

BrandBeta® US 2021

The annual report on the most popular brands in America

November 2021



Contents.

About Brand Finance	4
Get in Touch	4
Foreword	6
BrandBeta®	8
Introducing the BrandBeta®	10
How Brands and Marketing Impact Market Share	11
Summary Points	12
Executive Summary	13
BrandBeta® Results	14
Fastest Growing BrandBeta®	18
Top 5 BrandBeta® per Sector	20
Brand Finance BrandBeta® US 2021	24
Brands Covered in Our Research	26
Insights	32
The Dangerous Rise of Corporate Reputation	34
Methodology	38
Global Brand Equity Monitor	40
Our Services	44
Consulting Services	46
Brand Evaluation Services	47
Brand Finance Network	50

About Brand Finance.

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

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

We pride ourselves on four key strengths:

- Independence
- Technical Credibility
- Transparency
- Expertise

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

For more information, please visit our website: www.brandfinance.com

Get in Touch.

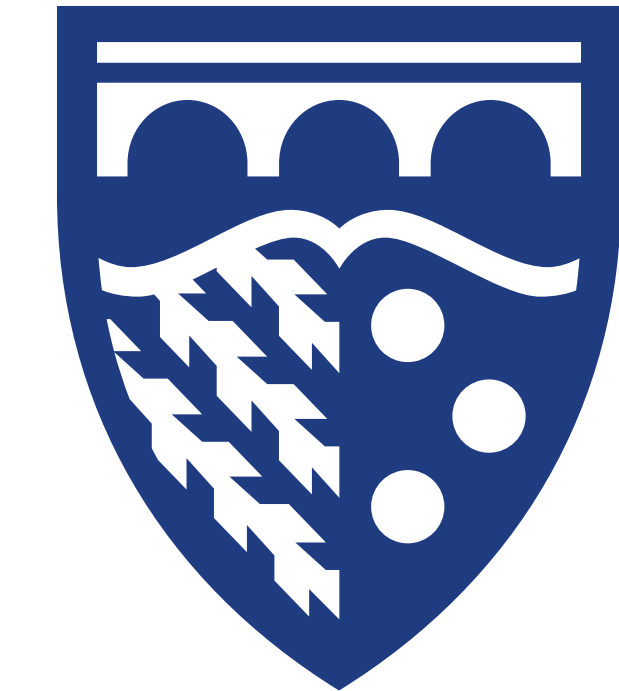
For business enquiries, please contact:
Alex Haigh
Director
a.haigh@brandfinance.com

For business enquiries, please contact:
Laurence Newell
Managing Director, USA
l.newell@brandfinance.com

For media enquiries, please contact:
Konrad Jagodzinski
Communications Director
k.jagodzinski@brandfinance.com

For all other enquiries, please contact:
enquiries@brandfinance.com
+44 (0)207 389 9400

For more information, please visit our website:
www.brandfinance.com



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Brand Finance® 

Log on to Brandirectory.com to access brand, country or sectors **BrandBeta Data**

Our BrandBeta data includes all of the data we have collected this year and in previous years. It is broken down by question, demography and section with a clear explanation of the methodology and samples.

The data can be cut in any way required and can be downloaded into an easily used excel data sheet as necessary.

◆ Over **4,000 brands** researched each year

◆ **37 countries** and **26 sectors** covered

◆ More than **100,000 respondents** surveyed annually

◆ **Key metrics** across all industries and brands

◆ **B2B** and **B2C** results

◆ We are now **in our 5th consecutive year** conducting the study



Benefits of BrandBeta data

Foreword.



Alex Haigh
Director,
Brand Finance

What makes a brand strong? Our brand valuation analyses attempt to predict the long-term effects of future brand strength. However, a key element within that assessment is working out how strong and effective the brand is today. In short, do perceptions of a brand help make people choose it right at this moment?

In order to do that, we have developed a simple, market-research based measure used to measure popularity and mental availability of brands and used as market share predictor. This concept is called the “BrandBeta®”, lending its name from the financial term Beta – a measure of financial return from company shares.

The BrandBeta® is simple in that it contains only two measures: familiarity and relevance. Familiarity is a measure of depth of awareness – to be familiar with a brand you must know of it and know what it does fairly well. Relevance is a measure of acceptance into customer’s consideration set – to be relevant you must be considered by those familiar with your brand.

At Brand Finance, our reason for being is to “bridge the gap between marketing and finance” to help communicate the benefits of marketing and branding to financial teams who, unfortunately, are often sceptics. The simplicity of the BrandBeta® measure and its proven connection to the easy to understand measure of market share is designed to do just that.

With over 25 years of experience analysing the effects of marketing spend and advising our clients on how to set and spend their budgets, we know that there are two elements marketing teams can do to build demand: spend today for today or invest today to build the brand’s strength for tomorrow.

BrandBeta® is a measure which, if tracked, can be used to quantify the benefits of brand-building as an investment. Connected to brand reputation and other explanatory brand attributes, it can be used to explain how to change your brand’s positioning, what to do about a brand portfolio you are having issues with, what position to take in a purchase or licencing negotiation and many other applications.

Most importantly right now, however, is that it allows us to put thousands of brands to the test worldwide and see who comes out on top.

We very much hope you enjoy our analysis. The team and ourselves look forward to continuing the conversation with you.

Lorenzo Coruzzi
Associate,
Brand Finance



US Foreword.



Laurence Newell
Managing Director,
Brand Finance USA

Every year, Brand Finance puts 5,000 of the biggest brands to the test, evaluating their strength and quantifying their value, and publishes nearly 100 reports, ranking brands across all sectors and countries. This year, for the first time, we are excited to announce the results of the inaugural Brand Finance BrandBeta® US report, which assesses the popularity of brands across the country through proprietary market research and a sample size of approximately 12,000 Americans.

A quick look into the contents of the report reveals that though Walmart is the most popular brand in the US, with a score of 9.0 out of 10, Minnesota’s U.S. Bank scored an impressive 13% growth making it the fastest growing brand in terms of popularity.

Perennial favorite, McDonald’s, sits in second narrowly missing out on the top spot, but ranks first for familiarity scoring 92% and Google is the most relevant brand in the country with a score of 96%.

The food and drink sector is best represented in the top 25 with 14 brands featuring. Lay’s is the highest ranked across the sector in 4th with a whopping 71% of Americans claiming to eat its products.

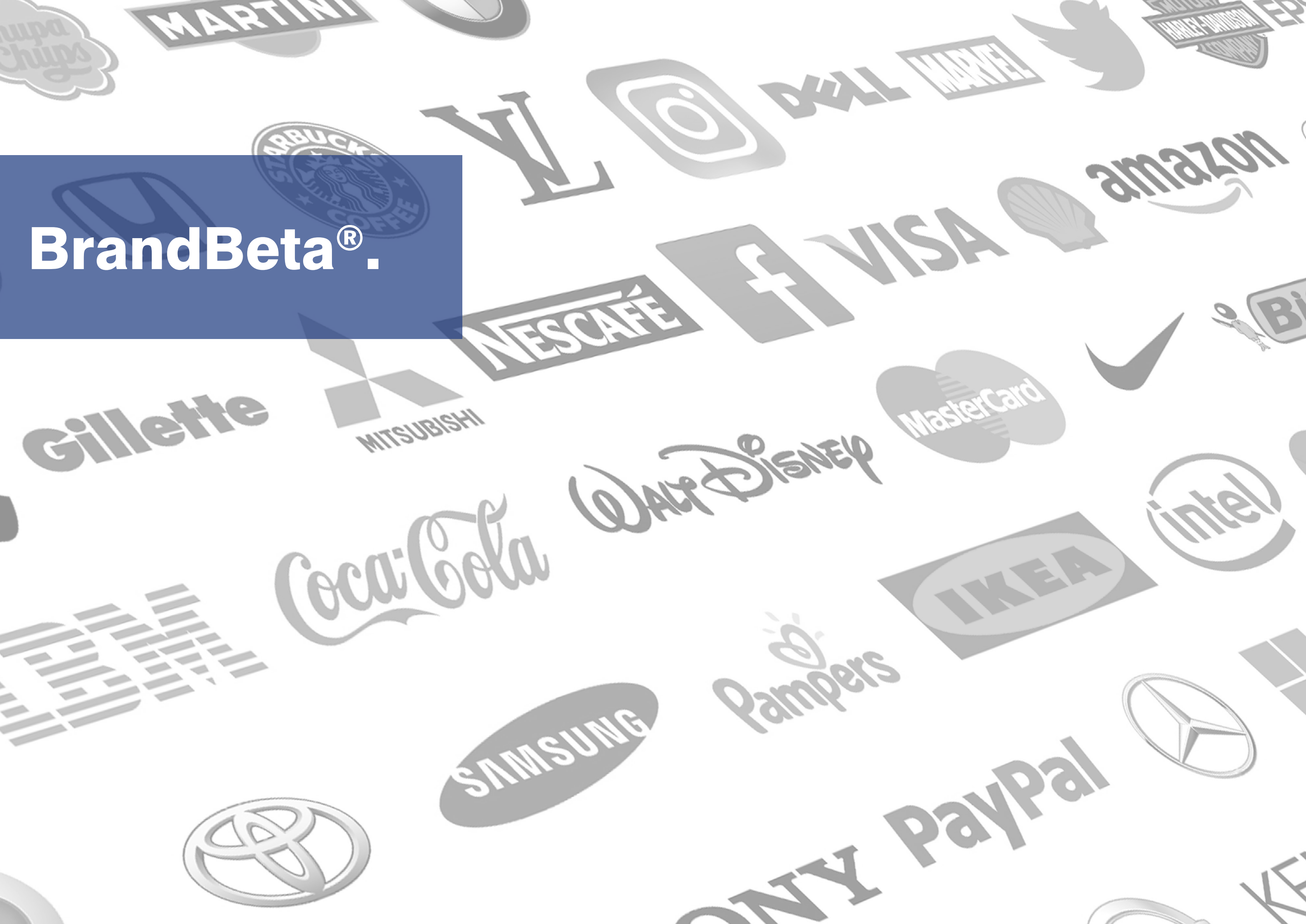
The battle between e-commerce and traditional brick and mortar retail continues, with Walmart and Amazon competing to claim the title of America’s most popular brand. Walmart, the nation’s most used brand with 75% of Americans claiming to shop there, leads the race this year. However, we are likely to witness a shift in the coming years as Amazon’s dominance, which has only accelerated during the pandemic, continues to rise.

Tesla is the 5th fastest growing BrandBeta® brand, up 4% year-on-year to 5.4 points. Recently surpassing the US\$1 trillion valuation – as well as being named the fastest growing brand in the Brand Finance Global 500 2021 report – Tesla’s growth is testament to the power of focused investment on an innovative, planet-changing product combined with unconventional, but noisy, marketing. According to our research, Tesla is considered technologically advanced, sustainably focused and above all, a cool, socially accepted brand. Its biggest challenge is widespread acceptance, but the recent order of 100,000 Teslas by Hertz shows that the brand is making strides in the right direction.

Equally encouraging on the green agenda is Valero’s 5% increase. The Texas-headquartered brand is well-positioned as North America’s largest renewable fuels producer, and the second largest in the world. In a show of its commitment to sustainability, Valero recently announced it has completed the expansion of its Diamond Green Diesel production capabilities with a new site at its St. Charles refinery and is currently undertaking a large-scale carbon capture project in a joint venture with BlackRock and Navigator.

We encourage you to take the time to read the sectorial thought pieces written by our colleagues around the globe. Alex Haigh points to the fact that though Chevrolet and Ford continue to lead the way among the top auto brands, Japan’s Toyota is hot on its tail for consumer favor. Our Oil & Gas Sector Director Savio D’Souza reveals the strengths behind Shell’s top sector ranking, as well as what makes Holiday Inn the most relevant brand among guests in the United States. Declan Ahern, Banks Sector Director sheds light on what bank brands can do to win favor among American consumers.

BrandBeta®.



Introducing the BrandBeta®.

The ‘marketing funnel’ is a key construct when analysing the impact of brands on business performance. Customers and other stakeholders need to be aware of brands to consider them.

Measures such as familiarity, consideration, and preference are important indicators of future performance. According to our own research and that of other agencies, consideration has a very close relationship with sales and sales growth.

Therefore, we have created a model which can be used to predict sales growth as a result of long-term brand equity and awareness. This model is called the BrandBeta® and is calculated as a combination of brand familiarity and relevance, the proportion of people familiar with a brand who are willing to consider it.

The BrandBeta® model is highly predictive of share. In fact, our analysis shows that, when combined, familiarity and relevance explain over 80% of the variance in market share within the categories covered. That is across all countries and sectors.

Analysing the impact of familiarity and relevance, we noted that familiarity explains approximately 65% of the variance in share, while relevance explains approximately 35%.

BrandBeta® is a combination of the two measures in the ratio (65:35). This combination creates a score out

of 10 which our additional analysis shows can be used to predict market share growth.

However, as well as this prediction of share we also need to understand the factors which drive relevance and familiarity. Brand attributes - such as quality, coolness, availability and trust - will be influencing the likelihood to consider and should be researched.

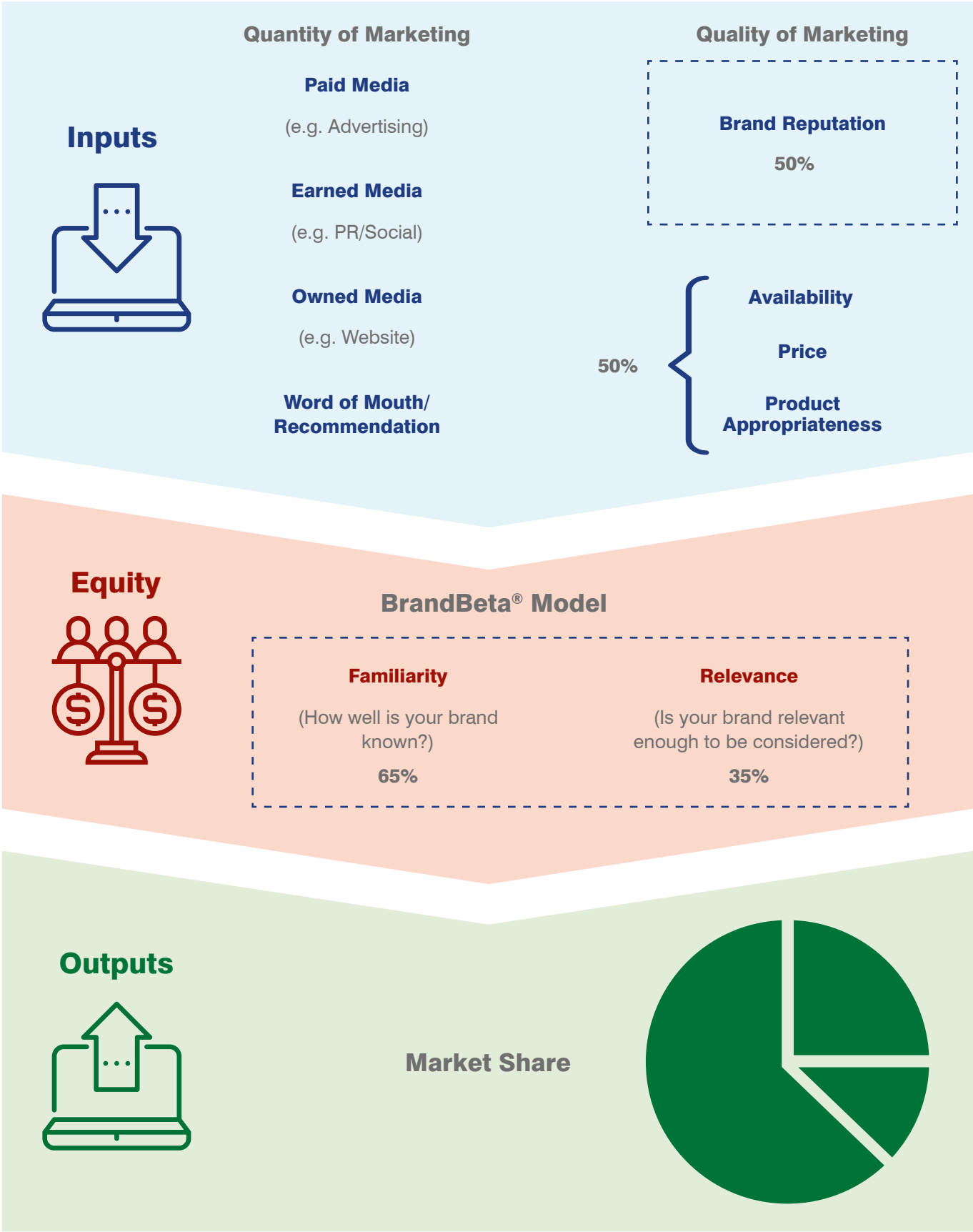
Within our “Tier 1” sectors, these measures are researched. In the “Tier 2” sectors, additional research can be performed as necessary in order to give diagnostic detail on how to improve brand positioning and messaging to influence likelihood to consider and therefore purchase.

BrandBeta® refers to the position of brands within customers minds – awareness and perceptions. As we have stated, this is an essential part of any brand evaluation.

However, this assessment should always be considered as one part of a full Brand Strength Index, which reviews inputs that are being performed to build BrandBeta®, combined with an analysis of behaviour and financial outputs - for example on market share and price.



How Brands and Marketing Impact Market Share.



*% mean importance for driving the subsequent variable

Summary Points.

1. Brands and their reputation drive business results.

We have found that over 80% of variation in market share across all sectors and markets is explained by these measures, and this level of explanation rises when looking at sectors and countries individually.

2. Brand reputation is important but not the only thing you should worry about.

Reputation explains only between 50% and 70% of the difference in Relevance. To be successful you also need to build familiarity, have the right products/services, available in the right places, at the right price.

3. Larger spend needs to be supported by a strong positioning and vice versa.

BrandBeta® is a combination of familiarity and reputation as both are needed to drive changes in market share.

4. Purpose is pointless if you're not selling what people want.

First and foremost, customers consider brands because they've heard of them and they think they can buy what they want from them for a reasonable price. Marketers should think carefully before putting all their faith in their purpose and reputation without getting the basics right first.

Executive Summary.

- + **Walmart** is most popular brand in US according to Brand Finance BrandBeta® US 2021 report, with BrandBeta® score of 9.0 out of 10
- + **US Bank** has seen biggest popularity increase over past year, with BrandBeta® score up by 13% due to expansion across West Coast
- + **Vtech, Nordstrom, Valero, and Tesla** round off top 5 fastest growing brands
- + **McDonald's** ranks first for familiarity scoring 92%
- + **Google** scores highest for brand relevance with 96%
- + Food & drink sector best represented in top 25 with 14 brands featuring. **Lay's** is highest ranked across sector with 71% of Americans saying they buy its products

BrandBeta® Results.



Walmart tops BrandBeta® ranking

Walmart has the highest BrandBeta® score across the United States, standing at 9.0 out of 10. With nearly 5,000 stores nationwide, Walmart benefits from its sheer size and presence and according to our research has the highest proportion of Americans who claim to use the brand at 75%. This, paired with the essential nature of its operations, has contributed to Walmart’s leading BrandBeta® score.

However, when looking at the general retail and e-commerce sector **Amazon** continues to narrow the gap in BrandBeta® behind Walmart, from 0.2 in 2020 to a mere 0.05 in 2021. This is in line with Amazon’s market share which, in e-commerce sales, has increased from 39.8% in 2020 to 40.4% in 2021, an increase larger than any other company this year.

The COVID-19 pandemic increased Amazon’s familiarity with Americans, but according to our research the brand’s breadth of product offerings, value for money and availability have also led to a high level of relevance to customers, which sits at 93% - the second highest score in the ranking. Amazon offers millions of products covering a diverse range of categories, aligning with its aim to be the most customer-centric company and to build a place where people can discover anything they want to buy online.

McDonald’s is most familiar brand in US

McDonald’s is the second most popular brand in the US with a BrandBeta® score of 9.0 out of 10, and registered an astounding 92% for familiarity, making it the most familiar brand in the US.

The high level of familiarity among Americans is unsurprising given it is the largest fast-food chain in the country, with over 13,500 restaurants currently operating. In addition to the enormous number of franchises around the country, it also invests heavily in advertising which, according to Brand Finance’s research, has been seen by 65% of Americans this year.

Our research also shows that 72% of Americans claim to have bought from the brand in the last year, the highest figure out of all the restaurant brands in the ranking. In a reflection of its market share, McDonald’s is ranked well ahead of its nearest competitors in the BrandBeta® ranking, with **Burger King** sitting in 18th and **Wendy’s** in 21st.

Google ranks first for relevance

Google received the highest relevance score in the ranking, with 96% of Americans who are aware of the brand putting it into their consideration set. The term ‘google’ is synonymous with searching the internet, and it is the most widely used search engine not only in the US, but across the world with an estimated market share of 92%.












































































Coupled with a familiarity score of 85%, Google sits in 7th in the overall ranking with a BrandBeta® score of 8.9 out of 10.

Google was the only media brand to make it in to the top 25 of the ranking, with **YouTube** the second-highest ranked in the sector in 42nd position with a BrandBeta® score of 8.3.

Food & drink sector dominates

The food and soft drink sector dominates the Brand Finance BrandBeta® 2021 ranking, with 14 brands featuring in the top 25. The sector has an abundance of well-known

Top 25 Most Popular Brands in the US

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6	 	7	 	8	 	9	 	10	 
									
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8.7	8.7	8.7	8.7	8.7					
16	 	17	 	18	 	19	 	20	 
									
8.7	8.6	8.6	8.6	8.6					
21	 	22	 	23	 	24	 	25	 
									
8.6	8.6	8.6	8.5	8.5					

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and respected national brands, but it is also a category that involves high customer switching, impulse purchase and a lack of customer loyalty and, as a result, many people are aware of and are willing to try many different brands.

Lay's is the highest ranked brand in the sector in 4th spot, with a BrandBeta® score of 8.9 points. Lay's maintains popularity and relevance through regularly updating its products – last year it launched new products inspired by some of the most-loved dishes across the country, motivated by the lack of opportunity to visit restaurants during lockdowns. According to our research, 71% of Americans claim to have eaten Lay's in the last year and 70% say they like its products.

Rivals, **Coca-Cola** and **Pepsi** are neck and neck, claiming 15th and 16th spots for BrandBeta®, respectively. Coca-Cola is the most consumed soda in the world – and the US – with 1.9 billion servings, across 200 countries, each day. Unsurprisingly, therefore, Coca-Cola is the second most familiar brand in the ranking scoring a staggering 90% for familiarity. Pepsi sits only marginally behind Coca-Cola with an 89% familiarity score.

Nestlé and Lipton highest rated non-US brands

The only two brands from outside of the US to feature in the top 25 are Switzerland's **Nestlé** and British brand **Lipton**. Nestlé is the 11th most popular brand in

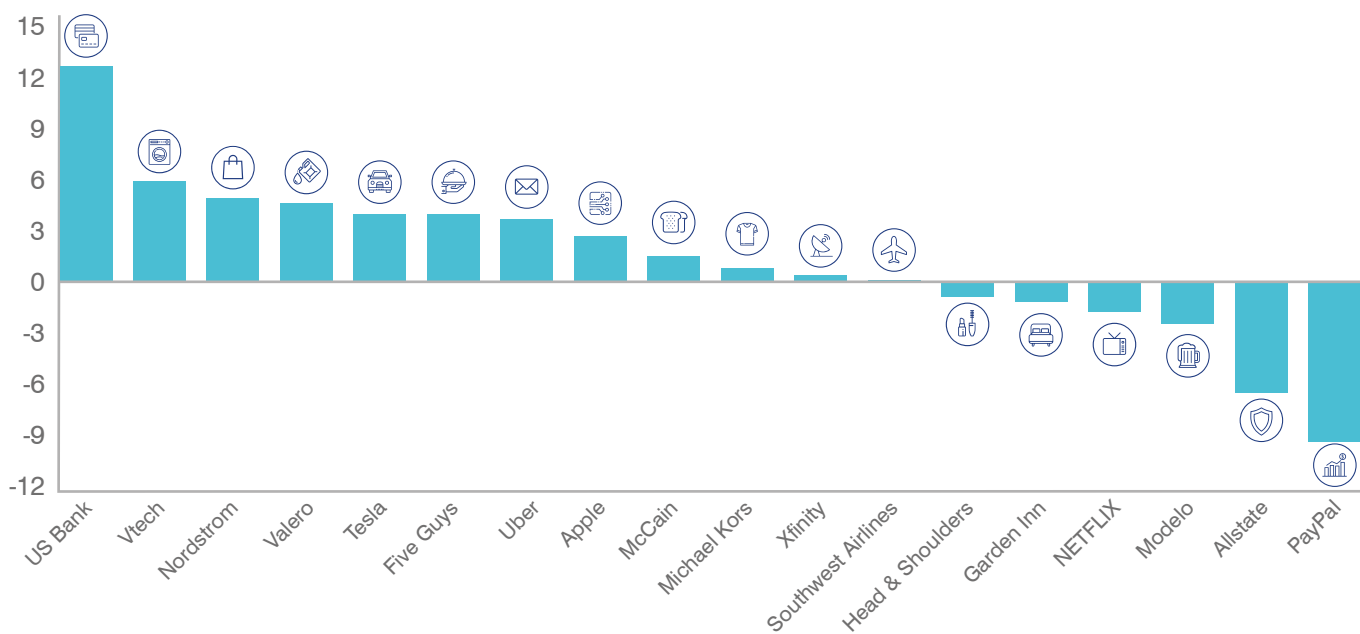
the US with a BrandBeta® score of 8.7 and Lipton sits in 25th with a BrandBeta® score of 8.5.

The US is Nestlé's biggest market, and its success continued in 2020 and throughout 2021 with retail sales growing fastest than in any other country. The pandemic saw growth in Nestlé's at-home segment with their coffee, pet food, dairy, and infant nutrition brands seeing broad-based market share gains.

Nestlé is already the market leader in the US for ready meals with over 13% market share, and the launch of Life Cuisine in 2020 is set to increase this by leveraging different buyer types through offering high protein, low carb, gluten free, and vegetarian options. Nestlé further expanded its at-home food offering at the end of 2020 with the acquisition of Freshly – a food subscription service delivering fresh ingredients to people's homes.

Lipton has been capturing market share at the expense of rival Arizona for the last 6 years in the ready-to-drink tea market. 2021 saw this trend continue with Pure Leaf becoming the top selling ready-to-drink tea brand in the US. Pure Leaf - part of the Pepsi Lipton Tea Partnership - underwent a rebrand in 2012 to reposition itself in the market following a decline in sales. It introduced a new bottle design and moved from using glass to recyclable PET, which led to a 49% increase in sales over the following three years and started it on its current trajectory as market leader.

Top Brand Popularity Growth per Sector 2020-21



Top 25 Most Popular Brands per Sector in the US

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Fastest Growing BrandBeta®.

US Bank records fastest growing BrandBeta® score

US Bank saw the biggest year-on-year increase in BrandBeta® score in the US, up 13% to 5.2 out of 10. The bank launched a new digital strategy in 2019 with a focus on transforming the customer experience – the COVID-19 pandemic accelerated its digital transformation with the brand seeing a 56% year-on-year increase in customers using mobile banking in Q3 2021.

US Bank also finalized its takeover of MUFG Union Bank, giving it a greater presence on the West Coast, most notably in California. This expansion will lead to greater familiarity and provide an opportunity to further increase popularity and market share moving forward.

Lockdowns boosts VTech's BrandBeta®

VTech has recorded the second fastest growing BrandBeta® this year, up 6% to 4.8 points. Over the previous year, North America has become VTech's second largest market globally and growth was predominantly seen across the brand's sales to online retailers, that achieved a double-digit increase, as well as through standalone products which recorded a surge in demand as parents and children were forced to spend more time at home due to pandemic-induced lockdowns.

Nordstrom BrandBeta® up 5%

Nordstrom is the third-fastest growing BrandBeta®, up 5% to 5.9 points. At the start of the year, the

department store chain announced a new strategy for long-term growth, with a focus of putting more investment into its already strong digital offering and its off-price subsidiary store, Nordstrom Rack, where it has increased the number of price points on offer to expand the customer base.

It has rolled out its market strategy to 10 more of its top markets, which represent around 75% of its sales. This strategy caters to the customer by providing personalized services both in-store and online, offering a greater choice of products through an integrated store and supply chain inventory, and providing greater convenience around delivery, in-store pick-ups and returns.

Valero's green agenda pays off

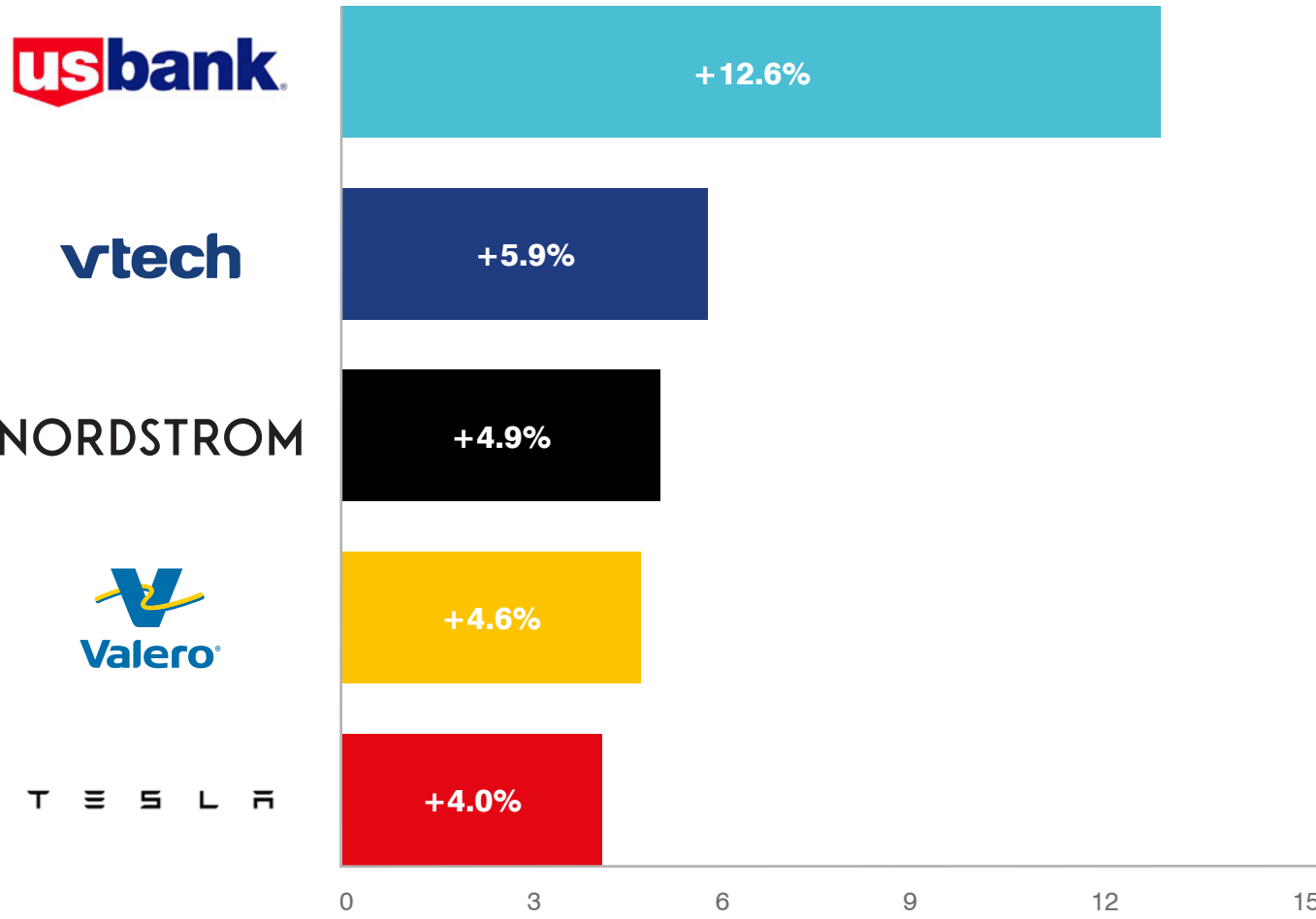
Valero recorded a 5% increase in BrandBeta® to 5.6 points. With the green agenda being pushed more than ever and at the forefront of consumers' minds, the Texan-headquartered brand is well-positioned as North America's largest renewable fuels producer, and the second largest in the world.

In a show of its commitment to sustainability, Valero recently announced it has completed the expansion of its Diamond Green Diesel production capabilities with a new site at its St. Charles refinery and is currently undertaking a large-scale carbon capture project in a joint venture with BlackRock and Navigator.

Tesla's BrandBeta® accelerates 4%

Tesla is the 5th fastest growing BrandBeta® brand, up 4% year-on-year to 5.4 points. Recently surpassing the US\$1 trillion valuation – as well as being named the fastest growing brand in the Brand Finance Global 500 2021 report – Tesla's growth is testament to the power of focussed investment on an innovative, planet-changing product combined with unconventional, but noisy, marketing. According to our research, Tesla is considered technologically advanced, sustainably focussed and above all, a cool, socially accepted brand. Its biggest challenge is widespread acceptance, but the recent order of 100,000 Teslas by Hertz shows that the brand is making strides in the right direction.

US Brands with Biggest Popularity Increase



Top 5 BrandBeta® per Sector.



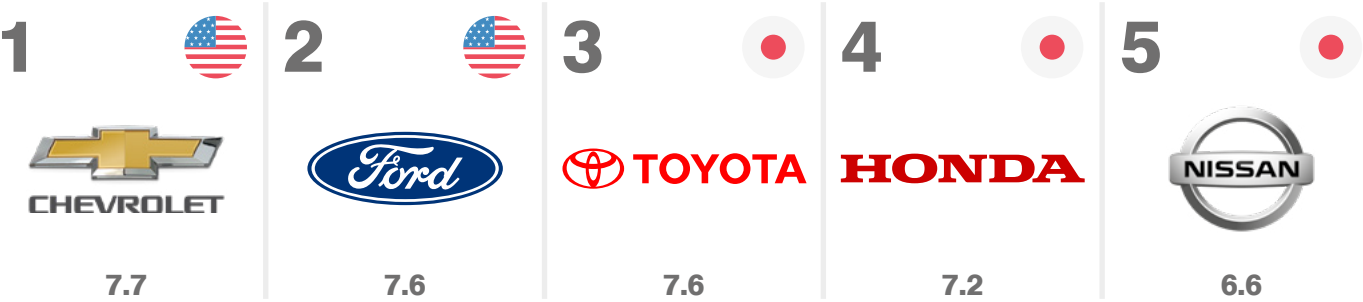
Alex Haigh
Auto Sector Director,
Brand Finance

Japanese auto brands favoured in the US

Three Japanese brands feature in the top 5 autos BrandBeta® ranking: **Toyota** (7.6 points); **Honda** (7.2 points) and **Nissan** (6.6 points). From its humble beginnings as a small subsidiary of a Japanese weaving firm over 75 years ago, Toyota has become one of the most respected and trusted automobile brands in the world and has captured the American market too. This year, Toyota’s sales overtook renowned American carmaker Ford’s (7.6 points).

Leading the pack in the sector is **Chevrolet**, with a BrandBeta® score of 7.7 points. With an extremely loyal following that has been amassed over the century it has been operating, the brand consistently records impressive sales across the North American market. The brand produces the majority of its cars in the country and are made specifically for the US market. Chevrolet continues to make strides in the EV market, with plans to invest more than US\$40.0 billion in electric and autonomous vehicles over the next four years – including 30 new models and six new production plants. Further plans include partnering with Walmart to test delivering customer orders using driverless vehicles.

Top 5 Auto Brands in the US



Savio D'Souza
Oil & Gas Sector Director,
Brand Finance

UK based giant Shell tops sector ranking

UK based oil & gas giant, **Shell** tops the ranking for BrandBeta® in the sector with a score of 7.9 points. Shell has long been one of the strongest oil & gas brands in the world, due to its extensive network presence and its heritage for high quality fuels. In the US alone, there are nearly 13,000 Shell gas stations making it the brand of motor fuel most frequently bought in the country. According to our research, 44% of consumers have used the brand in the last year.

Mobil (BrandBeta® score 7.6) and **Exxon** (BrandBeta® score 7.3) sit in second and third for the sector, respectively. The two sub-brands of parent company **ExxonMobil** are almost identical on many metrics across our research including, awareness, familiarity, innovation, and quality. However, where Exxon falls short behind Mobil is price point. 24% of consumers believe Exxon to be expensive versus 18% for Mobil, and 21% think Exxon is good value for money, short of 25% for Mobil.

Top 5 Oil & Gas Brands in the US





Alex Haigh
Hotel Sector Director,
Brand Finance

Holiday Inn reserves top spot

Holiday Inn heads up the top 5 hotels BrandBeta® ranking with a BrandBeta® score of 8.2 and sits in 53rd in the overall ranking. Second placed **Hilton** (BrandBeta® score 7.8) is the only other hotel brand to feature in the top 100 sitting in 90th overall.

Both brands have strong relevance scores with 89% of people aware of the brands putting them into their consideration set. However, **Holiday Inn** is the more familiar brand, scoring 78% compared to Hilton’s 72%.

The sheer number of Holiday Inns across the country undoubtedly increases its familiarity score. There are about 280 Hilton hotels across the US, compared to just over 2,800 Holiday Inn and Holiday Inn Express hotels, which also have a presence in more states throughout the country.

Marriott (7.7 points), **Hampton Inn** (7.5 points) and **Comfort Inn** (7.3 points) complete the top 5 in the sector. With three mid-range hotel brands featuring it suggests Americans view value for money as an important factor when choosing a hotel.

Top 5 Hotel Brands in the US



Declan Ahern
Bank Sector Director,
Brand Finance

Chase tops banking sector

Chase leads the way in the top 5 banks BrandBeta® ranking with a score of 7.1. Interestingly, four out of the five top performing banking brands in the BrandBeta® ranking are also the highest-ranking US banks in the Brand Finance Banking 500 2021 report. **Bank of America**, **Citi**, **Wells Fargo**, and **Chase** are the four most valuable US banking brands, and **Capital One** is the 7th most valuable, highlighting the relationship between BrandBeta® score and overall brand value.

Despite this, the banking sector did not perform well in the BrandBeta® ranking overall. No banking brands feature in the top 100 and the average BrandBeta® score for the sector is low when compared to others.

The low level of popularity tracks with research carried out by Brand Finance that ranked the banking sector joint bottom across 20 sectors for reputation and trust, principally due to the inherent lack of trust people have in banking institutions from years of scandal and controversy.

Top 5 Bank Brands in the US



Brand Finance BrandBeta® US 2021.

Top 100 Most Popular brands in the US 1-50

2021 Rank	Brand	Sector	Country of Operation	BrandBeta®	Familiarity	Relevance
1	Walmart	General Retail & E-Commerce	United States	9.0	8.9	9.2
2	McDonald's	Restaurants	United States	9.0	9.2	8.7
3	Amazon	General Retail & E-Commerce	United States	9.0	8.8	9.3
4	Lays	Food	United States	8.9	8.7	9.2
5	Hershey's	Food	United States	8.9	8.7	9.3
6	Oreo	Food	United States	8.9	8.7	9.1
7	Google	Media	United States	8.9	8.5	9.6
8	M&Ms	Food	United States	8.8	8.7	9.0
9	Kraft	Food	United States	8.8	8.5	9.3
10	Reese's	Food	United States	8.7	8.6	9.0
11	Nestle	Food	Switzerland	8.7	8.4	9.3
12	UPS	Logistics	United States	8.7	8.4	9.3
13	Heinz	Food	United States	8.7	8.4	9.3
14	Kellogg's	Food	United States	8.7	8.5	9.1
15	Coca-Cola	Soft Drinks	United States	8.7	9.0	8.1
16	Pepsi	Soft Drinks	United States	8.7	8.9	8.2
17	FedEx	Logistics	United States	8.6	8.3	9.2
18	Burger King	Restaurants	United States	8.6	8.8	8.2
19	Colgate	Cosmetics & Personal Care	United States	8.6	8.4	8.9
20	Microsoft	Technology	United States	8.6	8.3	9.1
21	Wendy's	Restaurants	United States	8.6	8.5	8.7
22	Campbell's	Food	United States	8.6	8.3	9.1
23	Doritos	Food	United States	8.6	8.3	9.0
24	Clorox	Household Products	United States	8.5	8.2	9.2
25	Lipton	Food	United Kingdom	8.5	8.3	9.0
26	Snickers	Food	United States	🔒	🔒	🔒
27	Samsung	Technology	South Korea	🔒	🔒	🔒
28	Kit Kat	Food	United Kingdom	🔒	🔒	🔒
29	Target	General Retail & E-Commerce	United States	🔒	🔒	🔒
30	Bounty	Household Products	United States	🔒	🔒	🔒
31	Cheetos	Food	United States	🔒	🔒	🔒
32	USPS	Logistics	United States	🔒	🔒	🔒
33	Subway	Restaurants	United States	🔒	🔒	🔒
34	Lysol	Household Products	united states	🔒	🔒	🔒
35	Pizza Hut	Restaurants	United States	🔒	🔒	🔒
36	Dove	Cosmetics & Personal Care	United Kingdom	🔒	🔒	🔒
37	Visa	Payment Services	United States	🔒	🔒	🔒
38	Domino's Pizza	Restaurants	United States	🔒	🔒	🔒
39	Ruffles	Food	United States	🔒	🔒	🔒
40	Cheerios	Food	United States	🔒	🔒	🔒
41	Kleenex	Household Products	United States	🔒	🔒	🔒
42	YouTube	Media	United States	🔒	🔒	🔒
43	Sony	Technology	Japan	🔒	🔒	🔒
44	Home Depot	General Retail & E-Commerce	United States	🔒	🔒	🔒
45	Tide	Household Products	United States	🔒	🔒	🔒
46	Sprite	Soft Drinks	United States	🔒	🔒	🔒
47	KFC	Restaurants	United States	🔒	🔒	🔒
48	Tostitos	Food	United States	🔒	🔒	🔒
49	Lowe's	General Retail & E-Commerce	United States	🔒	🔒	🔒
50	Mastercard	Payment Services	United States	🔒	🔒	🔒

Top 100 Most Popular brands in the US 51-100

2021 Rank	Brand	Sector	Country of Operation	BrandBeta®	Familiarity	Relevance
51	Twix	Food	United States	🔒	🔒	🔒
52	Quaker	Food	United States	🔒	🔒	🔒
53	Holiday Inn	Hotels	United States	🔒	🔒	🔒
54	7-Up	Soft Drinks	United States	🔒	🔒	🔒
55	NETFLIX	Media	United States	🔒	🔒	🔒
56	Best Buy	General Retail & E-Commerce	United States	🔒	🔒	🔒
57	Apple	Technology	United States	🔒	🔒	🔒
58	Disney	Media	United States	🔒	🔒	🔒
59	American Airlines	Airlines	United States	🔒	🔒	🔒
60	Philadelphia	Food	United States	🔒	🔒	🔒
61	Facebook	Media	United States	🔒	🔒	🔒
62	McCormick	Food	United States	🔒	🔒	🔒
63	Walgreens	General Retail & E-Commerce	United States	🔒	🔒	🔒
64	Skippy	Food	United States	🔒	🔒	🔒
65	Olive Garden	Restaurants	United States	🔒	🔒	🔒
66	Delta	Airlines	United States	🔒	🔒	🔒
67	Taco Bell	Restaurants	United States	🔒	🔒	🔒
68	CVS	General Retail & E-Commerce	United States	🔒	🔒	🔒
69	GE	Appliances	United States	🔒	🔒	🔒
70	Shell	Oil & Gas	United Kingdom	🔒	🔒	🔒
71	Pepperidge Farm	Food	United States	🔒	🔒	🔒
72	Whirlpool	Appliances	United States	🔒	🔒	🔒
73	Arby's	Restaurants	United States	🔒	🔒	🔒
74	Tropicana	Soft Drinks	United States	🔒	🔒	🔒
75	ABC	Media	United States	🔒	🔒	🔒
76	Arm & Hammer	Household Products	United States	🔒	🔒	🔒
77	Dollar Tree	General Retail & E-Commerce	United States	🔒	🔒	🔒
78	Minute Maid	Soft Drinks	United States	🔒	🔒	🔒
79	LG	Technology	South Korea	🔒	🔒	🔒
80	Oscar Mayer	Food	United States	🔒	🔒	🔒
81	Starbucks	Restaurants	United States	🔒	🔒	🔒
82	Denny's	Restaurants	United States	🔒	🔒	🔒
83	Levi's	Apparel	United States	🔒	🔒	🔒
84	Dell	Technology	United States	🔒	🔒	🔒
85	Dunkin'	Restaurants	United States	🔒	🔒	🔒
86	Charmin	Household Products	United States	🔒	🔒	🔒
87	Paypal	Payment Services	United States	🔒	🔒	🔒
88	Jack Daniel's	Wines & Spirits	United States	🔒	🔒	🔒
89	CBS	Media	United States	🔒	🔒	🔒
90	Hilton	Hotels	United States	🔒	🔒	🔒
91	Febreze	Household Products	United States	🔒	🔒	🔒
92	United	Airlines	United States	🔒	🔒	🔒
93	Gatorade	Soft Drinks	United States	🔒	🔒	🔒
94	Goodyear	Tyres	United States	🔒	🔒	🔒
95	BMW	Luxury Automotive	Germany	🔒	🔒	🔒
96	Dr Pepper	Soft Drinks	United States	🔒	🔒	🔒
97	Canon	Appliances	Japan	🔒	🔒	🔒
98	Corona	Beer	Mexico	🔒	🔒	🔒
99	Verizon	Telecoms	United States	🔒	🔒	🔒
100	Michelin	Tyres	France	🔒	🔒	🔒

Brands Covered in Our Research.

Airlines




Aeromexico
Air Canada
Air France
Alaska Airlines
Allegiant Travel
American Airlines
Avianca
British Airways
Cathay Pacific
Delta
Emirates
Frontier Airlines
Hawaiian
Iberia
Japan Airlines
Jetblue Airways
Lufthansa
Qantas
Qatar Airways
Southwest Airlines
Spirit Airlines
Turkish Airlines
United
Virgin Atlantic
Virgin Australia

Appliances




Frigidaire
GE
Hisense
Hoover
KitchenAid
Maytag
Mitsubishi Electric
Nintendo
Panasonic
Playstation
Sharp
Siemens
Vtech
Whirlpool
Xbox

Auto




Audi
BMW
Buick
Cadillac
Chevrolet
CHRYSLER
Dodge
Ford
GMC
Harley-Davidson
Honda
Hyundai
Jaguar
Jeep
Kia
Land Rover/Range Rover
Lexus
Lincoln
Mercedes
Nissan
Porsche
Ram
Tesla
Toyota
Volkswagen

Banks




Ally Financial
Bank of America
BB&T
Capital One
Chase
Chime
Citi/Citibank
Citizens
Fidelity
Fifth Third Bank
KeyBank
PNC
Regions Financial Corporation
TD Ameritrade

Apparel




Abercrombie & Fitch
Adidas
American Eagle Outfitters
Banana Republic
Calvin Klein
Converse
Gap
Guess
H&M
Lacoste
Levi's
Michael Kors
New Balance
Nike
Old Navy
Puma
Ralph Lauren
Ray-Ban
Reebok
Skechers
The North Face
Timberland
Tommy Hilfiger
Under Armour
Victoria's Secret

Appliances




Bosch
Canon
Dyson
Electrolux

Banks



TD Bank
US Bank
Vanguard
Venmo
Wells Fargo

Beers



Blue Moon
Bud Light
Budweiser
Busch
Carling Black Label
Coors Light
Corona
Dos Equis XX
Guinness
Heineken
Icehouse
Keystone
Kirin
Michelob
Miller
Miller Lite
Modelo
Natural
Pabst Blue Ribbon
Stella Artois
Tecate

Cosmetics & Personal Care




Avon
Axe
Colgate
Dove
Garnier
Gillette / Gillette Venus
Head & Shoulders
Herbal Essences
Johnson's
L'OrÃ©al Paris
Maybelline
Neutrogena
NIVEA
Olay
Old Spice
Pantene
Pond's

Food




Belvita
Bigelow
Campbell's
Celestial Seasonings
Cheerios
Cheetos
Doritos
Ferrero
Folgers
Heinz
Hellmann's

Food



Hershey's
Hillshire Farm
Hormel
Kellogg's
Kit Kat
Kraft
Lays
Lean Cuisine
Lipton
M&Ms
Mars
McCain
McCormick
Nature Valley
Nespresso
Nestle
Nutella
Oreo
Oscar Mayer
Pepperidge Farm
Philadelphia
Quaker
Reese's
Ruffles
Skippy
Snickers
Spam
Stouffer's
Tetley
Tostitos
Trident/Dirol
Twix
Tyson
Wrigley
Yoplait

General Retail & E-Commerce



7-Eleven
Albertsons
Amazon
AutoZone
Bed Bath & Beyond
Best Buy
Burlington
Circle K
Costco
CVS
Dick's Sporting Goods
Dollar General
Dollar Tree
eBay
Family Dollar
Food Lion
Foot Locker
Home Depot
IKEA

General Retail & E-Commerce

Kohl's
Kroger
Lowe's
Macy's
Marshalls
Michaels
Nordstrom
Publix
QVC
Ross Dress For Less
Safeway
Sam's Club
SEPHORA
Target
TJ Maxx
Trader Joe's
Ulta Beauty
Walgreens
Walmart
Wayfair
Whole Foods

Hotels

Marriott
Microtel Inn
Quality
Ramada
Renaissance Hotels
Residence Inn
Sheraton
SpringHill Suites
Staybridge Suites
Super 8
The Ritz-Carlton
TownePlace
W Hotels
Waldorf Astoria
Westin
Wingate
Wyndham
Air Wick
Arm & Hammer
Bounty
Charmin
Clorox
Febreze
Glade/Brise
Kimberly-Clark
Kleenex
Lysol
Miracle-Gro
Purex
Scott's
Scotts
Swiffer
Tide
Tupperware
Vanish
Yankee Candle

Household Products

Aflac
Allstate
Farmers
Geico
Hartford
John Hancock
Liberty Mutual
Metlife
Nationwide
New York Life
Northwestern Mutual
Progressive
Prudential (US)
Travelers
DHL
FedEx
Uber
Uber Eats

Insurance

Logistics

Healthcare Services

Aetna
Anthem
Blue Cross Blue Shield
Cigna
Humana
Medicaid
Medicare
UnitedHealthcare
Baymont
Best Western
Clarion
Comfort Inn
Courtyard
Crowne Plaza
Days Inn
Double Tree
Embassy Suites
Extended Stay America
Fairfield Inn
Fairmont
Four Points
Four Seasons Hotels & Resorts
Garden Inn
Hampton Inn
Hilton
Holiday Inn
Home2 Suites
Homewood Suites
Howard Johnson
Hyatt Regency
Intercontinental
JW Marriott
La Quinta

Hotels

Logistics

UPS
USPS
Bottega Veneta
Bulgari
Burberry
Cartier
Chanel
COACH
Dior
Dolce & Gabbana
Fendi
Givenchy
GUCCI
Hermès
Hublot
Jacquemus
Kate Spade
Louis Vuitton
Omega
Prada
Rolex
Salvatore Ferragamo
Tag Heuer
Tiffany & Co.
Tissot
Tod's
Tom Ford
Van Cleef & Arpels
Versace
Vivienne Westwood
Yves Saint Laurent

Luxury Apparel

Luxury Auto

Acura
Aston Martin
Audi
Bentley
BMW
Dallara
Ferrari
Infiniti
Jaguar
Lamborghini
Land Rover
Maserati
McLaren
Porsche
Rolls- Royce
Tesla
Clinique
Estée Lauder
M.A.C

Luxury Cosmetics

Media

20th Television
ABC
Apple Music
BBC

Media

CBS
Discovery
Disney
ESPN
Facebook
Fox
Google
HBO
Instagram
LinkedIn
MTV
NETFLIX
Pandora
Paramount
SiriusXM
Snapchat
Spotify
TBS
TikTok/Douyin
TNT
Twitter
Universal
Warner Bros
Yahoo
YouTube

Oil & Gas

BP
Chevron
ConocoPhillips
Exxon
Gulf
Marathon Oil
Marathon Petroleum
Mobil
Phillips 66
Shell
Speedway
Texaco
Valero
Valvoline

Restaurants

Arby's
Baskin Robbins
Buffalo Wild Wings
Burger King
Cheesecake Factory
Chick-fil-A
Chili's
Chipotle
Cracker Barrel
Denny's
Domino's Pizza
Dunkin'
Five Guys
Jack In The Box
Jimmy John's

Restaurants



KFC
Little Caesar's Pizza
McDonald's
Olive Garden
Panda Express
Panera Bread
Papa John's
Pizza Hut
Popeyes
Shake Shack
SONIC
Starbucks
Subway
Taco Bell
Texas Roadhouse
Tim Hortons
Wendy's

Soft Drinks



7-Up
Aquafina
Coca-Cola
Dr Pepper
Evian
Fanta
Gatorade
Minute Maid
Monster
Mountain Dew
Naked
Pepsi
Poland Spring
Powerade
Red Bull
San Pellegrino
Sprite
Tropicana

Technology



Adobe
Airbnb
Apple
booking.com
Dell
Expedia.com
HPE
Huawei
Intel
Lenovo
LG
Microsoft
Philips
QuickBooks
Samsung
Sony
Toshiba
TurboTax
Zoom

Telecoms



AT&T
CenturyLink
Dish Network
Spectrum
Sprint
T-Mobile
Tracfone
US Cellular
Verizon
Virgin Mobile
Xfinity

Tyres



Bridgestone
Continental
Dunlop
Goodyear
Hankook
Michelin
Pirelli
Toyo Tire & Rubber
Yokohama

Wine & Spirits



Absolut
Bacardi
Barefoot
Beefeater
Bombay Sapphire
Bulleit
Captain Morgan
Carlo Rossi
Chandon
Chivas Regal
Crown Royal
Dewar's
El Jimador
Finlandia
Grey Goose
Hennessy
Jack Daniel's
Jagermeister
Jameson
Johnnie Walker
Malibu
Martini
Moet & Chandon
Patron
SKYY Vodka
Smirnoff
Tanqueray
Wild Turkey
William Lawson
Yellow Tail

Payment Services



American Express
Discover
Mastercard
Paypal
Visa





Insights.

The Dangerous Rise of Corporate Reputation.



Jovana Pantovic
Research Director,
Brand Finance USA



Gordon Morris
Research Director,
Brand Finance UK

Synopsis

It is undeniable that companies with good corporate reputations enjoy a competitive advantage. But because a firm’s market value is becoming driven by intangible assets such as brand equity, corporate reputation is also becoming increasingly important. The problem is that while many companies understand that their reputation is important, many don’t take effective steps to protect it – leading to scandal and disaster.

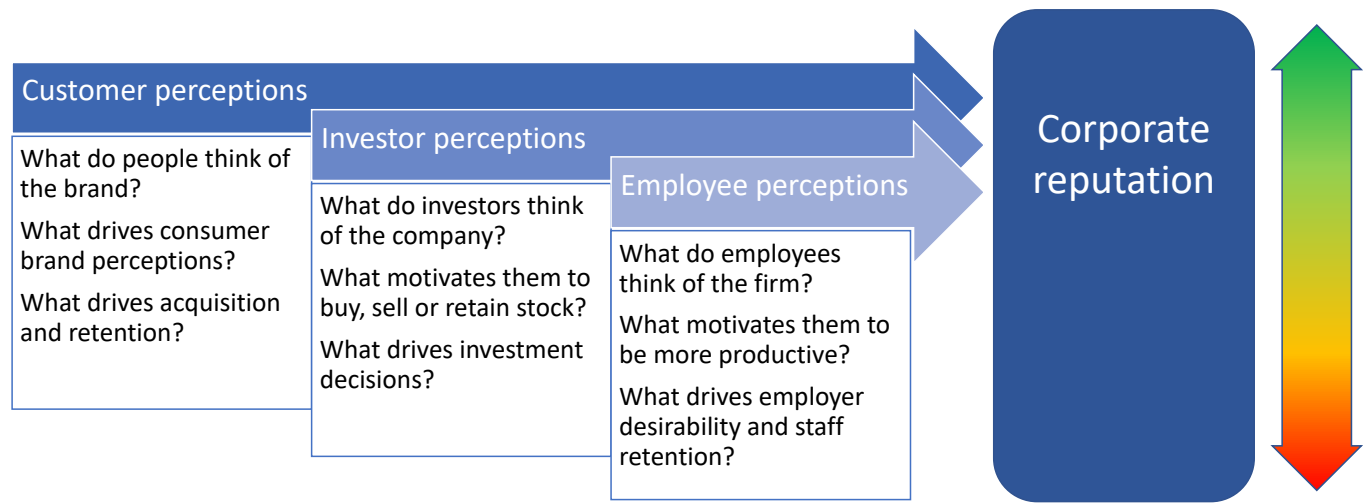
A principal reason why companies experience reputational crises that could have been otherwise avoided or mitigated is that they prioritise positive internal perceptions of their brand over negative external signals to the contrary. This is partly because they miss changes in stakeholder values over time and also because they don’t align internally on what different stakeholders want, so don’t have a consistent picture of their reputation.

There are five things a company can do to effectively measure and build their corporate reputation:

- 1. Centralise responsibility for reputation within your company
- 2. Use reliable mechanisms to assess stakeholder perceptions
- 3. Be honest when comparing what people think of you to what you really are
- 4. Identify strategies to close gaps between perception and reality
- 5. Monitor your reputation to assess changes over time

Introduction

Corporate reputation is described by many other terms, such as brand equity, employer brand, brand health or trust, but being thought well of by any other name would be just as advantageous. Among other benefits, Brand Finance has shown this advantage manifests itself in stronger customer preference, faster stock growth, lower financial costs, reduced regulatory risks, and lower employee cost.



Due to modern market values becoming increasingly driven by intangible assets such as brand equity, corporate reputation has also become a key driver of company value. And the greater the opportunity to benefit from good reputation, the greater the risk of harm from bad reputation. Even worse is the calamity caused by a strong brand’s fall from grace: as Warren Buffett says, “it takes 20 years to build a reputation and 5 minutes to ruin it”. In today’s economy where what a company stands for is as important as how a company makes money, understanding and protecting corporate reputation is a vital part of smart business strategy.

Compounding the complexity of the problem is today’s fast-moving digital and social media landscape, where corporate reputation is a cocktail of customer, employee, and investor perceptions. One media post from an unhappy employee can rapidly spread across the internet, leading to a complete upheaval of the company. Facebook’s recent re-brand into Meta is one such example.

The problem is that while everyone understands the importance of reputation, many companies don’t establish what their reputation really is, or don’t take effective steps to protect it. So rather than foreseeing and mitigating dangers that could harm their reputation, many companies instead are left scrambling to limit damage caused by scandal, for example, Boeing with their 777-MAX.

Why companies don’t see reputational icebergs

The principal reason why companies experience reputational crises that could have been otherwise avoided or mitigated is that what they think they are, isn’t who they really are. There are two reasons for this:

- 1. Missing the changing stakeholder zeitgeist

Corporate reputation was simpler in the past. With consumers trusting what brands said, reputation could be easily driven by advertising, and as long as products and services were sold profitably within regulatory guidelines, not much more was required from companies. Now, consumer skepticism and concerns over the harm of rampant capitalism have caused news of exploitative manufacturing processes, dismissiveness of climate change, and disinterest in diversity to all lead to brand boycotts.

Many companies assume the demands and wishes of their employees, customers and investors are static, but nothing could be further from the truth. To not follow what’s important to stakeholders will inevitably lead to a brand no longer standing for what they want. And the longer the requirement for a company to adapt is missed, the greater the misalignment with stakeholder changing values, and the greater the damage to their reputation will be when they are found out.

- 2. Departments don’t agree on or track what constitutes their company’s reputation

The technology sector is awash with tales of marketing launches for products that weren’t ready or had to be delayed due to faults. For example, five of Sony Ericsson’s first six smartphones were failures riddled with usability issues, which caused the company significant harm among networks and consumers alike. A big reason for this failure was because the product teams failed to understand what customers truly wanted while the marketing teams presented the devices as completed products.

The role of understanding what stakeholders want in a company should be the domain of each department: Product and Marketing surveys customers, HR surveys employees, Investor Relations surveys investors and analysts, etc. While many companies do these things already, what many do not is coordinate results across stakeholder groups to identify similarities and differences in reputation.

How to stay on top of a top reputation

There are 5 steps in ensuring a company can understand, maintain, and build its reputation over time:

Centralise responsibility for reputation within your company

Usually, responsibility for the brand sits within a marketing group. However, companies that are most interested in measuring their reputation across stakeholders have a brand department that’s a central resource, much like IT or HR.

From here, they find a consensus on a company’s reputation, coordinate the assessment of that among stakeholders and, by incorporating these different results into a central index, can give the company and

its leaders a consistent and accurate picture of the company’s overall reputation.

Use reliable mechanisms to assess your reputation

A brand’s reputation is made up of all the things people perceive about a brand, be they good, bad, or ugly. As a collective of perceptions, they can be identified through exploratory investigation and validated through robust quantitative research.

Repeating this process across stakeholders such as customers, employees, and investors allows a firm to identify common perceptions across groups. Analyzing which perceptions drive key behaviors such as purchase and investment consideration, and employee engagement allows them to identify the most important to focus on.

Be honest when comparing what people think of you to what you really are

A key part of accurately measuring reputation is to implement a transparent, robust, and independent system that monitors reputation changes and

diagnoses the causes of any change. Linking measures to index a company’s reputation to metrics such as brand value are invaluable in showing when a company’s reputation is helping to benefit it or is risking a slide in stock value.

But all the metrics in the world will not matter if senior management disbelieves adverse numbers. People have a natural tendency to believe their firm’s reputation is positive, and complacency can breed disbelief at indicators to the contrary that endangers efforts that could otherwise mitigate or avoid reputational damage. Vigilance against confirmation bias is critical in spotting reputation warning signs and identifying when a change in strategy is needed to maintain your reputation.

Identify strategies to close gaps between perception and reality

It is not unusual that a company’s reputation is worse than its true character, but this is not an insurmountable problem. Companies as wide-ranging as Ford, Nestle, and Microsoft have at some time faced reputational headwinds. Rectifying a negative reputational gap uses public, employee and/or investor relations campaigns to change the perceptions of the company over time.

Nor is it particularly unusual for a company’s reputation to be better than its true character, but companies in this situation face reputational risks to their market value, and the greater the gap the bigger the risk. Companies in this position must consider infrastructural changes to improve product quality, employee engagement, corporate social responsibility, or other significant changes in order to bridge the positive reputational gap.

Monitor your reputation to assess changes over time

It is critical to remember that corporate reputation is not a point-in-time assessment; as the collective of perceptions about a brand, it is ever changing as people’s perceptions develop over time.

Reputational monitors can track the ebb, flow, and evolution of a brand over time. They should also be scheduled frequently enough to be able to provide a regular, actionable insight into where a brand’s reputation is and how it is changing, but with enough time in between to allow for strategy to be designed and implemented to influence reputation.





Methodology.

Global Brand Equity Monitor.

We are now into our 5th year of historical data

29 sectors across 36 countries covered in the latest research

Our study aims to accurately gauge a global perspective of brand performance in the minds of consumers.

Over 5,000 brands valued each year

Brand Finance has been working for the last 15 years compiling valuations of the most valuable brands in the world.

Approximately 100,000 consumers surveyed each year

Our large sample sizes ensure that market trends are accurately reflected, outliers are clearly identified, margin for error is minimised.

Key metrics across all industries and brands

Brand Finance is at the forefront of Brand Equity Research and captures key measures such as consideration, usage, preference, NPS and loyalty.



Survey Design – B2C

Geographic coverage of all key markets

Survey Design

- + Online questionnaire
- + Survey duration – 20 minutes
- + Surveys are conducted in the local languages of the market in question
- + Surveys are compatible with PC/laptop and mobile phones
- + Respondents evaluate brands in 2-4 categories
- + Appropriate screening criteria applied to ensure respondents meet the specific requirements for each category
- + Brands are either researched as tier 1 (full questionnaire applicable) or in tier 2 (select questions only)

Geographic Coverage & Sample Size

- + Data collected in 36 markets with a sample size of over 100,000 adults (500-10,000 per market), representative of each country's (online) population
- + Data is weighted to reflect age, gender, region and other relevant population demographics

Fieldwork dates

- + Online fieldwork is conducted annually in September/October each year

Quality Control

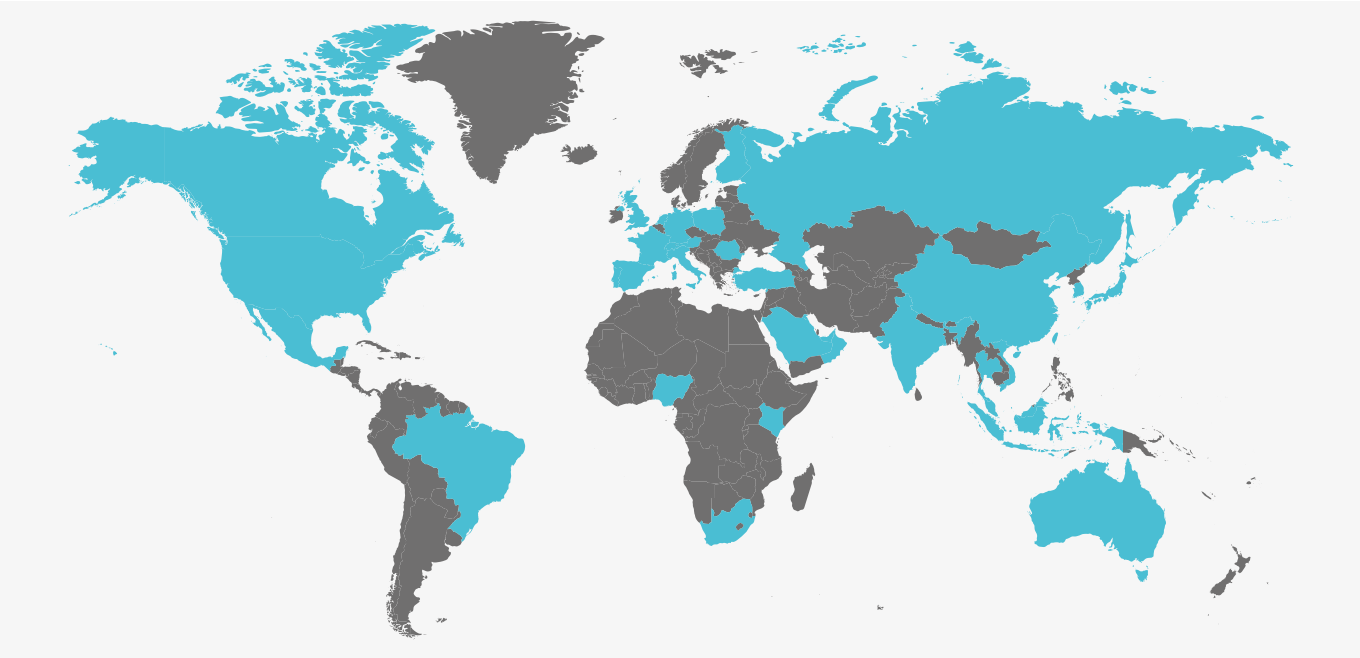
1. All of Brand Finance research adheres to ESOMAR/ICC Code of Conduct requirements
2. Our brand evaluations and valuations follow ISO (10668/20671) best practice, and are vetted by the Marketing Accountability Standards Board
3. Our quality control follows processes to eliminate bots, data speeders and other signals of poor data quality

Tier 1 Questions – What do we ask people?



Brand Equity Research Coverage 2021-22

Original market research in 36 countries.



Americas	Asia/Pacific	Europe	Middle East & Africa
Brazil	Australia	Austria	Kenya
Canada	China	Finland	Kuwait
Mexico	India	France	Nigeria
USA	Indonesia	Germany	Oman
	Japan	Italy	Saudi Arabia
	Malaysia	Netherlands	South Africa
	Singapore	Poland	United Arab Emirates
	South Korea	Portugal	
	Thailand	Romania	
	Vietnam	Russia	
		Spain	
		Sweden	
		Switzerland	
		Turkey	
		United Kingdom	

*Not all categories are covered in every country

Sector Coverage & Classification 2021-22

Airlines	Insurance*
Apparel*	Logistics
Luxury Apparel	Media
Appliances	Oil & Gas*
Automobiles*	Pharma
Luxury Automobiles*	Real Estate
Banks*	Restaurants*
Beers	Retail & E-commerce*
Cosmetics & Personal Care*	Soft Drinks
Luxury Cosmetics	Spirits & Wine
Food*	Technology
General Retail	Telecoms*
Healthcare Services	Tyres
Hotels	Utilities*
Household Products	

*Tier 1 and all others are tier 2

**Not all categories are covered in every country

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research *What gets measured*

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

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

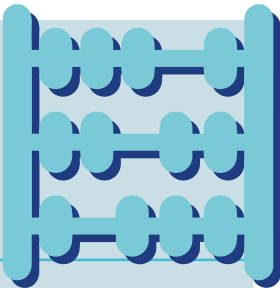


- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation *Make your brand's business case*

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

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



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

Brand Strategy *Make branding decisions with your eyes wide open*

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

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



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

Brand Evaluation Services.

How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

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

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

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

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

How can I improve return on marketing investment?

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

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

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





Brand Finance[®]
Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

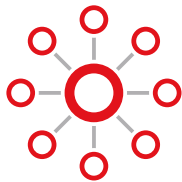
- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com

Brand Finance Institute is a member of the Brand Finance plc group of companies



Brand Dialogue[®]



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

Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media, to deliver strategic campaigns and helping us to establish and sustain strong client relationships.

We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue is a member of the Brand Finance plc group of companies



Research, Strategy & Measurement

Brand & Communications Strategy
Campaign Planning
Communications Workshops
Market Research & Insights
Coverage Analysis
Social Media Analytics



Public Relations & Communications

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



Marketing & Events

Promotional Events
Conference Management
Sponsorship Management
Native Advertising
Print Advertising
Shopper Marketing
Trade Marketing



Content Creation

Bespoke Publications
Press Releases
Blog Posts & Newsletters
Marketing Collateral Design
Photography & Videography
Social Media Content



Strategic Communications

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



For more information, contact enquiries@brand-dialogue.com or visit www.brand-dialogue.com

Brand Finance Network.

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

Market	Contact	Email	Telephone
Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 282 498 320
Brazil	Eduardo Chaves	e.chaves@brandfinance.com	+55 (16) 9 9161 7075
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
East Africa	Walter Serem	w.serem@brandfinance.com	+8254 733 444 969
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com	+49 171 690 6828
India	Ajimon Francis	a.francis@brandfinance.com	+91 989 208 5951
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Ireland	Declan Ahern	d.ahern@brandfinance.com	+353 85 132 5903
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 55 9197 1925
Middle East	Andrew Campbell	a.campbell@brandfinance.com	+971 508 113 341
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com	+234 012 911 988
Romania	Mihai Bogdan	m.bogdan@brandfinance.com	+40 728 702 705
Spain	Teresa de Lemus	t.delemus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 11 770 9991
Sweden	Anna Brolin	a.brolin@brandfinance.com	+44 7585 191818
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Laurence Newell	l.newell@brandfinance.com	+214 803 3424
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28



Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com