, **Commonwealth Bank** and **NAB** (brand value down 11% to AUD7 billion) have observed declines in brand value.

Despite this, Commonwealth Bank maintained its position as Australia’s 3<sup>rd</sup> most valuable brand.

Conversely, airlines brands posted brand value declines

Despite a brand value decrease of 7% to AUD2.8 billion, **Qantas** climbed a spot to become the nation’s 17<sup>th</sup> most valuable brand on the back of increased revenue and forecasts. However, after a decline of four points in last year’s rankings, Qantas has experienced a further drop of seven points, with its BSI score now standing at 71 out of 100. This performance was mainly due to reputational issues that generated negative media coverage.











Meanwhile, **Jetstar** recorded a brand value decrease of 5% to AUD578 million, affected by a dip in revenue forecasts due to falling revenues from domestic flights in light of inflationary pressures. The brand’s BSI score, however, improved by four points to 70 out of 100.

The BSI score performances of **Qantas** and **Jetstar** see them moving in opposite directions within our BSI rankings – with Qantas falling 22 places to become Australia’s 41<sup>st</sup> strongest brand and Jetstar climbing 20 places to 46<sup>th</sup> strongest.



Top 10 Strongest Australian Brands 2024

© Brand Finance Plc. 2024

<p>1 =</p>  <p>88.2 +0.0</p>	<p>2 ▲</p>  <p>87.0 +4.4</p>	<p>3 ▼</p>  <p>84.7 -2.6</p>	<p>4 ▼</p>  <p>83.4 -1.4</p>	<p>5 ▲</p>  <p>82.7 -0.7</p>
<p>6 ▲</p>  <p>82.3 -0.6</p>	<p>7 ▼</p>  <p>82.1 -3.6</p>	<p>8 ▼</p>  <p>81.5 -2.3</p>	<p>9 =</p>  <p>81.0 -1.3</p>	<p>10 =</p>  <p>80.6 -1.1</p>



Bunnings is the nation’s strongest brand for three consecutive years

**Bunnings** (brand value up 20% to AUD6.5 billion) is Australia’s strongest brand for the third year running, with a BSI score of 88.2 out of 100. Bunnings’ increase in brand value was due to its stronger business performance, which reported positive financial results for the year ending 30 June 2023. It saw an increase in store sales by 3.7%, with store-on-store sales growing by 1.8%. Additionally, the brand demonstrated growth in both consumer and commercial segments across all regions in the nation.

To strengthen its market position, **Bunnings** invested in digital channels, enhancing its website, PowerPass app and Bunnings app. The brand’s strategic focus on the “Whole of Build” approach, improvements in the sales and service model and expansion of the Frame & Truss network underscored its commitment to enhancing the commercial customer experience.

Following behind Bunnings, **NRMA Insurance** (brand value up 91% to AUD2 billion) jumped seven spots to be placed as Australia’s 2<sup>nd</sup> strongest brand, displacing **Woolworths** one position to 3<sup>rd</sup> strongest while **Telstra** retained 4<sup>th</sup>. NRMA Insurance is also one of the fastest growing brands in the rankings this year, posting a 91% brand value increase.

# Brand Value Ranking (AUDm)

## Top 100 most valuable Australian brands 1-50

2024 Rank	2023 Rank		Brand	Sector	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	1	=	Woolworths	Retail	\$15,376	-4.9%	\$16,172	AAA	AAA
2	2	=	Telstra	Telecoms	\$13,041	-1.3%	\$13,206	AAA-	AAA
3	3	=	Commonwealth Bank	Banking	\$10,584	-7.1%	\$11,397	AA+	AAA
4	4	=	Coles	Retail	\$9,848	-9.5%	\$10,884	AAA-	AAA
5	6	▲	BHP	Mining, Iron & Steel	\$9,548	+23.4%	\$7,736	AAA	AA
6	7	▲	ANZ	Banking	\$8,764	+14.8%	\$7,633	AA	AA
7	5	▼	NAB	Banking	\$7,078	-10.8%	\$7,936	AA	AA+
8	9	▲	Bunnings	Retail	\$6,466	+19.9%	\$5,391	AAA	AAA
9	10	▲	Westpac	Banking	\$6,031	+16.9%	\$5,157	AA+	AA-
10	12	▲	Macquarie	Banking	\$5,345	+16.6%	\$4,585	A+	A+
11	11	=	Rio Tinto	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
12	-	New	Atlassian	Internet & Software	🔒	🔒	🔒	🔒	🔒
13	13	=	QBE	Insurance	🔒	🔒	🔒	🔒	🔒
14	17	▲	Optus	Telecoms	🔒	🔒	🔒	🔒	🔒
15	15	=	Woodside	Oil & Gas	🔒	🔒	🔒	🔒	🔒
16	16	=	Harvey Norman	Retail	🔒	🔒	🔒	🔒	🔒
17	18	▲	Qantas	Airlines	🔒	🔒	🔒	🔒	🔒
18	24	▲	Suncorp	Insurance	🔒	🔒	🔒	🔒	🔒
19	8	▼	CITIC Pacific Mining	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
20	19	▼	Rexona	Cosmetics & Personal Care	🔒	🔒	🔒	🔒	🔒
21	14	▼	Aristocrat	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
22	20	▼	Ramsay Health Care	Healthcare Facilities	🔒	🔒	🔒	🔒	🔒
23	21	▼	Milo	Soft Drinks	🔒	🔒	🔒	🔒	🔒
24	23	▼	Amcor	Commercial Services	🔒	🔒	🔒	🔒	🔒
25	42	▲	NRMA Insurance	Insurance	🔒	🔒	🔒	🔒	🔒
26	26	=	St.George	Banking	🔒	🔒	🔒	🔒	🔒
27	27	=	Kmart	Retail	🔒	🔒	🔒	🔒	🔒
28	22	▼	CSL	Pharma	🔒	🔒	🔒	🔒	🔒
29	32	▲	JB Hi-Fi	Retail	🔒	🔒	🔒	🔒	🔒
30	29	▼	Origin	Utilities	🔒	🔒	🔒	🔒	🔒
31	37	▲	Worley	Commercial Services	🔒	🔒	🔒	🔒	🔒
32	31	▼	Medibank	Insurance	🔒	🔒	🔒	🔒	🔒
33	41	▲	Fortescue	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
34	36	▲	Santos	Oil & Gas	🔒	🔒	🔒	🔒	🔒
35	35	=	CHEP	Logistics	🔒	🔒	🔒	🔒	🔒
36	38	▲	Australia Post	Logistics	🔒	🔒	🔒	🔒	🔒
37	39	▲	Westfield	Retail	🔒	🔒	🔒	🔒	🔒
38	34	▼	Computershare	Commercial Services	🔒	🔒	🔒	🔒	🔒
39	45	▲	Big W	Retail	🔒	🔒	🔒	🔒	🔒
40	44	▲	Penfolds	Champagne & Wine	🔒	🔒	🔒	🔒	🔒
41	33	▼	IGA	Retail	🔒	🔒	🔒	🔒	🔒
42	49	▲	AGL	Utilities	🔒	🔒	🔒	🔒	🔒
43	50	▲	EnergyAustralia	Utilities	🔒	🔒	🔒	🔒	🔒
44	53	▲	Seek	Commercial Services	🔒	🔒	🔒	🔒	🔒
45	92	▲	Yellow Tail	Champagne & Wine	🔒	🔒	🔒	🔒	🔒
46	52	▲	Tip Top	Food	🔒	🔒	🔒	🔒	🔒
47	55	▲	Wonder	Food	🔒	🔒	🔒	🔒	🔒
48	46	▼	DOWNER	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
49	-	New	HCF	Insurance	🔒	🔒	🔒	🔒	🔒
50	-	New	TAL	Insurance	🔒	🔒	🔒	🔒	🔒

## Brand Value Ranking (AUDm)

### Top 100 most valuable Australian brands 51-100

2024 Rank	2023 Rank		Brand	Sector	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
51	40	▼	Toll	Logistics	▲	▲	▲	▲	▲
52	48	▼	Foster's	Beers	▲	▲	▲	▲	▲
53	43	▼	Reece Australia	Retail	▲	▲	▲	▲	▲
54	25	▼	Devondale	Food	▲	▲	▲	▲	▲
55	58	▲	Stockland	Real Estate	▲	▲	▲	▲	▲
56	56	=	Target	Retail	▲	▲	▲	▲	▲
57	54	▼	Bankwest	Banking	▲	▲	▲	▲	▲
58	51	▼	Nine Network	Media	▲	▲	▲	▲	▲
59	57	▼	Transurban	Logistics	▲	▲	▲	▲	▲
60	64	▲	Boral	Engineering & Construction	▲	▲	▲	▲	▲
61	95	▲	CGU	Insurance	▲	▲	▲	▲	▲
62	62	=	Seven	Media	▲	▲	▲	▲	▲
63	60	▼	The Good Guys	Retail	▲	▲	▲	▲	▲
64	75	▲	Bluescope Steel	Mining, Iron & Steel	▲	▲	▲	▲	▲
65	66	▲	Vodafone Australia	Telecoms	▲	▲	▲	▲	▲
66	79	▲	Programmed	Commercial Services	▲	▲	▲	▲	▲
67	82	▲	Flight Centre	Leisure & Tourism	▲	▲	▲	▲	▲
68	71	▲	First Sentier Investors	Banking	▲	▲	▲	▲	▲
69	90	▲	Aesop	Cosmetics & Personal Care	▲	▲	▲	▲	▲
70	69	▼	Officeworks	Retail	▲	▲	▲	▲	▲
71	72	▲	Bank Of Queensland	Banking	▲	▲	▲	▲	▲
72	83	▲	South32	Mining, Iron & Steel	▲	▲	▲	▲	▲
73	63	▼	Jetstar	Airlines	▲	▲	▲	▲	▲
74	96	▲	RACV	Insurance	▲	▲	▲	▲	▲
75	68	▼	Aurizon	Logistics	▲	▲	▲	▲	▲
76	61	▼	The Star	Leisure & Tourism	▲	▲	▲	▲	▲
77	78	▲	Jacob's Creek	Champagne & Wine	▲	▲	▲	▲	▲
78	70	▼	TPG Telecom	Telecoms	▲	▲	▲	▲	▲
79	67	▼	Lend Lease	Real Estate	▲	▲	▲	▲	▲
80	77	▼	Dulux	Paints	▲	▲	▲	▲	▲
81	65	▼	Keno	Leisure & Tourism	▲	▲	▲	▲	▲
82	93	▲	The Ingham's	Food	▲	▲	▲	▲	▲
83	80	▼	Artline	Household Products	▲	▲	▲	▲	▲
84	28	▼	Bega	Food	▲	▲	▲	▲	▲
85	98	▲	Bendigo and Adelaide Bank	Banking	▲	▲	▲	▲	▲
86	87	▲	Cochlear	Pharma	▲	▲	▲	▲	▲
87	89	▲	Myer	Retail	▲	▲	▲	▲	▲
88	91	▲	Rea	Commercial Services	▲	▲	▲	▲	▲
89	94	▲	Lindeman's	Champagne & Wine	▲	▲	▲	▲	▲
90	74	▼	David Jones	Retail	▲	▲	▲	▲	▲
91	-	New	Lovisa	Apparel	▲	▲	▲	▲	▲
92	101	▲	Alinta Energy	Utilities	▲	▲	▲	▲	▲
93	86	▼	BT Financial	Banking	▲	▲	▲	▲	▲
94	88	▼	Priceline	Retail	▲	▲	▲	▲	▲
95	84	▼	Tabcorp	Leisure & Tourism	▲	▲	▲	▲	▲
96	114	▲	Carsales.Com	Retail	▲	▲	▲	▲	▲
97	85	▼	ASX	Exchanges	▲	▲	▲	▲	▲
98	115	▲	GHD	Commercial Services	▲	▲	▲	▲	▲
99	73	▼	Liquorland	Retail	▲	▲	▲	▲	▲
100	100	=	Corporate Travel Management	Leisure & Tourism	▲	▲	▲	▲	▲

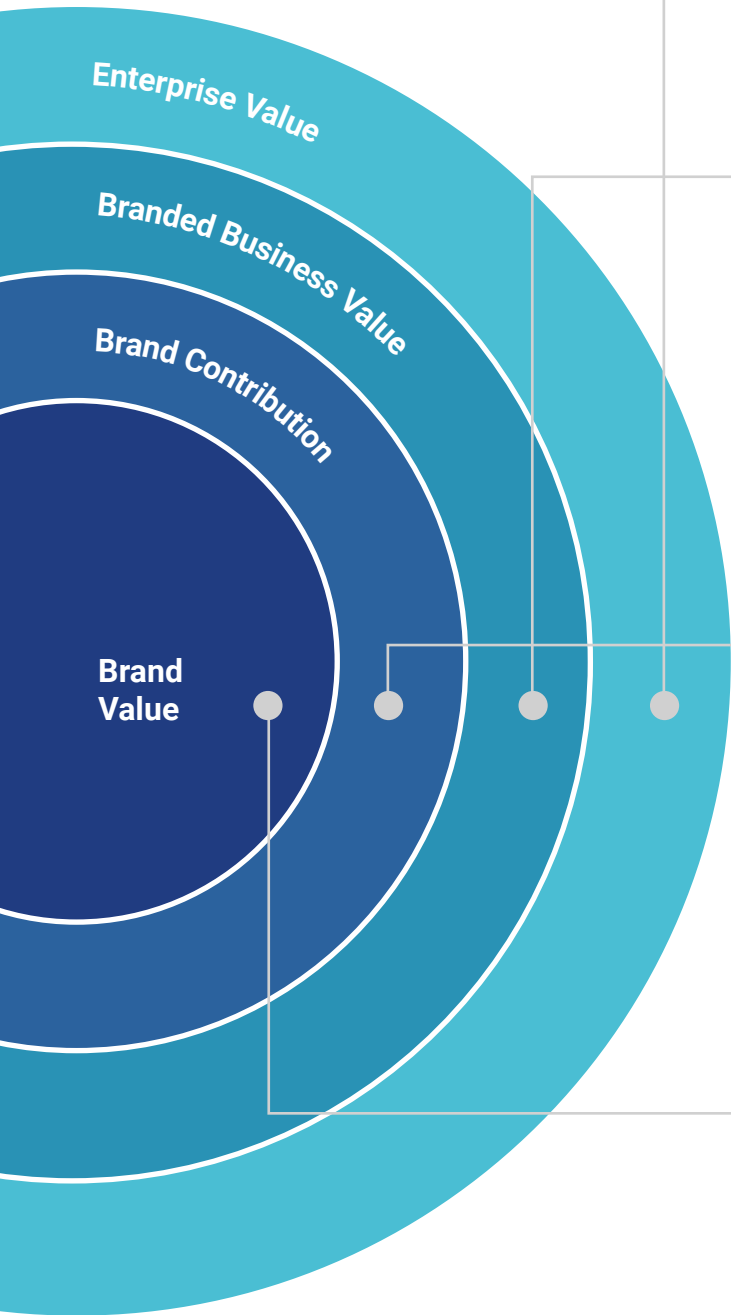


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# Methodology



# 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 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.



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### 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).

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### 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.

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### 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%.

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### 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



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## 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.

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## 2. 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.

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## 3. 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 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.



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# Our Services







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# 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](mailto: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.

## 8<sup>th</sup> 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.



# 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:

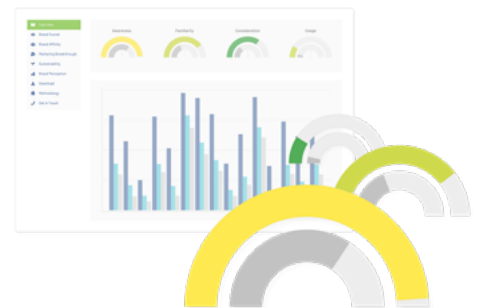
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?

# Brand Insights

Make your brand's business case.

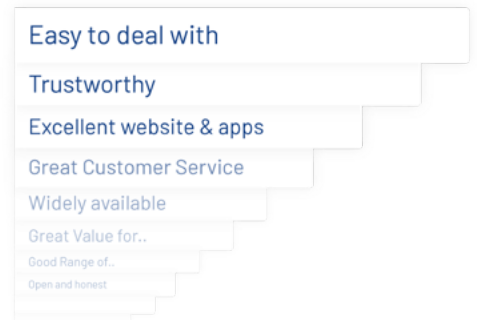
## Benchmarking

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



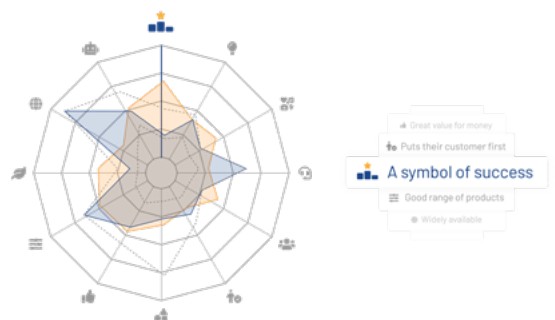
## Drivers Analysis

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 optimize 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 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:

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