



Chemicals

25

2023

The annual report on the most valuable and strongest Chemical brands
Supplementary analysis on Agriscience and Paint brands

May 2023

Contents.

About Brand Finance	3
Foreword	7
<i>David Haigh, Chairman & CEO, Brand Finance</i>	
Executive Summary	9
Brand Value & Brand Strength Analysis	10
Brand Value Ranking	17
Agriscience 5	18
Paints 10	20
Brand Spotlights	25
Bayer	26
<i>Interview with Tom Armitage SVP, Global Communications, Crop Science, Bayer AG</i>	
SABIC	29
<i>Becoming the preferred world leader in the chemicals sector</i>	
Rongsheng Petrochemical	32
<i>Top 10 Most Valuable Chemical Brand</i>	
Insights	34
Chemicals industry insights	35
Methodology	38
Our Services	45

About Brand Finance.

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

We bridge the gap between marketing and finance

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

We quantify the financial value of brands

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

We offer a unique combination of expertise

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

We pride ourselves on technical credibility

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

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



IVSC
MEMBER



Get in Touch.

For business enquiries, please contact:

Richard Haigh

Managing Director

rd.haigh@brandfinance.com

For media enquiries, please contact:

Michael Josem

Associate Communications Director

m.josem@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com

+44 207 389 9400

www.brandfinance.com



[linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)



twitter.com/brandfinance



facebook.com/brandfinance



youtube.com/brandfinance



Request your own Brand Value Report

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

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

Visit brandirectory.com/request-a-valuation
or email enquiries@brandfinance.com



Insight



Strategy



Benchmarking



Education



Communication



Understanding



Brand Valuation
Summary



Brand
Strength Tracking



Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking

Contents

Benefits

Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

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

Visit brandirectory.com to find out more.

Brand Finance Group.



Brand Finance
Institute

Brand Finance Institute

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

Brand Dialogue



Brand Dialogue

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

vi360

VI360

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

Brand Finance®



Global Brand Equity Monitor

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

Visit brandirectory.com/consumer-research
or email enquiries@brandfinance.com



Foreword.



David Haigh
Chairman & CEO,
Brand Finance

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

Additionally, brand valuation can be useful in the event of a merger or acquisition, as it can help determine the value of the brand being acquired. Overall, brand valuation helps organisations understand the worth of their brand and how it fits into their overall business strategy.

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

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

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

Post-COVID recovery slows for Chemicals industry battling energy crisis.

- + **BASF** comes out on top once again as the world's most valuable Chemicals brand, valued at US\$8.4 billion
- + **Syngenta** is the fastest-growing Chemicals brand, up 37% to US\$1.4 billion
- + **DuPont** holds on to top spot as strongest Chemicals brand, with a AAA- rating
- + **Air Liquide** performs strongly, with brand value and brand strength both climbing the ranks
- + **Sumitomo Chemicals** has highest Sustainability Perceptions Score, rated 5.14 out of 10
- + **BASF** has the highest Sustainability Perceptions Value at US\$301 million

Ranking Analysis.



Ranking Analysis.



BASF comes out on top once again as the world's most valuable Chemicals brand, valued at US\$8.4 billion

BASF (brand value steady at USD8.4 billion) is the global Chemicals industry leader for the ninth consecutive year, with the most valuable brand in the industry again.

BASF has implemented proactive measures to offset the impacts of volatile gas prices and materials costs. Transitioning towards alternative fuels has reduced BASF's reliance on and consumption of natural gas. The brand has also introduced price hikes across almost all segments of its business, as well as initiating a European cost-saving programme. The programme alone is expected to save BASF around €500 million in non-production areas of the business. BASF's proactivity has the brand well-positioned to investors, boosting the brand's value and overall stakeholder confidence.

Brand value growth within the Chemicals industry has been steady but it has slowed this past year. Historically, the industry has relied heavily on Russian gas. Chemicals brands are facing further macro-economic and supply chain challenges. Brands need to have greater creativity and flexibility to manage these obstacles, both in the short-term and long-term. This includes brands maintaining strong relationships with their suppliers to gain that competitive advantage.

David Haigh
Chairman of Brand Finance

Top 10 Most Valuable Chemical Brands

© Brand Finance Plc 2023

<p>1 ← 1 </p> <p>BASF We create chemistry</p> <p>USD8.4 bn +0%</p>	<p>2 ← 2 </p> <p>سابك sabik</p> <p>USD4.7 bn +1%</p>	<p>3 ← 3 </p> <p>LG Chem</p> <p>USD4.5 bn +5%</p>	<p>4 ← 4 </p> <p>DOW</p> <p>USD4.3 bn -1%</p>	<p>5 ← 5 </p> <p>Linde</p> <p>USD4.1 bn +16%</p>
<p>6 ← 6 </p> <p>lyondellbasell</p> <p>USD2.8 bn -6%</p>	<p>7 ↑ 8 </p> <p>荣盛石化 RONGSHENG PETROCHEMICAL</p> <p>USD2.6 bn +12%</p>	<p>8 ↑ 11 </p> <p>CORTEVA agriscience</p> <p>USD2.3 bn +23%</p>	<p>9 ↑ 10 </p> <p>ShinEtsu</p> <p>USD2.2 bn +7%</p>	<p>10 ↑ 13 </p> <p>Nutrien</p> <p>USD2.1 bn +16%</p>



Syngenta is the fastest-growing Chemicals brand, up 37% to US\$1.4 billion

Syngenta (brand value up 37% to USD1.4 billion) is the world's fastest-growing Chemicals brand, climbing six places. Syngenta's continued promotion of regenerative agriculture practices and an increased demand for sustainable farming products has driven the brand's 19% year-on-year increase in sales. Alongside increased productivity, Syngenta has been able to raise prices of its products and services, offsetting raw materials costs.

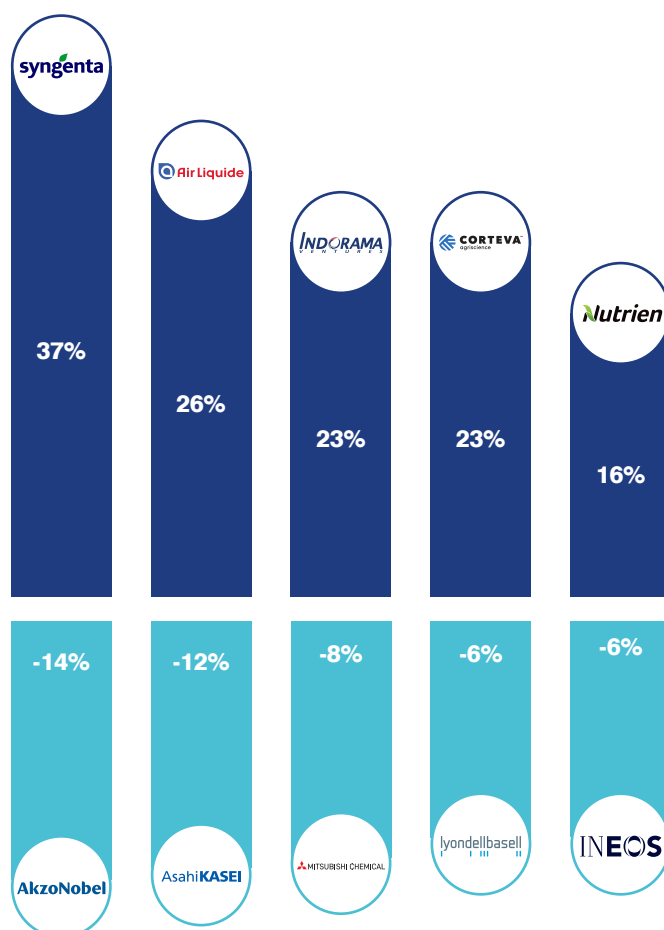
Syngenta also continues to promote its vision of a global regenerative food production system, working with other brands within the industry. Consistent with Syngenta's ethos of sustainable farming, 2022 saw the brand's acquisition of UK-based Bionema.

The acquisition has grown Syngenta's Crop Protection portfolio, adding two next generation biopesticides. Syngenta's combination of existing products and services with new technology, digital innovation and data science, has continued to help farmers improve crop yields and drive growth.

Additionally, Syngenta was crowned Top Agriculture Employer for the sixth consecutive year in 2022, recognising the brand's dedication to its workforce. More recently, in March 2023, Syngenta launched its "Shoots by Syngenta™" platform. The platform aims to synergise Syngenta's research and development strategy by collaborating with academics and industry leaders. In line with Syngenta's commitment to advancing innovative sustainable technologies to address climate change, the platform will look to enhance soil health, safeguard biodiversity, and protect water quality.























Brand Value Change 2023-2022 (%)



© Brand Finance Plc 2023

Top 10 Strongest Chemical Brands

© Brand Finance Plc 2023

1   83.7 -1.4 AAA-	2   83.4 -0.1 AAA-	3   82.3 -1.3 AAA-	4   81.1 +4.4 AAA-	5   80.7 +2.2 AAA-
6   80.1 -1.0 AAA-	7   77.0 +1.0 AA+	8   76.7 +1.8 AA+	9   75.7 +3.1 AA+	10   75.6 -4.0 AA+

DuPont holds on to top spot as strongest Chemicals brand, with a AAA- rating

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

US-based brand **DuPont** (brand value down 2% to USD1.8 billion) remains the world's strongest Chemicals brand, with a Brand Strength Index (BSI) score of 83.7 out of 100 and corresponding AAA- brand rating.

DuPont has benefited from continued demand across its industrial-end markets. Its contributions towards healthcare and aerospace have helped maintain brand strength. However, across DuPont's areas related to electronics and semiconductors, the brand has been adversely affected by lower volumes.



Air Liquide performs strongly, with brand value and brand strength both climbing the ranks

Air Liquide (brand value up 26% to USD1.6 billion) continues to rebound post-pandemic. Climbing three ranks in Brand Finance's ranking for brand value, Air Liquide also saw its BSI score increase 4 points, taking it to 81 out of 100 and awarding it a AAA- rating, the same rating as the strongest Chemicals brand in the world.

In line with Air Liquide's brand value growth, the brand unveiled ADVANCE, its new strategic plan for 2025. The plan captures Air Liquide's strong financial performance and extra-financial performance targets. This includes decarbonisation and technological advancements, combined to inextricably link the brand and its sustainable future. The brand's 2021 acquisition of a Cryogenic Turboexpander business

line of 16 air separation units also continues to support the development, and competitiveness in the market, of Air Liquide's core air units. Air Liquide's brand strength has enabled the brand to propel new products into the market, with customer trust and brand perceptions for existing products and services carrying over.

Rongsheng Petrochemical (brand value up 12% to USD2.6 billion) is another brand that continues to grow, both in terms of brand value and strength. Moving up to seventh in the ranking, Rongsheng Petrochemical's BSI also saw a two-point increase to 71 out of 100 and a corresponding AA rating.











Following Aramco's 10% stake investment of the brand in early 2023, Rongsheng Petrochemical strives for the continued development and successful implementation of its growth strategy.













Sustainability Perceptions Score (SPS)

© Brand Finance Plc 2023

x.x = sustainability perceptions score/10

1		2		3		4		5	
									
5.14		5.03		5.01		4.73		4.71	

6		7		8		9		10	
									
4.60		4.57		4.56		4.52		4.52	

Sumitomo Chemicals has highest Sustainability Perceptions Score, rated 5.14 out of 10

As part of its analysis, Brand Finance assesses the role that specific brand attributes play in driving overall brand value.

One such attribute, growing rapidly in its significance, is sustainability. Brand Finance assesses how sustainable specific brands are perceived to be, represented by a 'Sustainability Perceptions Score'. The value that is linked to sustainability perceptions, the 'Sustainability Perceptions Value', is then calculated for each brand.

Sumitomo Chemicals (brand value up 8% to USD1.7 billion) was founded with two goals, one being the elimination of pollution. It is unsurprising that the brand finds itself with the highest Sustainability Perceptions Score, at 5.14, of any brand included in the ranking. Perceived by stakeholders to uphold its founding principles, Sumitomo Chemicals supports a variety of areas of life, including resources, food and energy.

Sumitomo Chemicals' commitment to the environment has created strong brand recognition and trust amongst the brand and its stakeholders, resulting in positive perceptions of sustainability.



BASF has the highest Sustainability Perceptions Value at US\$301 million

As the world's most valuable Chemicals brand, **BASF** also has the highest Sustainability Perceptions Value (USD301 million) of any brand included in the ranking.

This value represents the proportion of BASF's brand value that is created solely by its perceived strength in the sustainability space.

BASF is keenly aware of the importance of sustainability perceptions for its brand, supporting UN Sustainable Development Goals and the Paris Climate Agreement. BASF is committed to its Circular Economy program and targets net zero emissions by 2050. The brand's position at the top of the SPV table is not an assessment of its overall sustainability performance, but rather indicates how much brand value it has tied up in sustainability perceptions. The brand's Sustainability Perception Score was also 4.57 out of 10, 7th in the ranking.

Sustainability Perceptions Value (SPV)

© Brand Finance Plc 2023

\$xx = sustainability perceptions value

x.x = sustainability perceptions score/10

1		2		3		4		5	
									
We create chemistry									
USD301 m	USD163 m	USD161 m	USD153 m	USD132 m					
4.57	4.39	4.52	4.71	3.93					

6		7		8		9		10	
									
USD95 m	USD86 m	USD83 m	USD81 m	USD80 m					
4.26	4.28	5.03	4.60	5.01					



Brand Value Ranking (USDm).

Top 25 most valuable Chemicals brands 1-25

2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	BASF	Germany	8,360	+0%	8,348	AAA-	AAA-
2	2	←	SABIC	Saudi Arabia	4,719	+1%	4,670	AAA-	AAA-
3	3	←	LG Chem	South Korea	4,526	+5%	4,297	AAA-	AAA-
4	4	←	Dow	United States	4,268	-1%	4,293	AA+	AAA-
5	5	←	Linde	Germany	4,138	+16%	3,578	AAA-	AA+
6	6	←	LyondellBasell	United States	2,838	-6%	3,033	AA-	AA
7	8	↑	Rongsheng Petrochemical	China	2,561	+12%	2,292	AA	AA-
8	11	↑	Corteva	United States	2,305	+23%	1,875	AA+	AA
9	10	↑	Shin-Etsu	Japan	2,244	+7%	2,099	AA+	AA+
10	13	↑	Nutrien	Canada	2,104	+16%	1,806	AA	AA
11	7	↓	Asahi Kasei	Japan	🔒	🔒	🔒	🔒	🔒
12	9	↓	Mitsubishi Chemical	Japan	🔒	🔒	🔒	🔒	🔒
13	12	↓	DuPont	United States	🔒	🔒	🔒	🔒	🔒
14	15	↑	Sumitomo Chemicals	Japan	🔒	🔒	🔒	🔒	🔒
15	14	↓	Hengli Petrochemical	China	🔒	🔒	🔒	🔒	🔒
16	19	↑	Air Liquide	France	🔒	🔒	🔒	🔒	🔒
17	20	↑	Indorama Venture	Thailand	🔒	🔒	🔒	🔒	🔒
18	16	↓	Covestro	Germany	🔒	🔒	🔒	🔒	🔒
19	-	New	Nan Ya Plastics	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
20	18	↓	Evonik	Germany	🔒	🔒	🔒	🔒	🔒
21	17	↓	INEOS	United Kingdom	🔒	🔒	🔒	🔒	🔒
22	28	↑	Syngenta	Switzerland	🔒	🔒	🔒	🔒	🔒
23	23	←	Wanhua	China	🔒	🔒	🔒	🔒	🔒
24	26	↑	Brenntag	Germany	🔒	🔒	🔒	🔒	🔒
25	21	↓	AkzoNobel	Netherlands	🔒	🔒	🔒	🔒	🔒



Agriscience 5.











Agriscience is the use of scientific technologies to enhance agricultural productivity, sustainability, and profitability. The industry is highly driven by intellectual property, developing new technologies to improve crop yield, quality, and protection.

Bayer (brand value USD3 billion) is the most valuable brand in the Agriscience industry in 2023. Agriscience represents 55% of the Bayer brand's total brand value (USD5.5 billion). This total value also includes Bayer's pharmaceutical and consumer health segments.

Corteva (brand value USD2.3 billion) is the second most valuable brand. The Corteva brand is the result of the combined Agriscience businesses of **Dow** (brand value USD4.3 billion) and **DuPont** (brand value USD1.8 billion) in 2019. This spin-out has enabled Corteva to establish a strong brand identity, differentiating it from its peers as the only Agriscience company completely dedicated to agriculture. Corteva's brand strength has improved significantly over the past 4 years, with a current Brand Strength Index score of 75/100 and a corresponding AA+ rating.

Top 5 Most Valuable Agriscience Brands

© Brand Finance Plc 2023

1		2		3		4		5	
									
USD3.0 bn		USD2.3 bn		USD2.1 bn		USD1.4 bn		USD0.4 bn	

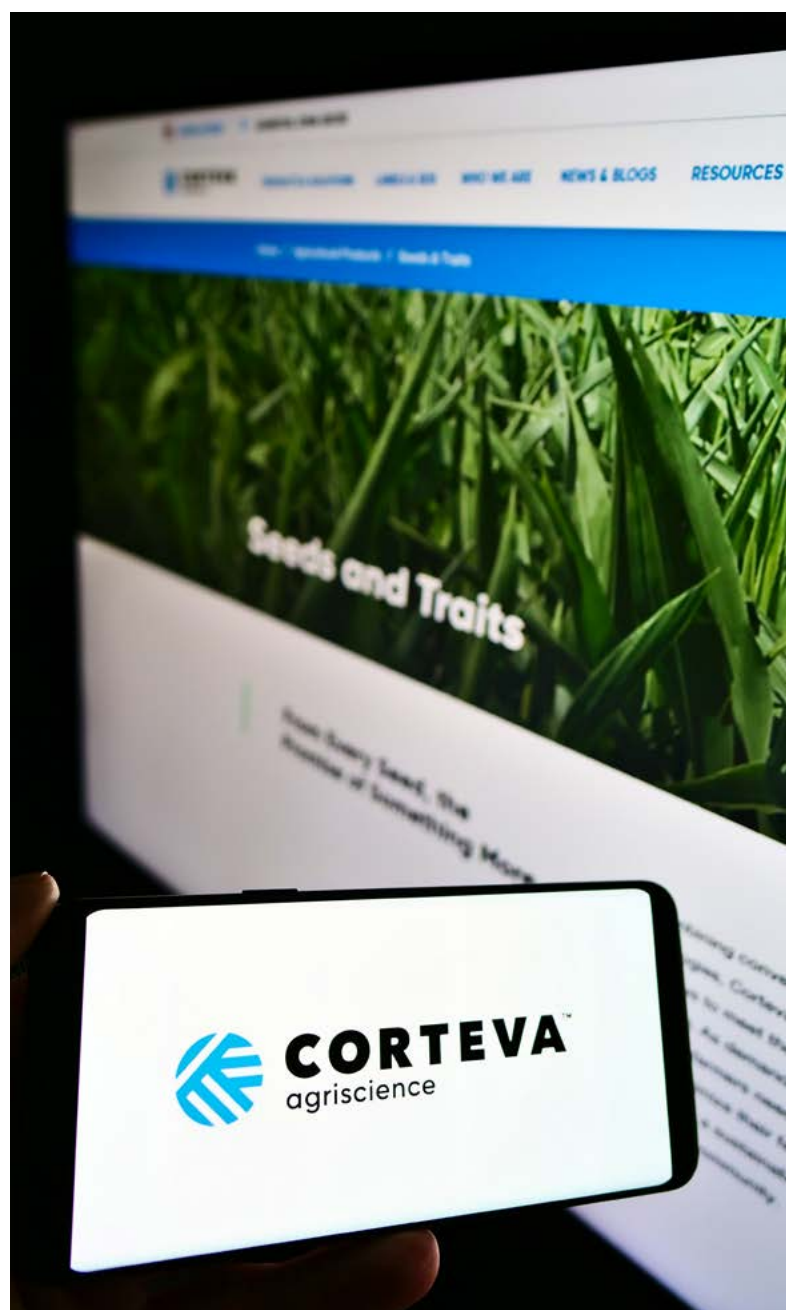
Both brand familiarity and reputation have been building year-on-year. **Corteva** has also invested strategically in biologicals, including acquisitions such as Symborg and Stoller. This has demonstrated Corteva's commitment to deliver improved values for farmers and a more sustainable environment for the global food system. Corteva's brand strength journey is an example of a spin-out success story within the industry.

BASF (brand value USD2 billion) also features in the Agriscience ranking as the third most valuable brand. The company operates across multiple sectors, including chemicals, plastics, performance materials, and oil & gas. BASF's Agri Science element accounts for just 25% of the brand's overall value (USD8.4 billion).

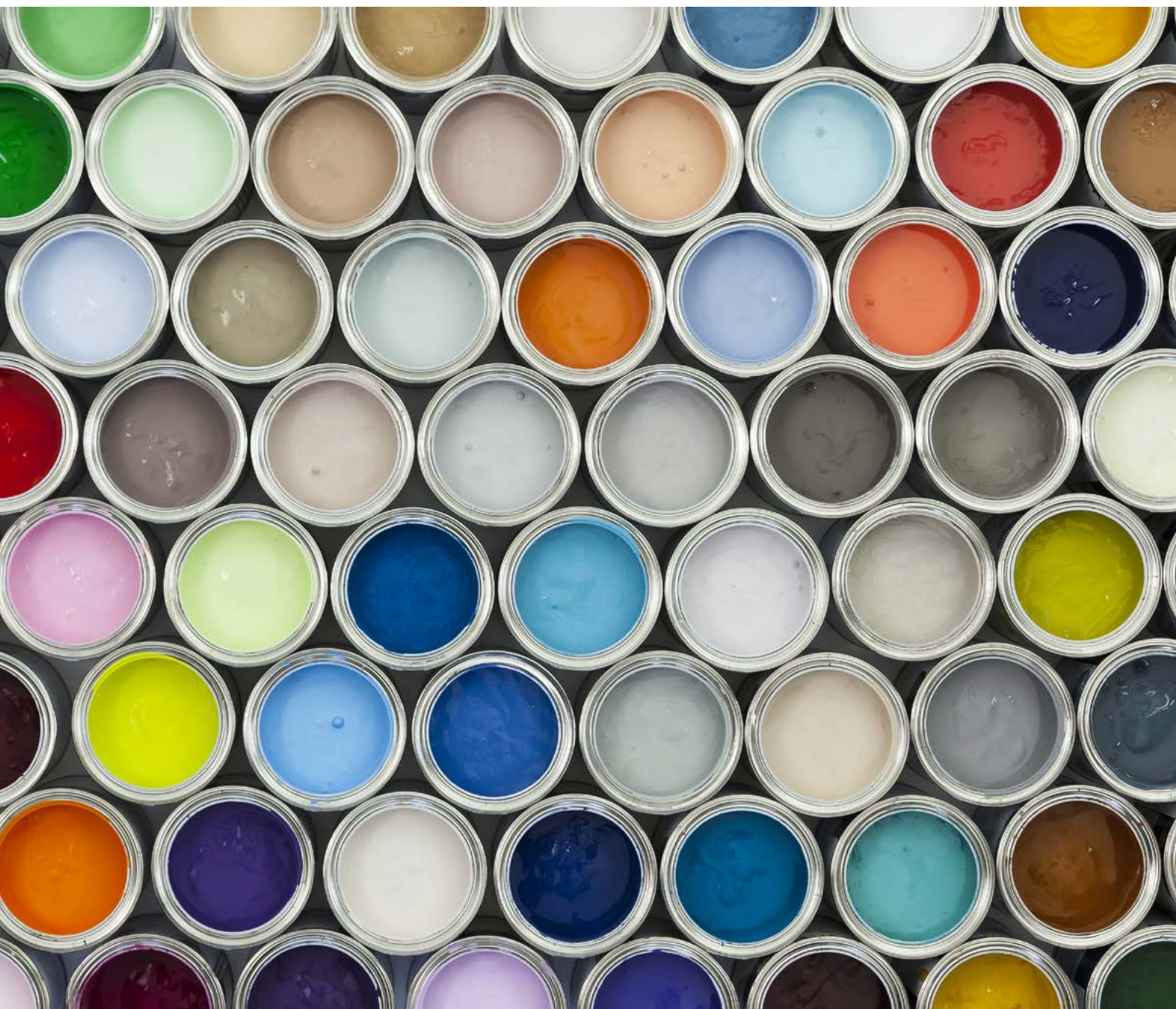
BASF has invested in a range of businesses and assets from Bayer to capture the agricultural market, including the Monsanto acquisition. BASF has become one of the largest agricultural products suppliers as a result.

Further to this, BASF is keenly determined to develop its footprint within the agricultural industry. The brand has allocated more than 40% of total research and development expense to its agricultural department. The Agriscience segment of BASF's brand now accounts for 11% of its total sales.

The Agriscience 5 ranking also features some smaller but fast-growing brands. Namely, **Syngenta** (brand value USD1.4 billion) and **Adama** (brand value USD0.4 billion). Despite their relative smaller size, consumers are familiar with these brands due to their effective communications strategies. Consumer awareness for these brands is linked to messaging related to enhanced prosperity of farmers, as well as innovation and collaboration.



Paints 10.



The Paints ranking includes 10 brands. Compared to Brand Finance's 2022 ranking, there has been no significant changes in terms of brand value or position.







New entrant **3TREES** (brand value USD0.8 billion) is the exception. Industry demand has improved post-COVID, but industry-wide performance has suffered due to rising crude oil prices and concerns about inflation. Generally, Paints brands are highly dependent on raw materials costs.

Sherwin-Williams brushes off the competition as most valuable Paints brand, valued at USD7.5 billion

US-based **Sherwin-Williams** (brand value down 5% to USD7.5 billion) is the world's most valuable Paints brand for the second year running, according to a new ranking from the world's leading independent brand valuation consultancy, Brand Finance.

Top 10 Most Valuable Paint Brands

© Brand Finance Plc 2023

1 ← 1   USD7.5 bn -5%	2 ↑ 3   USD3.8 bn +141%	3 ↓ 2   USD2.3 bn -14%	4 ← 4   USD1.7 bn +13%	5 ← 5   USD1.5 bn +6%
6 ← 6   USD1.3 bn +15%	7 NEW   USD0.8 bn -	8 ↓ 7   USD0.8 bn -6%	9 ↓ 8   USD0.8 bn -1%	10 ↓ 9   USD0.4 bn -0%

Sherwin-Williams' retention of the top spot comes amid selling price increases and increased production volume of the brand's products.

Despite a small brand value reduction year-on-year, Sherwin-Williams still dominates the Paints 10 2023 ranking, with a brand value almost double that of the next most valuable brand, **PPG** (brand value up 141% to USD3.8 billion).

Over the past year, Sherwin-Williams has announced a significant expansion of its production facility in the UK. This expansion will enable the company to substantially boost its manufacturing output for the brands currently produced at the facility. Additionally, it will facilitate the relocation of paint production from Europe to this new UK manufacturing hub.

The investment's primary objectives are to strengthen Sherwin-Williams' ability to serve the UK and Europe while simultaneously reducing its carbon footprint through operational consolidation and decreased transportation needs.

The brand has also revealed plans to extend its manufacturing and distribution facilities in Statesville,

North Carolina. The facility upgrades will significantly increase manufacturing capacity and storage to meet the growing demand for Sherwin-Williams' architectural paint and coatings products. With a minimum investment of USD300 million, the company plans to create over 180 full-time jobs at the site within the next three years.

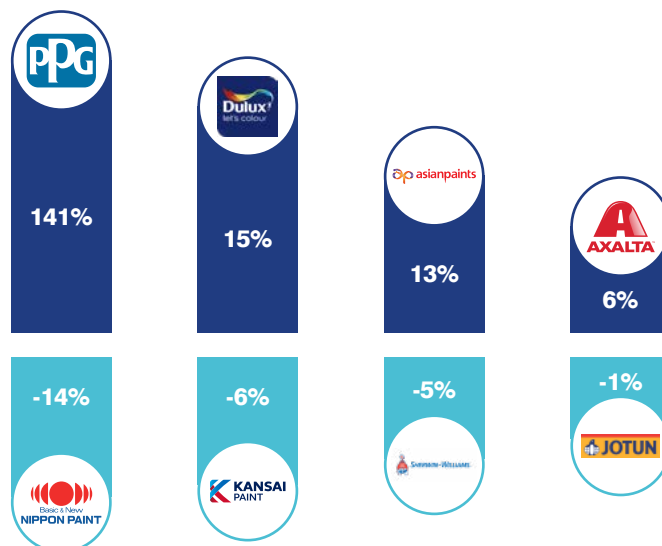


PPG is fastest-growing Paints brand, with brand value almost tripled to USD3.8 billion

PPG has seen, by far, the most brand value growth of all Paints brands included in the ranking, up 141% to USD3.8 billion.

Dulux (brand value USD1.3 billion) was the second fastest growing brand, up 15%. **PPG's** growth has been primarily driven by higher selling prices across its markets. The brand has also added further manufacturing capacity through strategic acquisitions, particularly in the fast-growing powder coating product category.

Brand Value Change 2023-2022 (%)























© Brand Finance Plc 2023



Top 10 Strongest Paint Brands

© Brand Finance Plc 2023

1   77.6 -0.3 AA+	2   75.2 -1.4 AA+	3   70.5 -4.8 AA	4   69.8 -4.2 AA	5   69.0 -1.0 AA-
6   60.2 +1.6 A+	7   59.8 - A+	8   59.6 -0.5 A+	9   56.2 +2.0 A	10   54.9 -1.1 A

Asian Paints is strongest Paints brand, earning AA+ rating

Asian Paints (brand value up 13% to USD1.7 billion) is the strongest brand with a Brand Strength Index score of 77.6/100 and AA+ brand rating. This demonstrates that consumers perceive Asian Paints to be a trusted option for paint production and distribution, catering to a broad range of multi-faceted consumer needs.

Over the past two years, the brand has completed several strategic acquisitions: for example, lighting and home décor brand, White Teak. This comes as the brand looks to further diversify its product offering and become a leader in the home décor market.

Asian Paints has also launched various new products, many of them with unique, first-to-market value features, expanding the uses and possibilities of their products for customers.













Sustainability Perceptions Value (SPV)

© Brand Finance Plc 2023

\$xx = sustainability perceptions value

x.x = sustainability perceptions score/10

1		2		3		4		5	
									
	USD134 m		USD84 m		USD62 m		USD48 m		USD27 m
	4.52		4.61		4.52		4.18		4.36

Nippon Paint has highest Sustainability Perceptions Score, while PPG leads for Sustainability perception Value

Japanese brand, **Nippon Paints** (brand value down 14% to USD2.3 billion), has the highest Sustainability Perceptions Score (4.61/10) of any brand included in the Paints 10 2023 ranking. The brand has released several new and more sustainable products over the past few years.

These include anti-bacterial and anti-viral paints and coatings, as well as ultra-low odour and ultra-low chemical emission products.

PPG has the highest Sustainability Perception Value (SPV) at USD134 million. The brand's position at the top of the SPV table is not an assessment of its overall sustainability performance, but rather indicates how much brand value it has tied up in sustainability perceptions. The brand's Sustainability Perception Score was also 4.52/10, the third highest in the ranking.



Brand Spotlights.





Bayer



Agriscience Rank

1

Brand Value

US\$3.0 bn

Agriscience Rating

AA+

Brand Strength

79.4



**Brand Finance®
Awards**

**MOST VALUABLE
AGRISCIENCE
BRAND**

Interview with Tom Armitage.



Tom Armitage
SVP, Global
Communications,
Crop Science,
Bayer AG

Bayer brand value has increased for the second year in a row, with the Crop Science division representing half of Bayer's total brand value. What are the successes and initiatives you can attribute to your continued brand growth?

We are committed to investing in growing the reach and impact of the Bayer brand so that it can continue to act as a halo across all our divisions, from Consumer Health, through Pharmaceuticals to Crop Science. Our data shows that, just like consumers, patients and doctors, our farmer customers associate the Bayer brand with innovation, efficacy, and reliability. In the agricultural sector, the imperative to produce more food with fewer available resources means that innovation and new technologies are highly valued to increase farm output while minimising the impact of operations on the environment. This technology focus forms the basis of our latest creative execution, "Investing for Better", which itself builds on the recently introduced overarching Bayer brand platform "Science for Better" where we aim to both reinforce the relevance to society of scientific innovation as well as to highlight the customer-centricity of our brand and company.

Bayer has set ambitious sustainability goals, especially within the crop science division. What role do you hope Bayer can play in future global sustainability?

The need to increase food security while also tackling climate change is a very real requirement and one that farmers all over the world can contribute to. Bayer expects to play a leading role in transforming agriculture for a more sustainable future. The agricultural sector has a disproportionate impact in helping to mitigate the causes of climate change while also holding the keys to climate adaptation. For instance, by tracking and measuring the carbon stored in soil as a result of soil-friendly agricultural practices, we can help farmers use their fields as a carbon store, creating new revenue streams for them and new opportunities for other companies to decarbonise. And, with seed breeding and genetics being at the heart of our operations, we are well-placed to help farmers grow crops that can better cope with changing weather patterns such as increased drought or flooding. Alongside the environmental benefits that our portfolio brings, we are committed to reducing the emissions from our own operations, increasing water quality and conservation on farms around the world, as well to reduce the environmental impact of our portfolio of crop protection products.

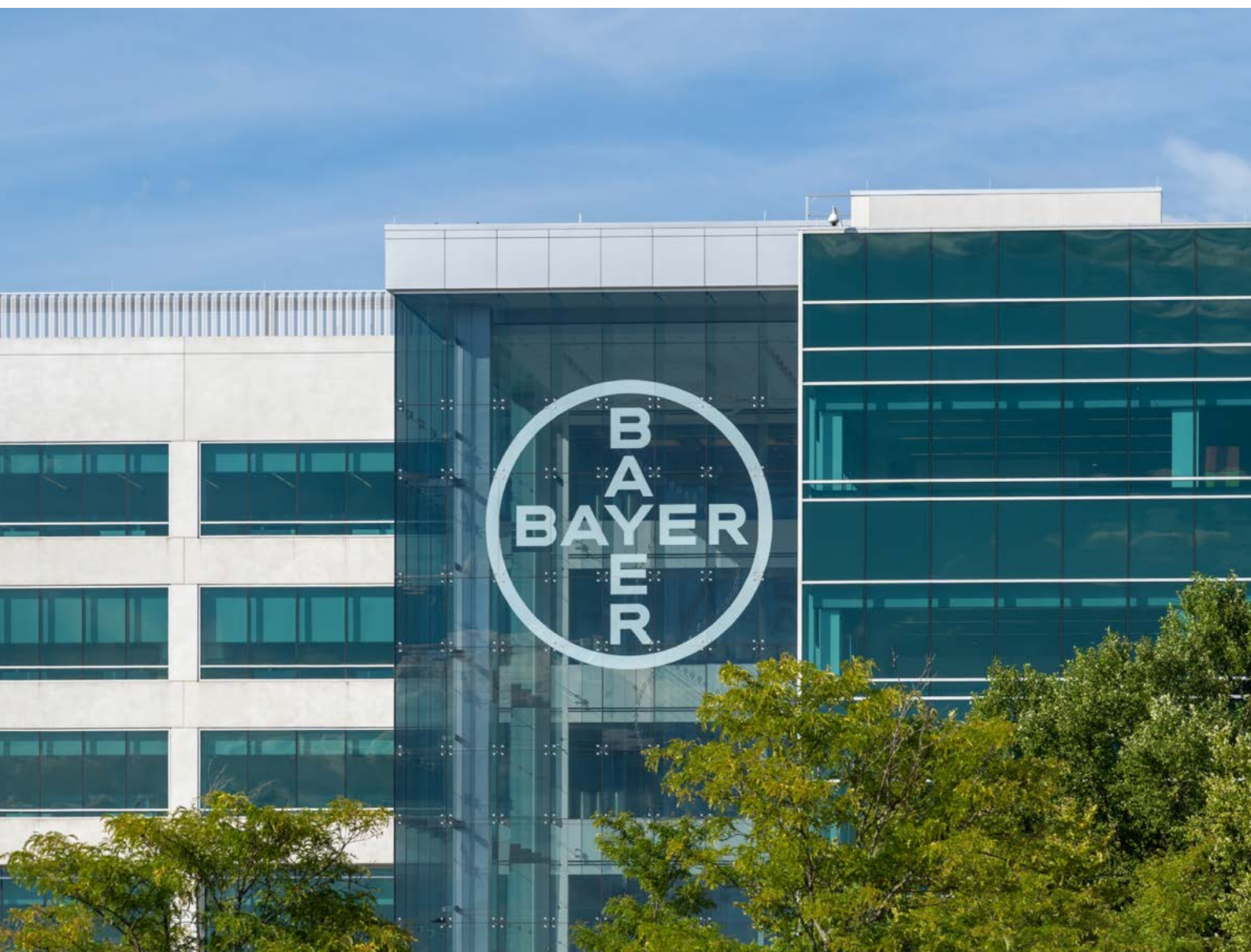


How does Bayer see the importance of investing in innovation to stay ahead of other brands?

Innovation has been the backbone of this company for 160 years. In the agricultural sector, Bayer is out in front in terms of innovation with an industry-leading portfolio of seeds, traits, chemistry and digital tools that together create systems that benefit farmers in crops all over the world. More than anyone else, we invest significantly in innovation so we can continue to deliver value to farmers in the decades ahead, both in terms of increased productivity but also increased efficiency and reduced environmental impact: We spent approximately 2.9 billion euros in 2022 on innovation in Crop Science alone, both in our own internal programs to develop new products but also in external partnerships with other leading biotech and digital players in the agricultural

industry. This gives us the opportunity to explore fields outside our traditional portfolio, such as biological alternatives for synthetic fertilizer. Beyond the Crop Science division, we also have a program designed to take bolder moves in emerging technologies called Leaps, which focuses on early-stage investments in life sciences start-ups and innovation-driven companies.

Through the initial \$1.7 billion funding, Bayer has invested in numerous successful ventures in areas ranging from cell and gene therapy, plant nutrition, digital services for agriculture and consumer health, as well as alternative proteins and cultivated meats. Everything that Leaps invests in is tied to the 10 major challenges facing humanity and how we can overcome them, helping Bayer to work towards its overall vision of “Health for All, Hunger for None.”





سابك
SABIC

Rank

2 ←

Brand Value

US\$4.7 bn
+1%

Rank

6 ↓

Brand Strength

80.1
-1.0

Becoming the preferred world leader in the chemicals sector.

SABIC continues to grow and maintains its position as the world's 2nd most valuable chemicals brand with a 1% brand value increase, standing at \$4.7 billion. Remaining resilient in a difficult economic environment, SABIC also maintains its Top 10 brand strength status, with a Brand Strength Index (BSI) score of 80 and corresponding AAA- rating. Last year, the chemicals brand saw a 13% increase in consolidated revenues.

SABIC, with a vision to becoming the preferred world leader in chemicals, understands the importance of strengthening its brand and position within the sector.

SABIC's global brand campaign, reflecting its commitment to delivering CHEMISTRY THAT MATTERSTM, enters its 5th year at the core of the brand's strategy that has helped enhance brand equity and brand strength amongst relevant stakeholder groups.

As a trusted and innovative solutions provider, SABIC continues to bring its brand to life through collaborations with customers and an ambitious global growth strategy.

Following a positive year for our brand in 2022, we are once again very proud to see that SABIC has not only maintained growth of its brand value, but also remains one of the most valuable brands within our industry. SABIC's ability to adapt to new norms, swiftly navigate challenging economic landscapes and consistently innovate to address today's megatrends are why we regularly maintain strong brand credibility, strength, and value year after year.

Richard Crookes

Director, Global Brand & Marketing, SABIC



Despite challenging short-term business cycles, **SABIC** remains committed to its vision of developing sustainable alternatives to some of the world's biggest challenges.

In line with SABIC's global brand campaign, 2022 saw several new brand partnerships. In particular, its partnership with Formula E has seen SABIC partner with one of the world's up-and-coming global sports platforms.

This long-term partnership seeks to drive brand visibility as well as sustainable solutions through the power of the world's foremost electric motorsport series, which has been net-zero since inception.

In assisting the world's transition to electrical power, SABIC has launched the BLUEHERO™ electrification initiative designed to help accelerate the transition to electric power.

We are consistently raising the bar at SABIC with ground-breaking partnerships that drive global visibility of our brand, drive innovation and sustainability, and support the communities in which we operate. SABIC recently established an innovation partnership with Formula E, the world's first net-zero sport, aimed at integrating our brand into one of the most relevant and exciting sports and collaborating to take sustainable SABIC solutions to the next level.

Richard Crookes

Director, Global Brand & Marketing, SABIC



Rongsheng Petrochemical.



荣盛石化
RONGSHENG PETROCHEMICAL

Rank

7 ↑

Brand Value

US\$2.6 bn
+12%

Rank

15 ↑

Brand Strength

70.9
+2.4

Top 10 Most Valuable Chemical Brand.

Rongsheng Petrochemical is one of the leading petrochemical brands in China. It has the world's largest production capacity of PTA and PX, excelling in the development, manufacturing and distribution of polyester, synthetic rubber, polyolefin, engineering plastics, materials for renewable energy, oil products, etc. Renowned for its prioritisation on product safety and quality, Rongsheng Petrochemical's rPET physical recycling project attained a seal of approval in 2022 from the US Food and Drug Administration (FDA) for its manufacture of food-grade rPET bottle chips. This solidified the brand's reputation as a reliable supplier of petrochemical products domestically and internationally.

Rongsheng Petrochemical secured its position as China's highest valued chemicals brand with a brand value increase of 12% to \$2.6 billion. Its position in our rankings also improved by one place to 7, with its Brand Strength Index score increasing 2 points to 71 primarily owing to higher Familiarity and Reputation scores. Rongsheng Petrochemical's brand strength rating correspondingly improved from AA- to AA. The brand sought to expand its influence in both the international market and domestic market in China by partnering with **Saudi Aramco**, which would strengthen the

current crude oil trading relationship between both brands. With the combined strength of these two brands, Rongsheng Petrochemical is expected to generate higher margins from the global market.

Rongsheng Petrochemical is a frontrunner in China's chemicals sector in its prioritisation of sustainability and leading role in nation-wide efforts to meet national green development goals. In 2022, the company completed its first green power trading of photovoltaic new energy green power. This expedited the company's transformation in harnessing low-carbon and clean energy in its business operations. The company also embarked on a monumental partnership with the government in formulating the standard for carbon emission reduction – named the “Emission Standard of Carbon for Petroleum Refining Industry” – which was led by the Ministry of Ecology and Environment of the People's Republic of China. Furthermore, Rongsheng Petrochemical has actively incorporated environmental, social and governance (ESG) principles into its strategic management. The brand's sustainability efforts have been widely recognised and boosted by MSCI, a testament to its outstanding ESG performance and outperforming of its domestic counterparts.





Insights.

Chemicals industry insights.

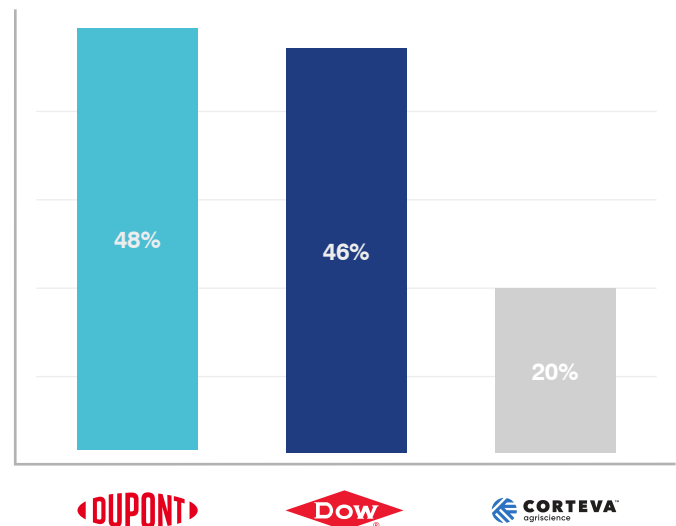
Brand Strength starts with awareness and familiarity

Brand Finance conducted market research in over 30 markets to understand how 5000+ brands across 30 sectors are perceived. One of the key measurements is of familiarity with brands in the industry.

Corteva has achieved a significant milestone by securing a spot among the top 10 most valuable chemical brands worldwide for the first time. Corteva was officially created on June 1, 2019, focused on providing agricultural solutions, including seeds, crop protection products, and digital technologies. It was formed as a result of the spin-off from the **DowDuPont** merger, which took place in 2017.

The demerger of DuPont and resulted in the creation of three separate, publicly traded companies: **Dow**, **DuPont** and **Corteva**. Among the three brands, DuPont achieves the highest familiarity score (48%), closely followed by Dow (46%). Corteva's familiarity in the US is significantly lower when compared to DuPont and Dow, given its recent establishment in the market. This suggests that Corteva is still in the process of building familiarity.

Familiarity – US respondents



© Brand Finance Plc 2023

Brand Value by Country

The countries that contribute the greatest value to the ranking, by number and value of their brands, are **Germany** (\$168.2bn and 5 brands), **United States** (\$112.5bn and 4 brands), **Japan** (\$79.6bn and 4 brands) and **China** (\$56.1bn and 3 brands).

Brand Value by Country

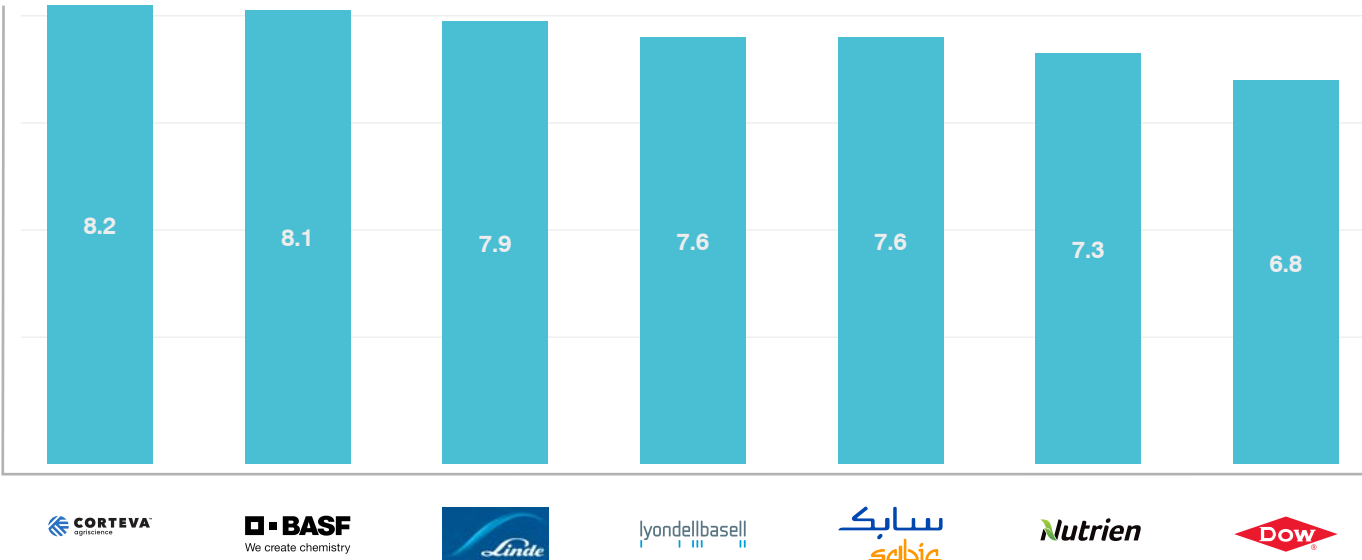
© Brand Finance Plc 2023



Country	Brand Value (USD bn)	% of total	Number of Brands
Germany	16.8	27.30%	5
United States	11.3	18.20%	4
Japan	8.0	12.90%	4
China	5.6	9.10%	3
Saudi Arabia	4.7	7.70%	1
South Korea	4.5	7.30%	1
Canada	2.1	3.40%	1
France	1.6	2.60%	1
Thailand	1.6	2.60%	1
Taiwan	1.5	2.40%	1
United Kingdom	1.4	2.20%	1
Switzerland	1.4	2.20%	1
Netherlands	1.2	1.90%	1
Total	61.7	100%	25

Reputation score comparison for top 10 BV

© Brand Finance Plc 2023



Reputation of most valuable brands in the United States

Reputation describes the general perceptions of a brand, which gives it power and drives its value – in a B2B industry this can be closely tied to the consideration and overall strength of the brand.

Interestingly, **Corteva**, with an average score of 8.2 out of 10, is the brand with the highest reputation score in the US market, despite only being introduced as a spin-off of **DowDuPont** in 2019, whereas **Dow** actually has the lowest reputation among the most valuable chemical brands researched in the US market.



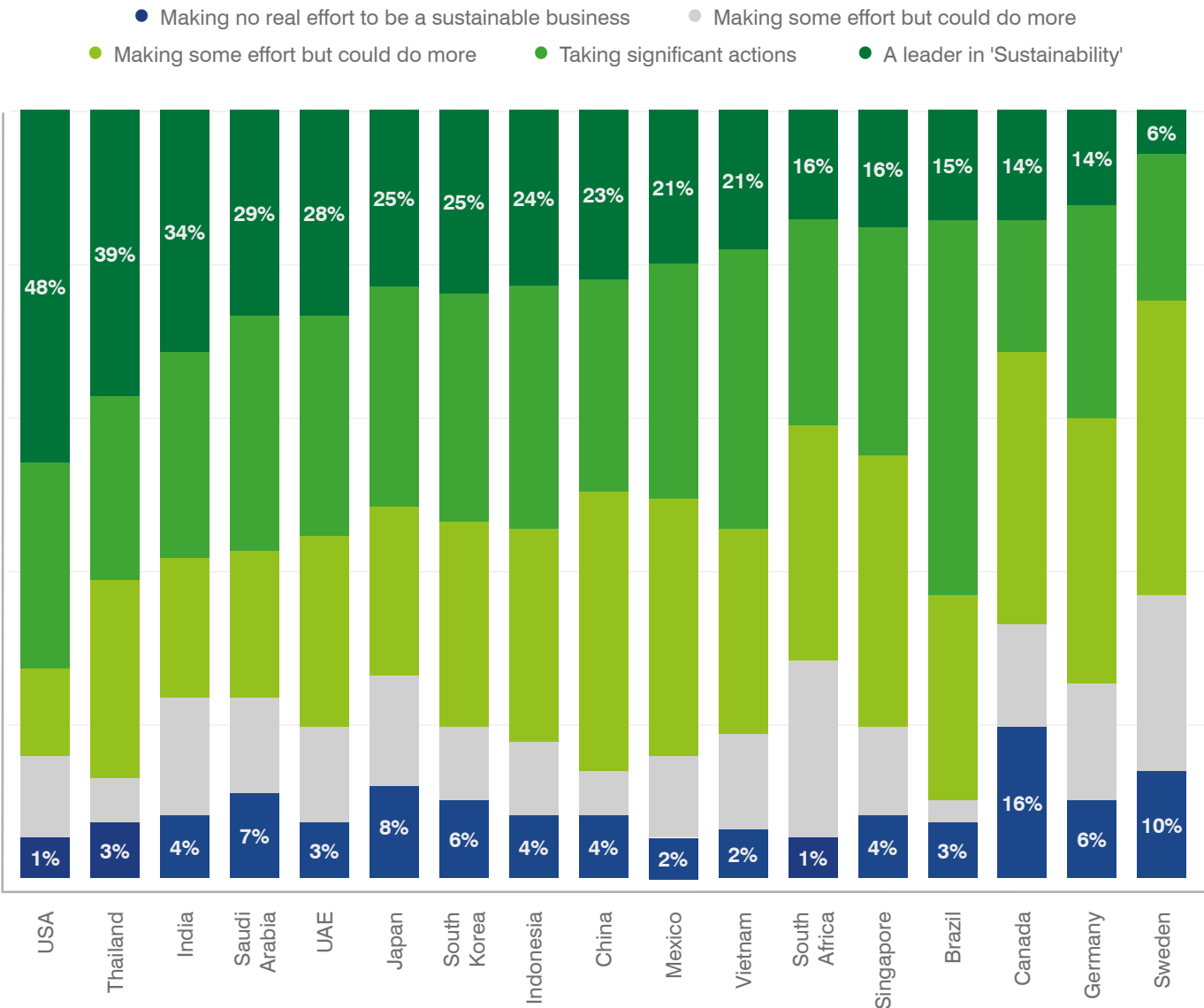
How sustainable are brands in the industry?

Brand Finance’s research also included measuring consumers’ understanding of the efforts brands are making around sustainability – generally covering environment, community and society. For example, **BASF** is researched across 17 different countries and sustainability credentials vary widely; the brand is well perceived in **USA, Thailand, India** and **Saudi Arabia**, but in **Canada** and **Sweden** consumers are more likely to perceive it as ‘making no real effort to be sustainable’ than they are as a ‘leader in sustainability’.



Sustainability perception scores of BASF across markets

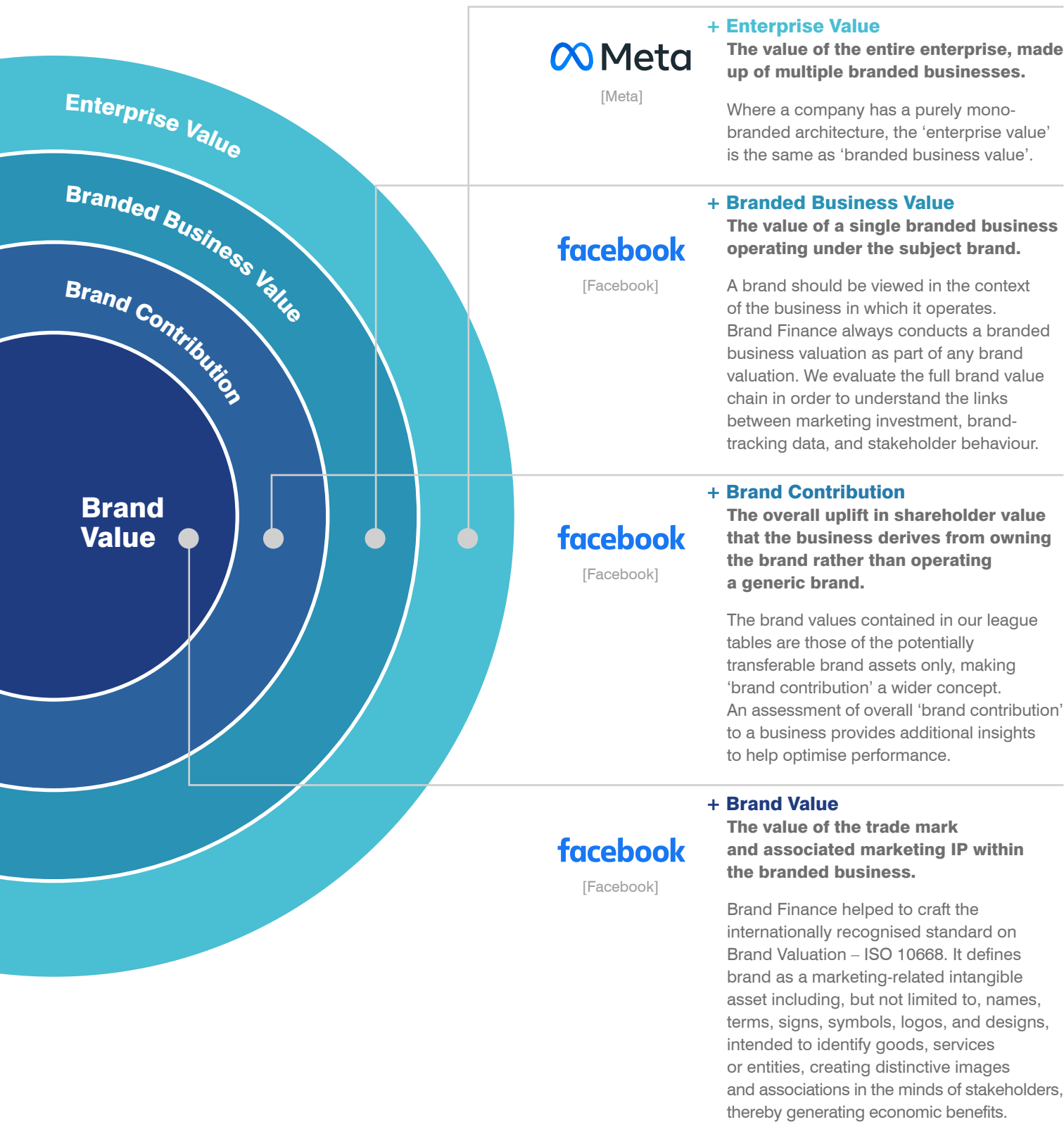
© Brand Finance Plc 2023





Methodology.

Definitions.



Brand Valuation Methodology.

Definition of Brand

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

Brand Value

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

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

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

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

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

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

Disclaimer

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

1



Brand Impact

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

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

2

Brand Strength

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



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

3



Brand Impact × Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.

Forecast Brand Value Calculation

4

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



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

Brand Strength.

Brand Strength

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

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



1

Attribute Selection and Weighting

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

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

2

Data Collection

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

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

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

Benchmarking and Final Scoring

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

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

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

Global Brand Equity Monitor.

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

Tier 1

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

Tier 2

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



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

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

What makes a brand great?

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

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





Does brand purpose deliver?

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

Who's the coolest cat?

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

Selected Rankings for Amazon – All Non-Luxury Brands

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

© Brand Finance Plc 2023



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

88% Consideration Conversion



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

92% Consideration Conversion

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

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

Get your brand talked-about











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

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



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

© Brand Finance Plc 2023

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

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

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

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

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



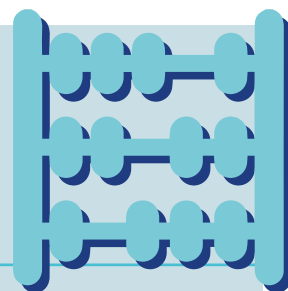
Brand Valuation

Make your brand's business case

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

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

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



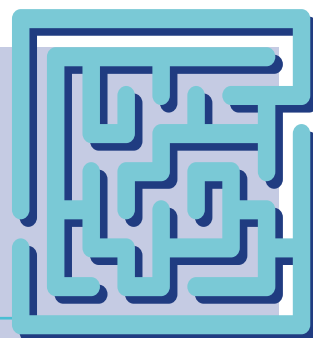
Brand Strategy

Make branding decisions with your eyes wide open

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

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

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



Brand Evaluation Services.



How are brands perceived in my category?

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

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

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

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

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

How can I improve return on marketing investment?

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

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

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

Brand Dialogue®



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

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

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



Research, Strategy & Measurement

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



Public Relations & Communications

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



Marketing & Events

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



Content Creation

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



Strategic Communications

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



Brand Finance Network.

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

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Alex Haigh	a.haigh@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Alexandre St-Amour	a.amour@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Ireland	Declan Ahern	d.ahern@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Poland	Konrad Jagodzinski	k.jagodzinski@brandfinance.com
Portugal	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
South America	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Spain	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Sri Lanka	Aliakber Alihussain	a.hussain@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
United Kingdom	Annie Brown	a.brown@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com



Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com