



# China

# 500

# 2022

**The annual report on the most valuable and strongest Chinese brands**  
August 2022

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# About Brand Finance.

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

**We bridge the gap between marketing and finance**

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 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 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 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.



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## Brand Finance Group.



**Brand Finance**  
Institute

### Brand Finance Institute

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

**Brand Dialogue**



### Brand Dialogue

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

**vi360**

### VI360

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

Brand Finance®



# Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6<sup>th</sup> consecutive year** conducting the study

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# Foreword.

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**David Haigh**  
Chairman & CEO,  
Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity, to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

# China leading the world: TikTok is fastest-growing brand as Chinese brands look to future.

- + **TikTok/Douyin** achieves explosive growth, leading the nation and world in brand value growth
- + **Huawei** overcomes geo-political challenges to increase brand value by 29%
- + **ICBC** is China's most valuable brand at over US\$75 billion
- + **BYD** brand value doubles in value as electric vehicle market expands
- + **Wuliangye** achieves 12% brand value growth while brand value
- + **Li Ning** brand value is jumping high as sales increase
- + Increased investment is correlated with increased **State Grid** brand value growing past US\$60 billion
- + **Yili** jumps 7 places as dairy brand value continues to grow
- + Fast brand value growth for **Guangzhou Pharmaceutical** with new strategy
- + **CPIC** achieves marginal brand value growth in tough time for insurance
- + **Pinduoduo** brand value surges as brand saturates market
- + Newly ranked **JD Logistics** innovates in supply chain sector
- + **CNBM** achieves fast brand value growth as global demand for materials increases
- + **PetroChina** brand value subsides amidst pandemic and low carbon disruption
- + Beijing is leading region for Chinese brand value
- + The Greater Bay Area owns the largest number with 125 top brands
- + Zhejiang is third-most valuable region for top brands
- + Chinese nation ranks third in 2022 Global Soft Power Index



# Executive Summary.





# Brand Value & Brand Strength Analysis.

## TikTok/Douyin achieves explosive growth, leading the nation and world in brand value growth

More than tripling in brand value over the past year, **TikTok/Douyin** (brand value up 215% to US\$59.0 billion) is the world's fastest-growing brand. With an astounding 215% growth, the entertainment app's brand value has increased from US\$18.7 billion in 2021 to US\$59.0 billion this year. Now the 7<sup>th</sup> most valuable Chinese brand, TikTok/Douyin has become a household name globally.

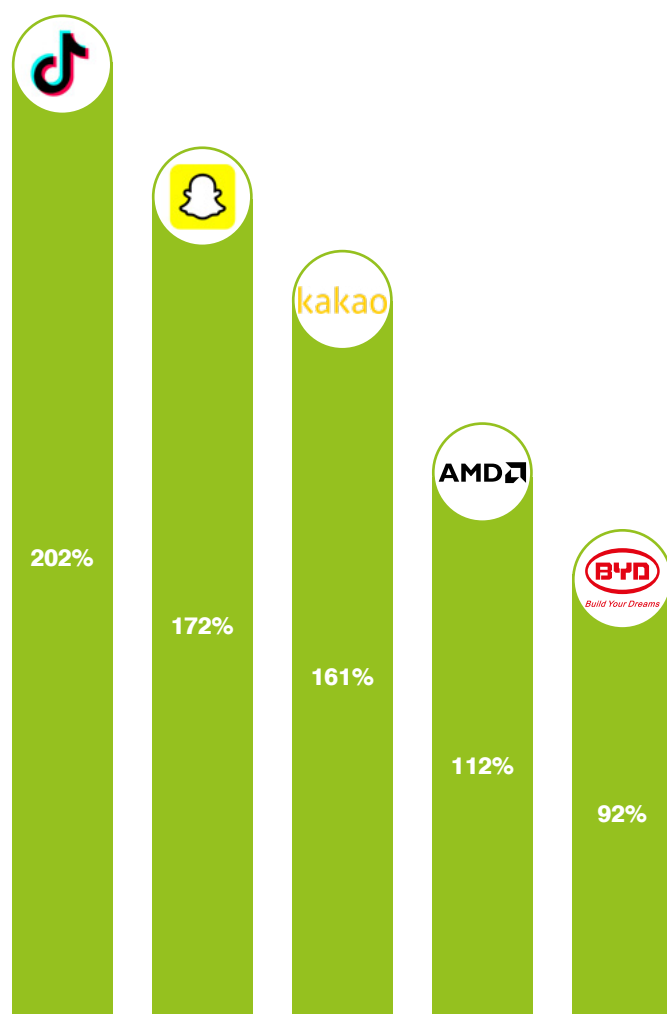
TikTok/Douyin has been particularly successful in growing a valuable brand in a world affected by COVID-19 restrictions across the world, with the brand focused on entertaining users on their mobile

devices. With different national policies on mitigating the risk of COVID-19 being timed differently in different jurisdictions, TikTok/Douyin has grown in popularity this year for entertainment as well as monetising user content with brand partnerships. A wide variety of consumer brands are including TikTok in their marketing spend, creating a new medium of advertising and selling via influencer marketing.

While traditional media companies produce or license content for distribution, modern social media outlets are benefitting from huge volumes of user-generated content. In recent years, social media channels such as Instagram have revised their product to encourage more content creation – and in doing so, building very strong brand attachments amongst users who are increasingly self-identifying as part of the social media brands.



## Top 5 Global Fastest Growing Brands 2022



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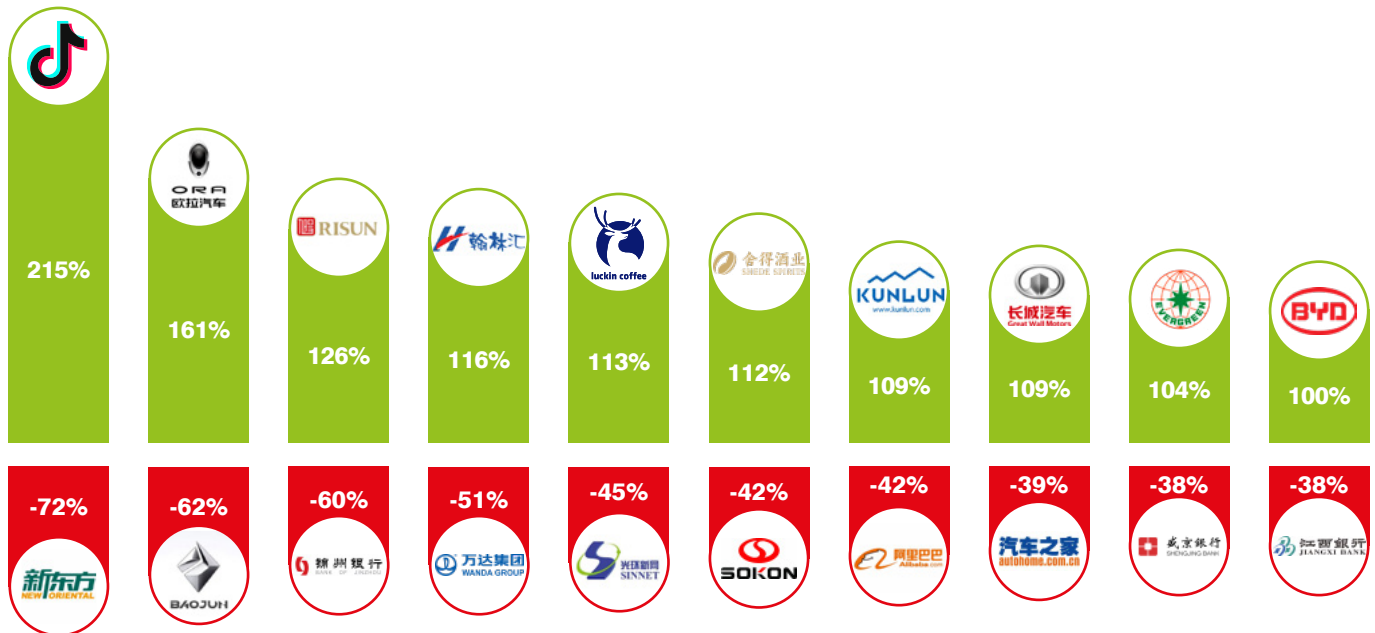
## Top 25 Most Valuable Chinese Brands

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<b>1</b> ← 1   <b>中国工商银行</b> <small>INDUSTRIAL AND COMMERCIAL BANK OF CHINA</small> <b>\$75.1bn</b> +3%	<b>2</b> ↑ 5   <b>HUAWEI</b> <b>\$71.2bn</b> +29%	<b>3</b> ← 3   <b>中国建设银行</b> <small>China Construction Bank</small> <b>\$65.5bn</b> +10%	<b>4</b> ↓ 2   <b>\$62.3bn</b> -8%	<b>5</b> ↑ 9   <b>中国农业银行</b> <small>AGRICULTURAL BANK OF CHINA</small> <b>\$62.0bn</b> +17%
<b>6</b> ← 6   <b>国家电网</b> <small>STATE GRID</small> <b>\$60.2bn</b> +9%	<b>7</b> ↑ 24   <b>\$59.0bn</b> +215%	<b>8</b> ↓ 7   <b>中国平安</b> <small>PING AN</small> <small>保险 · 银行 · 投资</small> <b>\$54.4bn</b> 0%	<b>9</b> ↓ 8   <b>\$53.8bn</b> +1%	<b>10</b> ↑ 11   <b>中国银行</b> <small>BANK OF CHINA</small> <b>\$49.6bn</b> +2%
<b>11</b> ↓ 10   <b>\$49.2bn</b> 0%	<b>12</b> ↓ 4   <b>腾讯</b> <b>\$46.7bn</b> -17%	<b>13</b> ↓ 12   <b>贵州茅台集团</b> <small>KWEICHOW MOUTAI GROUP</small> <b>\$42.9bn</b> -5%	<b>14</b> ← 14   <b>中国移动</b> <small>China Mobile</small> <b>\$40.9bn</b> +9%	<b>15</b> ← 15   <b>中国石油</b> <b>\$29.7bn</b> -6%
<b>16</b> ↑ 18   <b>\$28.7bn</b> +12%	<b>17</b> ↓ 16   <b>中国建筑</b> <small>CHINA STATE CONSTRUCTION</small> <b>\$27.4bn</b> -10%	<b>18</b> ↑ 19   <b>\$27.2bn</b> +15%	<b>19</b> ↓ 17   <b>\$25.2bn</b> -5%	<b>20</b> ↑ 21   <b>招商银行</b> <small>CHINA MERCHANTS BANK</small> <b>\$24.4bn</b> +16%
<b>21</b> ↓ 20   <b>中国人寿</b> <small>CHINA LIFE</small> <b>\$23.9bn</b> +6%	<b>22</b> ↓ 13   <b>阿里巴巴</b> <small>Alibaba.com</small> <b>\$22.8bn</b> -42%	<b>23</b> ↑ 37   <b>\$20.5bn</b> +66%	<b>24</b> ↑ 26   <b>中国铁建</b> <b>\$19.7bn</b> +24%	<b>25</b> ↑ 35   <b>中国电信</b> <small>CHINA TELECOM</small> <b>\$18.4bn</b> +38%

## Brand Value Change 2021-2022 (%)

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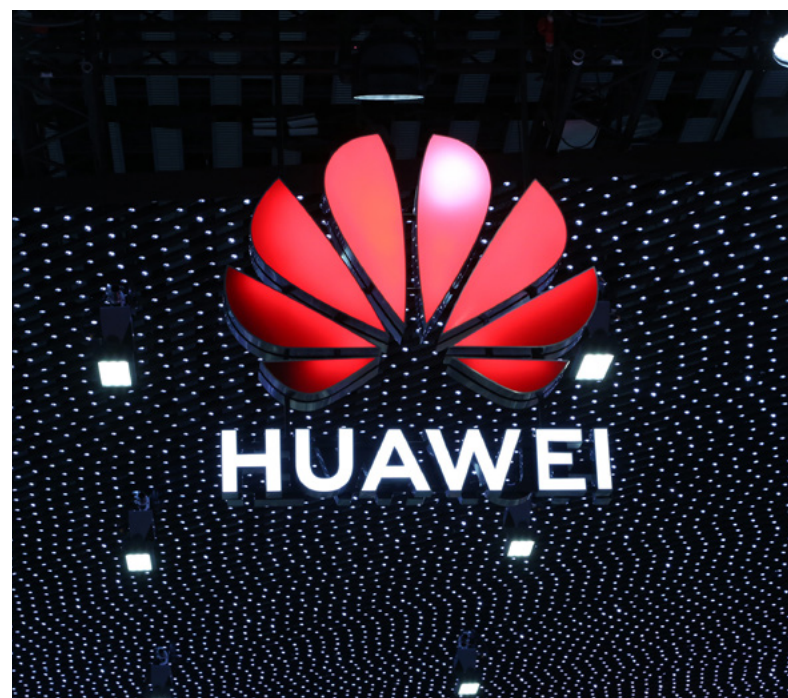
## Huawei overcomes geo-political challenges to increase brand value by 29%

**Huawei** (brand value up 29% to US\$71.2 billion) represents a significant achievement for a Chinese brand, with its brand value surging to become one of the top ten most valuable brands in the world despite antagonism from certain national governments. This global confrontation has limited Huawei's global market opportunities, but the value of the Huawei brand has increased with an increased investment in both domestic technology companies and R&D, as well as turning its focus to cloud services.

Previously, Huawei primarily produced phones using the Android operating system developed by Google, and forthcoming development of a Chinese-based operating system for mobile devices may lead to significant brand value opportunities for Huawei. This has forced Huawei staff to focus on ensuring stable equipment supply and secure network operations, outside the Google-dominated Android ecosystem.

Beyond its consumer electronics products, Huawei has continued to develop its brand value in business infrastructure and associated markets. This investment is reflected in increased spending on research and

development, which has now reached over 22% of total revenue and delivering one of the largest patent portfolios in the world. Huawei's intellectual property portfolio includes well over 100,000 active patents and was the largest recipient of new patents last year at both the China National Intellectual Property Administration and the European Patent Office.



## Top 10 Strongest Chinese Brands

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<b>1</b> ← 1  <b>93.3</b> <b>-2.1</b> <b>AAA+</b>	<b>2</b> ↑ 10  <b>89.5</b> <b>+3.9</b> <b>AAA+</b>	<b>3</b> ← 3  <b>89.4</b> <b>+0.7</b> <b>AAA</b>	<b>4</b> ↑ 12  <b>88.8</b> <b>+3.8</b> <b>AAA</b>	<b>5</b> ↓ 2  <b>88.3</b> <b>-0.4</b> <b>AAA</b>
<b>6</b> ↑ 24  <b>87.0</b> <b>+5.0</b> <b>AAA</b>	<b>7</b> ↑ 15  <b>86.8</b> <b>+2.3</b> <b>AAA</b>	<b>8</b> ↑ 25  <b>86.6</b> <b>+5.0</b> <b>AAA</b>	<b>9</b> ↑ 31  <b>86.4</b> <b>+6.0</b> <b>AAA</b>	<b>10</b> ↑ 32  <b>86.3</b> <b>+6.0</b> <b>AAA</b>

## ICBC is China's most valuable brand at over US\$75 billion

Chinese bank brands have remained strong through the COVID-19 pandemic period, and a significant factor to this success was not only the nation's timely response to the virus, but also the early and continued investment into digital development, allowing Chinese banks to continue engaging with their customers with relatively little disruption. Over the past year, China's economy has continued to recover steadily despite a complex and ever-changing domestic and international environment.

This year, **ICBC** (brand value up 3% to US\$75.1 billion) was the most valuable brand in China, and the most valuable banking brand globally.

ICBC now has hundreds of subsidiaries in several dozens countries and regions, serving well over half a billion personal customers and several million corporate clients worldwide. ICBC continues to outshine its competitors, holding a healthy brand value lead ahead of **China Construction Bank** (up 10% to US\$65.5 billion) and **Agricultural Bank of China** (up 17% to US\$62.0 billion), which are the 3<sup>rd</sup> and 5<sup>th</sup> most valuable Chinese brands.





## BYD brand value doubles in value as electric vehicle market expands

Chinese automobile brands have made great strides and grown strongly this year. **BYD** (brand value US\$6.4 billion) is one of the fastest-growing automobile brands in the world with a doubling of its brand value this year. The brand specialises in electric vehicles, a rapidly growing market in China, and saw sales accelerating 232% in 2021 with more than 600,000 sold. **Haval** (brand value US\$6.1 billion) is

the global automobile sector's second-fastest growing brand at 55%, but the faster growth of BYD allowed it to overtake Haval in brand value this year.

The increasing popularity and adoption of electric vehicles in China has been a key driver behind the impressive growth for these brands, with China accounting for most electric vehicles sold globally. Several Chinese brands are looking to capitalise on the momentum by expanding their global footprints, with several of these brands launching in Europe in 2021.



## Yili jumps 7 places as dairy brand value continues to grow

As China's most valuable food brand, **Yili** ranking has improved 7 places from 44<sup>th</sup> to 37<sup>th</sup> in China 500. Yili's brand value has benefited from its multi brand strategy's success by creating multi sub brand in segmented markets under the umbrella of Yili Master brand.

The strategy enabled Yili to map out consumer needs across product category with stratified brand category and brand positioning.

Recently its close association with major events in China such as the Olympic Games and national Chinese priorities relating to nutrition have also contributed to the increase of its brand exposure.

The brand value of Yili is continuing to increase as Chinese markets have improved accessibility to Yili (especially in secondary cities across China) and as Chinese consumers increasingly integrate dairy products to their lifestyle.





Wuliangye achieves 12% brand value growth while brand value of its competitor Moutai has decreased

**Wuliangye** (brand value up 12% to US\$28.7 billion) was the standout performer in Spirit sector, achieving very strong brand value growth. Wuliangye increased its ranking by two places to become the 16<sup>th</sup> most valuable Chinese brand, and with its brand value increase closely correlated with it continuing to become an iconic Chinese lifestyle brand alongside its competitor, **Moutai** (brand value down 5% to US\$42.9 billion).

Wuliangye has been successful in achieving the largest brand value increase among the top tier baijiu brands in the while brand value of its competitor **Moutai** has decreased. The baijiu brand has been actively incorporating ‘Internationalise Baijiu’ into its corporate brand strategy as a part of China’s One Belt One Road initiatives by engaging in international events including trade expos, the World Economic Forum in Davos and Boao Forum for Asia to name a few. The involvement in such events is to promote Wuliangye’s baijiu culture and actively expand in the international markets.



Brand Value by Sector

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Sector	Brand Value (USD bn)	% of total	Number of Brands
Banking	455.6	22.0%	80
Tech	226.1	10.9%	86
Media	221.7	10.7%	34
Retail	196.5	9.5%	16
Insurance	145.4	7.0%	14
Engineering & Construction	119.5	5.8%	14
Other	702.2	34.0%	256
Total	2067.0	100.0%	500

## Li Ning brand value is jumping high as sales increase

**Li Ning** (brand value up 68% to US\$2.0 billion) continues to surge up the rankings of the most valuable Chinese brands, first entering the rankings in 2020 and jumping a further 50 places from 213<sup>rd</sup> last year to 163<sup>rd</sup> this year.

Research by Brand Finance has found that the reputation of Li Ning is improving in both awareness and favourability, with an increasing number of consumers becoming familiar with the brand and having better perceptions of the brand. At the same time, Li Ning is leveraging this improved reputation into higher sales, which further improves brand value as more customers integrate Li Ning products into their lifestyle.



## Increased investment is correlated with increased State Grid brand value growing past US\$60 billion

The largest utilities brands in the world are switching-on to a post-COVID future, led by China's **State Grid** (brand value up 9% to US\$60.2 billion), which is the 6<sup>th</sup> most valuable Chinese brand, and the world's most valuable utilities brand. State Grid remains the world's most valuable utilities brand for the fifth time in a row.

As the overwhelmingly dominant utilities company in China, State Grid is a powerful brand which considers environmental concerns with a commitment to green energy and achieved net zero carbon emissions for the Winter Olympics 2022.





## Fast brand value growth for Guangzhou Pharmaceutical with new strategy

**Guangzhou Pharmaceutical** (brand value up 42% to US\$2.1 billion) remain the second largest pharmaceutical brand in China. The brand benefits from being part of the Guangzhou Pharmaceutical portfolio of brands, which includes twelve China time-honoured brands and ten century-old brands.

For a long time, Guangzhou Pharmaceutical has been deeply engaged in brand building, innovatively implementing the dual-brand strategy in the Chinese domestic market and combining the national well-known brand Baiyunshan with its time-honoured brands to create brands, such as Baiyunshan Chenliji, and Baiyunshan Jingxiutang etc., which in turn have promoted the rapid opening of the national market for branded products.

In the international market, Guangzhou Pharmaceutical has put forward the concept of modernisation and internationalisation of traditional Chinese medicine at the beginning of this century.

In recent years, Guangzhou Pharmaceutical has strengthened its cooperation with Fortune 500 companies through the World Economic Forum, Boao Forum and other international conferences.

## CPIC achieves marginal brand value growth in tough time for insurance

**CPIC** (brand value up 2% to US\$15.8 billion) was able to increase its brand value marginally in a tough year for insurance. Affected by the COVID-19 resurgence, associated economic slow-downs, and mounting pressure on the insurance industry more generally, CPIC endured in the face of these competing pressures.

The integrated communication in 30<sup>th</sup> anniversary promoted the brand image to glow with new vitality. The cooperation of major activities such as the Chinese women's volleyball team and the Hangzhou Asian Games has improved the customer identity, and the new pattern of reputation management has created a good external environment for the development of the brand.



## Pinduoduo brand value surges as brand saturates market

Similarly, **Pinduoduo** (brand value up 58% to US\$9.9 billion) continues to grow strongly in brand value, improving 22 places from being the 63<sup>rd</sup> most valuable Chinese brand last year, to 41<sup>st</sup> overall this year. Pinduoduo is a mobile-only marketplace connecting agricultural producers with consumers and has become the default option in its current market.

This creates great value for the brand, but as it is such a dominant operator which has reached saturation across the nation, the opportunity for future growth is constrained. Consequently, the company is seeking to invest in research and development opportunities to serve their users better.



## Newly ranked JD Logistics innovates in supply chain sector

Chinese supply chain and logistics provider **JD Logistics** (brand value up 15% to US\$4.1 billion) is a new entrant into the Brand Finance China 500 ranking, making it the 90<sup>th</sup> most valuable brand in China. The brand recently acquired Deppon Express, a trucking and warehouse management service provider in the Chinese market to increase its logistical network and infrastructure.

Despite severe supply chain disruptions over the pandemic, JD Logistics grew considerably and announced its IPO in 2021 as a spin-off from the JD.com brand. The brand invested in cutting-edge technology and research to roll out an automated delivery service offering in selected cities in China. JD Logistics carry out deliveries in rural areas using new technology such as self-driving trucks and aerial drones.

Additionally, the brand is also focussing on ESG projects including establishing China's first carbon-neutral logistics industrial park which aims to provide carbon-neutral operations by lowering energy consumption.

A few segments of the industrial park will be powered by solar energy for lighting. JD Logistics is also making the supply chain more sustainable by employing green warehousing, reusable packaging and the usage of renewable energy.



## CNBM achieves fast brand value growth as global demand for materials increases

**CNBM** (brand value up 17% to US\$8.3 billion), the Chinese National Building Materials Group, has achieved fast brand value growth this year, improving their ranking nine places from 57<sup>th</sup> to become the 48<sup>th</sup> most valuable Chinese brand.

The materials group has benefited from increased demand for its products despite the prospect of rising interest rates across the world. The huge fiscal transfers from various governments to citizens, at the same time as many areas of the service economy have been suppressed, has caused many people across the world to invest in improved living arrangements. As a huge material supplier brand, CNBM is very well positioned to benefit from this macro change, with the brand supplying very large volumes of cement, concrete, plasterboard and concrete.

Looking ahead, CNBM is also in a strong position to leverage its brand into the provision of material for construction of wind turbine blades, with 38,000 scientific researchers playing a key role in ensuring that CNBM is able to meet customer needs. The CNBM brand has also been enhanced by strong political support for its endeavours.



## PetroChina brand value subsides amidst low carbon disruption

**PetroChina** (brand value down 6% to US\$29.7 billion). As one of China's largest oil and gas producers and suppliers, PetroChina is committed to be a world-leading integrated international energy company built to last. The buy low sell high on imported crude oil has brought PetroChina fines and potential brand damages at the start of the year. While the brand is attempting to accelerate green and low-carbon transformation, it has delivered continued growth in crude oil output while also rapidly increasing the volume of its gas extraction and sales.



# Regional Analysis.

## Beijing region is leading region for Chinese brand value

Regionally, Beijing is the home to the largest proportion of brand value in the China 500 rankings, accounting for 97 of the 500 brands, but 43% of the overall brand value, increasing by 13% from the previous year. This is caused by Beijing being the home of five of the top ten

brands, including **ICBC** (brand value up 3% to US\$75.1 billion), **China Construction Bank** (brand value up 10% to US\$65.5 billion), **Agricultural Bank Of China** (brand value up 17% to US\$62.0 billion), **State Grid** (brand value up 9% to US\$60.2 billion), and **TikTok/Douyin** (brand value up 215% to US\$59.0 billion), and **Bank Of China** (brand value up 2% to US\$49.6 billion).





## The Greater Bay Area owns the largest number with 125 top brands

The second-most valuable region is Guangdong, which is home to 72 of the top 500 brands. The Greater Bay Area (GBA), consists of Guangdong, Hong Kong and Macau 3 regions in Southern China, it is envisioned as an integrated economic area aimed by taking a leading role domestically and globally by 2035.

The GBA accounts for a total of 125 brands in the China 500 ranking with 25% of brand value, of which 72 (21% brand value), 44 (4% brand value), 9 brands (1% brand value) from Guangdong, Hong Kong and Macau respectively.

With three of the world’s top 10 ports in Shenzhen, Guangzhou and Hong Kong become connected, it is believed that synergies as the result will facilitate future growth for the economy.

## Zhejiang is third-most valuable region for top brands

The third-most valuable region is Zhejiang, with 35 brands and accounts 8% of China total brand value. Other regions, such as Shanghai (49 brands, 6% of value) and Taiwan (70 brands, 5% of value) are the home of a large number of smaller brands which made the China 500 ranking.



## Brand Value by Province

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Province	Brand Value (USD bn)	% of total	Number of Brands
Beijing	885.8	42.9%	97
Guangdong	427.9	20.7%	72
Zhejiang	166.3	8.0%	35
Shanghai	129.9	6.3%	49
Taiwan	104.3	5.0%	70
Hong Kong	78.3	3.8%	44
Other	274.7	13.3%	133
Total	2067.0	100.0%	500



## China is one of world's leading nations for brand guardianship

The Brand Guardianship Index is the world's leading ranking of CEOs who balance the needs of commercial success, long-term brand building and personal reputation management. Also published by Brand Finance, the Brand Finance Brand Guardianship Index has been expanded and now ranks the world's top 250 CEOs in 2022.

Chinese CEOs represent 19 of the top 100 brand guardians, just under one-fifth of the global total.

These chief executives today do more than simply grow a business and make money for their investors: they are good CEOs are those who nurture relations with all stakeholders, and enhance the reputation of their brands as a result. Investors increasingly care about corporate social responsibility about environmental, social and governance issues.

Jianjun Wei of **Great Wall** was the third-ranked brand guardian in the world, just ahead of **Tencent's** Huateng Ma in fourth place. The two leaders are playing a key role in building strong corporate and personal brands in delivering important services to key stakeholders.





## Chinese nation ranks third in 2022 Global Soft Power Index

This year, China's soft power performance has been exerted along several main lines including anti-COVID-19 efforts, innovation, the Winter Olympics, and its commercial brands.

Economic development in the pandemic in the second year of the pandemic, China's GDP increased by 8.1% and this rate was the best among the world's major economies, leading to China being rated 1<sup>st</sup> in the Global Soft Power Index's Business & Trade pillar. China's GDP reached US\$17.7 trillion with the Index rating China 1<sup>st</sup> globally as 'easy to do business in and with,' and first at 'future growth potential.'

A recent government work report puts China's GDP growth target at around 5.5% in 2022 — at the top end of the forecast range given by many economists, and significantly higher than the IMF's forecast of 4.8%. Achieving such a high level of economic growth would justify the Index's rating of China at 9.5 out of 10 on the measure of 'a strong and stable economy.' This will help China's "transition from Chinese products to Chinese brands", so it is possible that the next few decades will bring further growth of Chinese brands.

At the end of 2021, the Chinese Government stated that there were 2,886 confirmed cases of COVID-19 in China. Although China was the first major country to detect the epidemic, the global perception of China's COVID-19 performance was very low in 2021. In 2022, China earned the 19<sup>th</sup> highest ranking of 5.4 on COVID-19 Response in the Index. This is a big and significant improvement from last year's rating of 3.7. China's rating is likely boosted by the distribution of Chinese-made vaccines to many non-Western nations for free – using economic hard power to leverage soft power benefits in some countries.

Since 2013, China's ranking in the "Global Innovation Index" report released by the World Intellectual Property Organization has risen steadily for 9 consecutive years and is currently ranked 12<sup>th</sup> – a ranking in part based upon the value of the nation's brands as assessed by Brand Finance. As a developing country, China ranks first in the world in nine indicators including patent applications, trademark applications, industrial designs, high-tech exports, creative product exports and domestic market size. This fully confirms the fact that China's soft power in the field of technological innovation and intellectual property protection is constantly growing. This is reflected in the Index's increased evaluation of China on 'products and brands the world loves' which increased by a remarkable +2.2 points from 5.7 in 2021 to 7.9 this year.

In cooperation with the international community, the Beijing Winter Olympics 2022 received notable praise from the International Olympic Committee and the participating athletes. The successful completion of the Winter Olympics has allowed the world to see a more confident, self-improving, and tolerant China. This helped to boost China's rating on 'leaders in sports' from 2.7 to 3.0, an increase in ranking from 15<sup>th</sup> last year to 10<sup>th</sup> globally this year.

China's soft power is also reflected in many other things, from various types of cooperation in outer space technology to the increasing tendency of more Chinese people using domestic brands with more competitive quality and price in their daily lives. Over the past decade, Chinese brands have outperformed international peers in Brand Finance's brand value rankings, with their total value increasing nearly tenfold, and many brands have dominated certain industries for several years now. The picture of China's soft power changes will continue to unfold through more Chinese products becoming Chinese brands as global competitors and then global leaders in time.



# Brand Value Ranking (USDm).

## Top 500 most valuable Chinese brands 1-50

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	ICBC	Beijing	Banking	\$75,119	+3.2%	\$72,788	AAA+	AAA
2	5	↑	Huawei	Guangdong	Tech	\$71,233	+28.6%	\$55,396	AAA-	AAA
3	3	←	China Construction Bank	Beijing	Banking	\$65,546	+9.9%	\$59,649	AAA	AAA
4	2	↓	WeChat	Guangdong	Media	\$62,303	-8.2%	\$67,902	AAA+	AAA+
5	9	↑	Agricultural Bank Of China	Beijing	Banking	\$62,031	+16.7%	\$53,134	AAA	AAA-
6	6	←	State Grid	Beijing	Utilities	\$60,175	+9.0%	\$55,203	AAA	AAA-
7	24	↑	TikTok/Douyin	Beijing	Media	\$58,980	+214.6%	\$18,748	AA+	AA
8	7	↓	Ping An	Guangdong	Insurance	\$54,354	-0.4%	\$54,579	AAA-	AAA-
9	8	↓	Taobao	Zhejiang	Retail	\$53,762	+0.8%	\$53,335	AAA-	AAA
10	11	↑	Bank of China	Beijing	Banking	\$49,553	+1.8%	\$48,689	AAA	AAA
11	10	↓	Tmall	Zhejiang	Retail	\$49,182	0.0%	\$49,179	AA+	AAA
12	4	↓	Tencent	Guangdong	Media	\$46,653	-17.3%	\$56,432	AAA-	AAA
13	12	↓	Moutai	Guizhou	Spirits	\$42,905	-5.4%	\$45,333	AAA	AAA
14	14	←	China Mobile	Beijing	Telecoms	\$40,903	+8.9%	\$37,559	AAA-	AAA-
15	15	←	PetroChina	Beijing	Oil & Gas	\$29,656	-5.6%	\$31,415	AA	AA+
16	18	↑	Wuliangye	Sichuan	Spirits	\$28,744	+11.5%	\$25,768	AAA	AAA
17	16	↓	CSCEC	Beijing	Engineering & Construction	\$27,386	-9.9%	\$30,383	AA	AA
18	19	↑	JD.com	Beijing	Retail	\$27,152	+15.3%	\$23,540	AAA-	AAA
19	17	↓	Sinopec	Beijing	Oil & Gas	\$25,165	-4.7%	\$26,398	AA+	AA+
20	21	↑	China Merchants Bank	Guangdong	Banking	\$24,370	+15.8%	\$21,044	AA+	AA+
21	20	↓	China Life	Beijing	Insurance	\$23,885	+5.8%	\$22,578	AAA	AAA-
22	13	↓	Alibaba.com	Zhejiang	Retail	\$22,843	-41.7%	\$39,156	AA+	AAA
23	37	↑	TSMC	Taiwan	Tech	\$20,474	+66.5%	\$12,298	AAA-	AAA-
24	26	↑	CRCC	Beijing	Engineering & Construction	\$19,687	+23.7%	\$15,911	AA+	AA-
25	35	↑	China Telecom	Beijing	Telecoms	\$18,374	+37.9%	\$13,322	AAA	AAA-
26	30	↑	CRECG	Beijing	Engineering & Construction	\$18,232	+22.3%	\$14,902	AA	AA-
27	27	←	Bank of Communications	Shanghai	Banking	\$17,738	+13.1%	\$15,683	AAA-	AA+
28	34	↑	Postal Savings Bank	Beijing	Banking	\$16,336	+20.2%	\$13,593	AAA-	AA+
29	28	↓	CPIC	Shanghai	Insurance	\$15,769	+2.5%	\$15,389	AAA-	AA+
30	29	↓	SPD Bank	Shanghai	Banking	\$14,313	-4.9%	\$15,053	AAA-	AAA-
31	23	↓	Country Garden	Guangdong	Real Estate	\$14,166	-27.3%	\$19,490	AA	AA
32	32	←	AIA	Hong Kong	Insurance	\$13,015	-7.9%	\$14,130	AAA-	AA+
33	25	↓	Vanke	Guangdong	Real Estate	\$12,977	-23.9%	\$17,049	AA+	AA-
34	31	↓	China CITIC Bank	Beijing	Banking	\$12,805	-11.7%	\$14,500	AA+	AA+
35	33	↓	NetEase	Guangdong	Media	\$11,941	-14.1%	\$13,896	AA	AA+
36	55	↑	Meituan	Beijing	Retail	\$11,880	+66.0%	\$7,157	AA+	AA
37	44	↑	Yili	Neimenggu	Food	\$10,594	+10.5%	\$9,591	AAA-	AAA-
38	38	←	Industrial Bank	Fujian	Banking	\$10,563	-12.9%	\$12,131	AA-	AA
39	42	↑	Midea	Guangdong	Tech	\$10,496	+7.7%	\$9,743	AA	AA
40	41	↑	China Everbright Bank	Beijing	Banking	\$10,221	-1.0%	\$10,325	AA+	AA
41	63	↑	Pinduoduo	Shanghai	Retail	\$9,936	+58.2%	\$6,282	A+	A-
42	45	↑	Xiaomi	Beijing	Tech	\$9,931	+6.0%	\$9,368	AAA-	AAA
43	36	↓	China Minsheng Bank	Beijing	Banking	\$9,839	-21.2%	\$12,490	AA	AA
44	48	↑	PICC	Beijing	Insurance	\$9,630	+9.4%	\$8,803	AAA-	AA+
45	50	↑	Power China	Beijing	Engineering & Construction	\$9,163	+10.2%	\$8,317	AA	AA-
46	51	↑	China Unicom	Beijing	Telecoms	\$8,880	+11.9%	\$7,937	AA+	AA+
47	53	↑	Baidu	Beijing	Media	\$8,380	+7.7%	\$7,781	AAA	AAA-
48	57	↑	CNBM	Beijing	Engineering & Construction	\$8,300	+17.1%	\$7,086	AA-	AA-
49	39	↓	Greenland	Shanghai	Real Estate	\$8,240	-26.8%	\$11,256	A+	A+
50	49	↓	Gree	Guangdong	Tech	\$8,116	-5.9%	\$8,624	AA	AA+



## Top 500 most valuable Chinese brands 51-100

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
51	40	↓	Longfor Properties	Beijing	Real Estate	\$8,105	-27.5%	\$11,186	AA +	AA
52	58	↑	SF Express	Guangdong	Logistics	\$8,005	+13.8%	\$7,035	AA +	AA +
53	47	↓	Poly Real Estate	Guangdong	Real Estate	\$7,852	-13.5%	\$9,078	AA-	AA-
54	71	↑	CCCC	Beijing	Engineering & Construction	\$7,649	+43.9%	\$5,317	AA	AA-
55	62	↑	MCC	Beijing	Engineering & Construction	\$7,612	+20.4%	\$6,321	AA-	A +
56	67	↑	China Post	Beijing	Logistics	\$7,460	+36.8%	\$5,454	AA-	A
57	52	↓	Haier	Shandong	Tech	\$7,393	-5.4%	\$7,816	AA-	AA
58	61	↑	CRRC	Beijing	Engineering & Construction	\$7,318	+8.3%	\$6,758	AA	AA
59	59	↔	Luzhou Laojiao	Sichuan	Spirits	\$7,266	+3.3%	\$7,032	AAA	AAA
60	46	↓	China Overseas Land & Invest	Hong Kong	Real Estate	\$7,231	-22.2%	\$9,293	AA-	AA-
61	60	↓	CNOOC	Beijing	Oil & Gas	\$7,046	+4.0%	\$6,778	AA	AA +
62	43	↓	China Resources Land	Guangdong	Real Estate	\$6,865	-29.2%	\$9,697	AA	AA
63	70	↑	Lenovo	Beijing	Tech	\$6,526	+22.7%	\$5,321	AA	AA
64	66	↑	Hikvision	Zhejiang	Tech	\$6,459	+5.6%	\$6,117	AA	AAA-
65	56	↓	Yanghe	Jiangsu	Spirits	\$6,446	-9.1%	\$7,088	AA +	AAA-
66	107	↑	BYD	Guangdong	Automobiles	\$6,414	+100.0%	\$3,206	AA	AAA-
67	80	↑	BOE	Beijing	Tech	\$6,377	+44.4%	\$4,415	AA +	AA-
68	89	↑	Haval	Hebei	Automobiles	\$6,081	+55.2%	\$3,919	AA +	AA +
69	65	↓	Fubon Financial	Taiwan	Insurance	\$5,939	-3.1%	\$6,131	AA +	AA-
70	94	↑	Haitian	Guangdong	Food	\$5,783	+55.4%	\$3,722	AAA	AA-
71	74	↑	Mengniu	Neimenggu	Food	\$5,533	+15.6%	\$4,788	AAA-	AA +
72	76	↑	Cathay Life Insurance	Taiwan	Insurance	\$5,442	+20.0%	\$4,533	AA +	AA-
73	54	↓	Sunac	Tianjin	Real Estate	\$5,438	-27.7%	\$7,517	A +	AA-
74	99	↑	Goertek	Shandong	Tech	\$5,403	+55.3%	\$3,479	AA	A +
75	64	↓	Youku	Beijing	Media	\$5,233	-16.2%	\$6,246	AAA-	AAA-
76	77	↑	Geely	Zhejiang	Automobiles	\$5,232	+15.5%	\$4,530	AA-	AA
77	110	↑	CITIC Securities	Guangdong	Banking	\$5,157	+64.6%	\$3,132	AA	A +
78	79	↑	New China Life	Beijing	Insurance	\$5,152	+14.9%	\$4,483	AA	AA-
79	-	New	Xinghuacun Fen Wine	Shanxi	Spirits	\$4,992	-	-	A +	-
80	72	↓	Chow Tai Fook	Hong Kong	Apparel	\$4,959	-6.4%	\$5,298	AA	AA
81	75	↓	Conch	Anhui	Engineering & Construction	\$4,946	+8.2%	\$4,571	A +	AA-
82	83	↑	China Taiping	Hong Kong	Insurance	\$4,835	+14.4%	\$4,226	AA	AA
83	73	↓	Hua Xia Bank	Beijing	Banking	\$4,747	-6.1%	\$5,054	AA	AA
84	68	↓	CFLD	Beijing	Real Estate	\$4,675	-13.6%	\$5,411	A +	AA-
85	78	↓	Haidilao	Sichuan	Restaurants	\$4,656	+2.9%	\$4,523	AAA	AAA-
86	84	↓	Anta	Fujian	Apparel	\$4,554	+7.8%	\$4,225	AAA-	AA +
87	69	↓	Suning	Jiangsu	Retail	\$4,477	-16.4%	\$5,355	AA	AA
88	96	↑	Chunghwa	Taiwan	Telecoms	\$4,367	+21.4%	\$3,597	AAA-	AA
89	103	↑	China Merchants Shekou	Guangdong	Real Estate	\$4,213	+27.2%	\$3,313	A +	A +
90	-	New	JD Logistics	Beijing	Logistics	\$4,141	-	-	AA	-
91	82	↓	China Re	Beijing	Insurance	\$4,140	-2.4%	\$4,240	AA	AA
92	86	↓	Toutiao	Beijing	Media	\$4,059	-1.2%	\$4,107	AA-	A +
93	136	↑	Mediatek	Taiwan	Tech	\$3,992	+74.3%	\$2,290	AA +	AA-
94	101	↑	Bank of Jiangsu	Jiangsu	Banking	\$3,918	+16.5%	\$3,363	AA-	AA
95	91	↓	Bank of Ningbo	Zhejiang	Banking	\$3,880	+0.6%	\$3,855	AA-	AA-
96	102	↑	China Guangfa Bank	Guangdong	Banking	\$3,867	+15.6%	\$3,344	A +	A-
97	105	↑	Techtronic Industries	Hong Kong	Tech	\$3,826	+18.2%	\$3,237	A +	A +
98	98	↔	Trip.com Group	Shanghai	Leisure & Tourism	\$3,697	+5.7%	\$3,496	AA +	AA
99	92	↓	ZTE	Guangdong	Tech	\$3,675	-4.5%	\$3,846	AA-	AA
100	100	↔	Snow	Beijing	Beers	\$3,572	+3.7%	\$3,445	AAA	AAA-

## Top 500 most valuable Chinese brands 101-150

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
101	108	↑	Sinopharm	Beijing	Pharma	¥	¥	¥	¥	¥
102	81	↓	Yonghui Superstores	Fujian	Retail	¥	¥	¥	¥	¥
103	109	↑	MTR	Hong Kong	Logistics	¥	¥	¥	¥	¥
104	126	↑	Uni-President	Taiwan	Food	¥	¥	¥	¥	¥
105	90	↓	SAIC Motor	Shanghai	Automobiles	¥	¥	¥	¥	¥
106	88	↓	Bank of Beijing	Beijing	Banking	¥	¥	¥	¥	¥
107	95	↓	Bank of Shanghai	Shanghai	Banking	¥	¥	¥	¥	¥
108	120	↑	China Grand Auto	Liaoning	Retail	¥	¥	¥	¥	¥
109	119	↑	iQiyi	Beijing	Media	¥	¥	¥	¥	¥
110	111	↑	Pechoin	Shanghai	Cosmetics	¥	¥	¥	¥	¥
111	85	↓	Logan	Guangdong	Real Estate	¥	¥	¥	¥	¥
112	87	↓	Gujing Gong Jiu	Anhui	Spirits	¥	¥	¥	¥	¥
113	117	↑	China International Travel	Beijing	Leisure & Tourism	¥	¥	¥	¥	¥
114	122	↑	Hang Seng Bank	Hong Kong	Banking	¥	¥	¥	¥	¥
115	131	↑	Bank of Nanjing	Jiangsu	Banking	¥	¥	¥	¥	¥
116	125	↑	CGGC	Hubei	Engineering & Construction	¥	¥	¥	¥	¥
117	124	↑	Haitong Securities	Shanghai	Banking	¥	¥	¥	¥	¥
118	106	↓	Shimao Property	Shanghai	Real Estate	¥	¥	¥	¥	¥
119	121	↑	China Zheshang Bank	Zhejiang	Banking	¥	¥	¥	¥	¥
120	-	New	Li Auto	Beijing	Automobiles	¥	¥	¥	¥	¥
121	142	↑	Lufax	Shanghai	Tech	¥	¥	¥	¥	¥
122	97	↓	Sun Hung Kai Properties	Hong Kong	Real Estate	¥	¥	¥	¥	¥
123	-	New	Ase Technology	Taiwan	Tech	¥	¥	¥	¥	¥
124	141	↑	Quanta Computer	Taiwan	Tech	¥	¥	¥	¥	¥
125	115	↓	CGN	Guangdong	Utilities	¥	¥	¥	¥	¥
126	137	↑	Baowu	Shanghai	Mining, Iron & Steel	¥	¥	¥	¥	¥
127	114	↓	China Cinda	Beijing	Banking	¥	¥	¥	¥	¥
128	181	↑	NIO	Shanghai	Automobiles	¥	¥	¥	¥	¥
129	-	New	Huaneng Power International	Beijing	Utilities	¥	¥	¥	¥	¥
130	207	↑	Great Wall Motor	Hebei	Automobiles	¥	¥	¥	¥	¥
131	134	↑	Master Kong	Tianjin	Food	¥	¥	¥	¥	¥
132	151	↑	Want Want	Taiwan	Food	¥	¥	¥	¥	¥
133	112	↓	Galaxy Macau	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
134	154	↑	Bilibili	Shanghai	Media	¥	¥	¥	¥	¥
135	93	↓	R&F	Guangdong	Real Estate	¥	¥	¥	¥	¥
136	127	↓	The Venetian Macao	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
137	148	↑	China Shenhua	Beijing	Mining, Iron & Steel	¥	¥	¥	¥	¥
138	139	↑	Yunda Express	Shanghai	Logistics	¥	¥	¥	¥	¥
139	128	↓	GD Power Development	Beijing	Utilities	¥	¥	¥	¥	¥
140	116	↓	Air China	Beijing	Airlines	¥	¥	¥	¥	¥
141	147	↑	VIPcom	Guangdong	Retail	¥	¥	¥	¥	¥
142	118	↓	CK	Hong Kong	Real Estate	¥	¥	¥	¥	¥
143	123	↓	China Southern	Guangdong	Airlines	¥	¥	¥	¥	¥
144	171	↑	Rongsheng Petrochemical	Zhejiang	Chemicals	¥	¥	¥	¥	¥
145	166	↑	Delta Electronics	Taiwan	Tech	¥	¥	¥	¥	¥
146	144	↓	Guotai Junan Securities	Shanghai	Banking	¥	¥	¥	¥	¥
147	143	↓	China Eastern	Shanghai	Airlines	¥	¥	¥	¥	¥
148	152	↑	Taiwan Mobile	Taiwan	Telecoms	¥	¥	¥	¥	¥
149	155	↑	Chint	Zhejiang	Tech	¥	¥	¥	¥	¥
150	-	New	Xpeng	Guangdong	Automobiles	¥	¥	¥	¥	¥

## Top 500 most valuable Chinese brands 151-200

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
151	186	↑	Pou Chen	Taiwan	Apparel	¥	¥	¥	¥	¥
152	187	↑	Sinotrans	Beijing	Logistics	¥	¥	¥	¥	¥
153	113	↓	New World Development	Hong Kong	Real Estate	¥	¥	¥	¥	¥
154	156	↑	Lao Feng Xiang	Shanghai	Apparel	¥	¥	¥	¥	¥
155	130	↓	Joy City	Beijing	Real Estate	¥	¥	¥	¥	¥
156	159	↑	BBMG	Beijing	Engineering & Construction	¥	¥	¥	¥	¥
157	149	↓	Greentown	Zhejiang	Real Estate	¥	¥	¥	¥	¥
158	183	↑	Guangzhou Pharmaceutical	Guangdong	Pharma	¥	¥	¥	¥	¥
159	133	↓	Agile Property	Guangdong	Real Estate	¥	¥	¥	¥	¥
160	221	↑	ASUS	Taiwan	Tech	¥	¥	¥	¥	¥
161	163	↑	ENN	Hebei	Utilities	¥	¥	¥	¥	¥
162	208	↑	Happy Valley	Guangdong	Leisure & Tourism	¥	¥	¥	¥	¥
163	213	↑	Li Ning	Beijing	Apparel	¥	¥	¥	¥	¥
164	146	↓	CNNC	Beijing	Engineering & Construction	¥	¥	¥	¥	¥
165	173	↑	HKT	Hong Kong	Telecoms	¥	¥	¥	¥	¥
166	167	↑	ZTO Express	Shanghai	Logistics	¥	¥	¥	¥	¥
167	135	↓	Jinmao	Hong Kong	Real Estate	¥	¥	¥	¥	¥
168	174	↑	Hotai Motor	Taiwan	Retail	¥	¥	¥	¥	¥
169	150	↓	Shangri-La	Hong Kong	Hotels	¥	¥	¥	¥	¥
170	188	↑	Huatai Securities	Jiangsu	Banking	¥	¥	¥	¥	¥
171	164	↓	China Tower	Beijing	Engineering & Construction	¥	¥	¥	¥	¥
172	145	↓	Huafa	Guangdong	Real Estate	¥	¥	¥	¥	¥
173	209	↑	Shineway	Henan	Food	¥	¥	¥	¥	¥
174	212	↑	Lens Technology	Hunan	Tech	¥	¥	¥	¥	¥
175	162	↓	Chongqing Rural Commercial Bank	Chongqing	Banking	¥	¥	¥	¥	¥
176	172	↓	YY Live	Guangdong	Media	¥	¥	¥	¥	¥
177	-	New	Wiwynn	Taiwan	Tech	¥	¥	¥	¥	¥
178	253	↑	OnePlus	Guangdong	Tech	¥	¥	¥	¥	¥
179	182	↑	illumina	Hong Kong	Food	¥	¥	¥	¥	¥
180	231	↑	Chimei Innolux	Taiwan	Tech	¥	¥	¥	¥	¥
181	160	↓	Times China	Guangdong	Real Estate	¥	¥	¥	¥	¥
182	132	↓	58.com	Beijing	Retail	¥	¥	¥	¥	¥
183	211	↑	Swire Pacific	Hong Kong	Commercial Services	¥	¥	¥	¥	¥
184	232	↑	Dianping	Shanghai	Media	¥	¥	¥	¥	¥
185	220	↑	Foton	Beijing	Automobiles	¥	¥	¥	¥	¥
186	175	↓	Hasco	Shanghai	Auto Components	¥	¥	¥	¥	¥
187	185	↓	KunLun Energy	Hong Kong	Oil & Gas	¥	¥	¥	¥	¥
188	-	New	Jiefang	Jilin	Automobiles	¥	¥	¥	¥	¥
189	138	↓	Harbin	Heilongjiang	Beers	¥	¥	¥	¥	¥
190	-	New	Hengli Petrochemical	Liaoning	Chemicals	¥	¥	¥	¥	¥
191	168	↓	HKEX	Hong Kong	Exchanges	¥	¥	¥	¥	¥
192	240	↑	UMC	Taiwan	Tech	¥	¥	¥	¥	¥
193	206	↑	COSCO Shipping	Beijing	Projects	¥	¥	¥	¥	¥
194	260	↑	Song	Guangdong	Logistics	¥	¥	¥	¥	¥
195	178	↓	Bosideng	Jiangsu	Apparel	¥	¥	¥	¥	¥
196	200	↑	Taiwan Life	Taiwan	Insurance	¥	¥	¥	¥	¥
197	216	↑	Shenwan Hongyuan	Shanghai	Banking	¥	¥	¥	¥	¥
198	191	↓	CTBC Bank	Taiwan	Banking	¥	¥	¥	¥	¥
199	282	↑	Shede	Sichuan	Spirits	¥	¥	¥	¥	¥
200	158	↓	Datang Power	Beijing	Utilities	¥	¥	¥	¥	¥



## Top 500 most valuable Chinese brands 201-250

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
201	201	←	RT Mart	Taiwan	Retail	¥	¥	¥	¥	¥
202	104	↓	Dalian Wanda Commercial Properties	Shandong	Real Estate	¥	¥	¥	¥	¥
203	176	↓	Biostime	Guangdong	Food	¥	¥	¥	¥	¥
204	153	↓	Sands Macao	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
205	197	↓	Shenzhou International	Zhejiang	Apparel	¥	¥	¥	¥	¥
206	161	↓	Sino-Ocean	Beijing	Real Estate	¥	¥	¥	¥	¥
207	170	↓	Tsingtao	Shandong	Beers	¥	¥	¥	¥	¥
208	179	↓	Weibo	Beijing	Media	¥	¥	¥	¥	¥
209	157	↓	China Bohai Bank	Tianjin	Banking	¥	¥	¥	¥	¥
210	193	↓	SPH	Shanghai	Pharma	¥	¥	¥	¥	¥
211	190	↓	Beijing-Shanghai High Speed rail way	Beijing	Logistics	¥	¥	¥	¥	¥
212	225	↑	China Yangtze Power	Beijing	Utilities	¥	¥	¥	¥	¥
213	192	↓	Bank of Hangzhou	Zhejiang	Banking	¥	¥	¥	¥	¥
214	194	↓	SJM	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
215	165	↓	Huishang Bank	Anhui	Banking	¥	¥	¥	¥	¥
216	246	↑	China Merchants Securities	Guangdong	Banking	¥	¥	¥	¥	¥
217	227	↑	WH Group	Hong Kong	Food	¥	¥	¥	¥	¥
218	267	↑	Dongfeng	Hubei	Automobiles	¥	¥	¥	¥	¥
219	204	↓	GF Securities	Guangdong	Banking	¥	¥	¥	¥	¥
220	303	↑	Evergreen	Taiwan	Logistics	¥	¥	¥	¥	¥
221	196	↓	WPG	Taiwan	Tech	¥	¥	¥	¥	¥
222	203	↓	OCT Limited	Guangdong	Real Estate	¥	¥	¥	¥	¥
223	247	↑	Bank Of Changsha	Hunan	Banking	¥	¥	¥	¥	¥
224	291	↑	TCL CSOT	Guangdong	Tech	¥	¥	¥	¥	¥
225	235	↑	FPCC	Taiwan	Oil & Gas	¥	¥	¥	¥	¥
226	239	↑	Wanda Cinemas	Shandong	Leisure & Tourism	¥	¥	¥	¥	¥
227	226	↓	CICC	Beijing	Banking	¥	¥	¥	¥	¥
228	219	↓	Gerndale	Guangdong	Real Estate	¥	¥	¥	¥	¥
229	189	↓	Cainiao	Zhejiang	Logistics	¥	¥	¥	¥	¥
230	259	↑	YTO Express	Shanghai	Logistics	¥	¥	¥	¥	¥
231	263	↑	CLP	Hong Kong	Utilities	¥	¥	¥	¥	¥
232	230	↓	E.SUN Bank	Taiwan	Banking	¥	¥	¥	¥	¥
233	257	↑	Changan	Chongqing	Automobiles	¥	¥	¥	¥	¥
234	-	New	Hengyi Petrochemical	Guangxi	Chemicals	¥	¥	¥	¥	¥
235	195	↓	37 Games	Guangdong	Media	¥	¥	¥	¥	¥
236	223	↓	TBEA	Xinjiang	Tech	¥	¥	¥	¥	¥
237	217	↓	Eternal Asia	Guangdong	Commercial Services	¥	¥	¥	¥	¥
238	205	↓	Bright Dairy	Shanghai	Food	¥	¥	¥	¥	¥
239	-	New	Wanhua	Shandong	Chemicals	¥	¥	¥	¥	¥
240	169	↓	Huya	Guangdong	Media	¥	¥	¥	¥	¥
241	251	↑	Cmst Development	Tianjin	Logistics	¥	¥	¥	¥	¥
242	288	↑	GOME	Beijing	Retail	¥	¥	¥	¥	¥
243	296	↑	Acer	Taiwan	Tech	¥	¥	¥	¥	¥
244	177	↓	Aisino	Beijing	Tech	¥	¥	¥	¥	¥
245	299	↑	Synnex	Taiwan	Tech	¥	¥	¥	¥	¥
246	297	↑	China Galaxy Securities	Beijing	Banking	¥	¥	¥	¥	¥
247	180	↓	Wheelock	Hong Kong	Real Estate	¥	¥	¥	¥	¥
248	228	↓	STO Express	Shanghai	Logistics	¥	¥	¥	¥	¥
249	252	↑	Heilan Home	Jiangsu	Retail	¥	¥	¥	¥	¥
250	295	↑	Xtep	Fujian	Apparel	¥	¥	¥	¥	¥

## Top 500 most valuable Chinese brands 251-300

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
251	250	↓	Momo	Beijing	Media	¥1.15B	↓	¥1.15B	4.0	4.0
252	-	New	Kuai Shou	Beijing	Media	¥1.15B	↓	¥1.15B	4.0	4.0
253	214	↓	Kerry Logistics	Hong Kong	Logistics	¥1.15B	↓	¥1.15B	4.0	4.0
254	274	↑	Crystal International Group	Hong Kong	Apparel	¥1.15B	↓	¥1.15B	4.0	4.0
255	254	↓	Orient Securities	Shanghai	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
256	306	↑	MSI	Taiwan	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
257	224	↓	Pegatron	Taiwan	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
258	261	↑	AviChina	Beijing	Aerospace & Defence	¥1.15B	↓	¥1.15B	4.0	4.0
259	287	↑	Jiugui Jiu	Hunan	Spirits	¥1.15B	↓	¥1.15B	4.0	4.0
260	199	↓	GRCB	Guangdong	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
261	202	↓	Supor	Zhejiang	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
262	249	↓	City of Dreams	Macau	Leisure & Tourism	¥1.15B	↓	¥1.15B	4.0	4.0
263	236	↓	Sinotruk	Shandong	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
264	265	↑	Far Eastone Telecommunications	Taiwan	Telecoms	¥1.15B	↓	¥1.15B	4.0	4.0
265	215	↓	The Parisian Macao	Macau	Leisure & Tourism	¥1.15B	↓	¥1.15B	4.0	4.0
266	238	↓	Yingjia	Anhui	Spirits	¥1.15B	↓	¥1.15B	4.0	4.0
267	272	↑	China Securities	Beijing	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
268	284	↑	Guosen Securities	Guangdong	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
269	244	↓	Nan Shan Life insurance	Taiwan	Insurance	¥1.15B	↓	¥1.15B	4.0	4.0
270	184	↓	JAC Motors	Anhui	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
271	-	New	Perfect World	Beijing	Media	¥1.15B	↓	¥1.15B	4.0	4.0
272	270	↓	Yutong	Henan	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
273	233	↓	Henderson Land	Hong Kong	Real Estate	¥1.15B	↓	¥1.15B	4.0	4.0
274	248	↓	Hainan Airlines	Hainan	Airlines	¥1.15B	↓	¥1.15B	4.0	4.0
275	273	↓	Huadian Power International	Shandong	Utilities	¥1.15B	↓	¥1.15B	4.0	4.0
276	269	↓	Chando	Shanghai	Cosmetics	¥1.15B	↓	¥1.15B	4.0	4.0
277	278	↑	Semir	Zhejiang	Apparel	¥1.15B	↓	¥1.15B	4.0	4.0
278	266	↓	CRSC	Beijing	Logistics	¥1.15B	↓	¥1.15B	4.0	4.0
279	234	↓	Wuling	Guangxi	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
280	229	↓	Rejoice	Guangdong	Cosmetics	¥1.15B	↓	¥1.15B	4.0	4.0
281	285	↑	Cathay Pacific	Hong Kong	Airlines	¥1.15B	↓	¥1.15B	4.0	4.0
282	300	↑	China Comservice	Beijing	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
283	198	↓	Roewe	Shanghai	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
284	302	↑	Au Optronics	Taiwan	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
285	218	↓	Changyu	Shandong	Champagne & Wine	¥1.15B	↓	¥1.15B	4.0	4.0
286	-	New	Jiangsu Eastern Shenghong	Jiangsu	Chemicals	¥1.15B	↓	¥1.15B	4.0	4.0
287	290	↑	GAC	Guangdong	Automobiles	¥1.15B	↓	¥1.15B	4.0	4.0
288	222	↓	Space 7	Fujian	Cosmetics	¥1.15B	↓	¥1.15B	4.0	4.0
289	-	New	Clear	Shanghai	Cosmetics	¥1.15B	↓	¥1.15B	4.0	4.0
290	245	↓	Bank of Chengdu	Sichuan	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
291	242	↓	Hengtong	Jiangsu	Tech	¥1.15B	↓	¥1.15B	4.0	4.0
292	281	↓	Xiamen Airlines	Fujian	Airlines	¥1.15B	↓	¥1.15B	4.0	4.0
293	243	↓	China South Publishing	Hunan	Media	¥1.15B	↓	¥1.15B	4.0	4.0
294	241	↓	Shanghai Rural Commercial Bank	Shanghai	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
295	258	↓	Vinda	Guangdong	Cosmetics	¥1.15B	↓	¥1.15B	4.0	4.0
296	280	↓	Shenzhen Airlines	Guangdong	Airlines	¥1.15B	↓	¥1.15B	4.0	4.0
297	329	↑	Taishin	Taiwan	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
298	310	↑	Mega	Taiwan	Banking	¥1.15B	↓	¥1.15B	4.0	4.0
299	311	↑	Liuge Hetao	Hebei	Soft Drinks	¥1.15B	↓	¥1.15B	4.0	4.0
300	283	↓	SIPG	Shanghai	Logistics	¥1.15B	↓	¥1.15B	4.0	4.0

## Top 500 most valuable Chinese brands 301-350

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
301	317	↑	Yunnan Baiyao	Yunnan	Pharma	¥	¥	¥	¥	¥
302	294	↓	Bank of East Asia	Hong Kong	Banking	¥	¥	¥	¥	¥
303	-	New	HKBN	Hong Kong	Telecoms	¥	¥	¥	¥	¥
304	268	↓	Bank of Chongqing	Chongqing	Banking	¥	¥	¥	¥	¥
305	271	↓	Aisidi	Guangdong	Tech	¥	¥	¥	¥	¥
306	307	↑	Youngor	Zhejiang	Apparel	¥	¥	¥	¥	¥
307	314	↑	AECC Aviation Power	Shaanxi	Aerospace & Defence	¥	¥	¥	¥	¥
308	-	New	WT	Taiwan	Tech	¥	¥	¥	¥	¥
309	340	↑	Unimicron	Taiwan	Tech	¥	¥	¥	¥	¥
310	415	↑	Hanlin	Guangdong	Tech	¥	¥	¥	¥	¥
311	324	↑	Yonyou	Beijing	Tech	¥	¥	¥	¥	¥
312	279	↓	ZTT	Jiangsu	Tech	¥	¥	¥	¥	¥
313	304	↓	Joyson Electronic	Zhejiang	Auto Components	¥	¥	¥	¥	¥
314	313	↓	C&S Paper	Guangdong	Cosmetics	¥	¥	¥	¥	¥
315	298	↓	Linglong Tire	Shandong	Tyres	¥	¥	¥	¥	¥
316	289	↓	Kotex	Shanghai	Cosmetics	¥	¥	¥	¥	¥
317	277	↓	Bank of Tianjin	Tianjin	Banking	¥	¥	¥	¥	¥
318	312	↓	Bank of Zhengzhou	Henan	Banking	¥	¥	¥	¥	¥
319	330	↑	Digital China	Hong Kong	Tech	¥	¥	¥	¥	¥
320	318	↓	Sailun	Shandong	Tyres	¥	¥	¥	¥	¥
321	129	↓	New Oriental	Beijing	Commercial Services	¥	¥	¥	¥	¥
322	-	New	Konka	Guangdong	Tech	¥	¥	¥	¥	¥
323	337	↑	Everbright Securities	Shanghai	Banking	¥	¥	¥	¥	¥
324	325	↑	Travelsky Tech	Beijing	Tech	¥	¥	¥	¥	¥
325	293	↓	Zhen Ding Technology	Taiwan	Tech	¥	¥	¥	¥	¥
326	331	↑	Jiangsu Phoenix	Jiangsu	Media	¥	¥	¥	¥	¥
327	402	↑	Ice Dew Water	Shanghai	Soft Drinks	¥	¥	¥	¥	¥
328	338	↑	Hundsun	Zhejiang	Tech	¥	¥	¥	¥	¥
329	275	↓	Vitasoy	Hong Kong	Soft Drinks	¥	¥	¥	¥	¥
330	371	↑	Foxconn Technology	Taiwan	Tech	¥	¥	¥	¥	¥
331	292	↓	Bank Of Guiyang	Guizhou	Banking	¥	¥	¥	¥	¥
332	305	↓	Hearttex	Fujian	Cosmetics	¥	¥	¥	¥	¥
333	320	↓	COSL	Hebei	Oil & Gas	¥	¥	¥	¥	¥
334	428	↑	Luckin Coffee	Beijing	Restaurants	¥	¥	¥	¥	¥
335	-	New	Tongkun Group	Zhejiang	Chemicals	¥	¥	¥	¥	¥
336	335	↓	Taiwan Cooperative Bank	Taiwan	Banking	¥	¥	¥	¥	¥
337	-	New	Xinfengming Group	Zhejiang	Chemicals	¥	¥	¥	¥	¥
338	336	↓	Harbin Bank	Heilongjiang	Banking	¥	¥	¥	¥	¥
339	342	↑	Hisense	Shandong	Tech	¥	¥	¥	¥	¥
340	348	↑	Lite-On Technology	Taiwan	Tech	¥	¥	¥	¥	¥
341	-	New	Qisda	Taiwan	Tech	¥	¥	¥	¥	¥
342	416	↑	Tang	Guangdong	Automobiles	¥	¥	¥	¥	¥
343	377	↑	Wan Hai Lines	Taiwan	Logistics	¥	¥	¥	¥	¥
344	309	↓	Yanjing	Beijing	Beers	¥	¥	¥	¥	¥
345	262	↓	CHT Gaming	Zhejiang	Media	¥	¥	¥	¥	¥
346	276	↓	Beijing Rural Commercial Bank	Beijing	Banking	¥	¥	¥	¥	¥
347	319	↓	First Commercial Bank	Taiwan	Banking	¥	¥	¥	¥	¥
348	406	↑	Bank Sinopac	Taiwan	Banking	¥	¥	¥	¥	¥
349	322	↓	Jinjiang	Shanghai	Hotels	¥	¥	¥	¥	¥
350	387	↑	WEY	Hebei	Automobiles	¥	¥	¥	¥	¥



## Top 500 most valuable Chinese brands 351-400

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
351	343	↓	Advantech	Taiwan	Tech	¥	¥	¥	¥	¥
352	-	New	Zhejiang Zheneng Electric	Zhejiang	Utilities	¥	¥	¥	¥	¥
353	315	↓	Largan Precision	Taiwan	Tech	¥	¥	¥	¥	¥
354	323	↓	Cafe De Coral	Hong Kong	Restaurants	¥	¥	¥	¥	¥
355	360	↑	DJI	Guangdong	Tech	¥	¥	¥	¥	¥
356	327	↓	AAC Technologies	Guangdong	Tech	¥	¥	¥	¥	¥
357	255	↓	Autotome	Beijing	Retail	¥	¥	¥	¥	¥
358	328	↓	Kingboard Laminates	Hong Kong	Tech	¥	¥	¥	¥	¥
359	359	←	Qingdao Rural Commercial Bank	Shandong	Banking	¥	¥	¥	¥	¥
360	365	↑	Eva Airways	Taiwan	Airlines	¥	¥	¥	¥	¥
361	351	↓	China Airlines	Taiwan	Airlines	¥	¥	¥	¥	¥
362	339	↓	Guangzhou Port	Guangdong	Logistics	¥	¥	¥	¥	¥
363	355	↓	Hongkong Land	Hong Kong	Real Estate	¥	¥	¥	¥	¥
364	344	↓	TCL Electronics	Guangdong	Tech	¥	¥	¥	¥	¥
365	352	↓	The Plaza Macao	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
366	264	↓	Shengjing Bank	Liaoning	Banking	¥	¥	¥	¥	¥
367	334	↓	Little Swan	Jiangsu	Tech	¥	¥	¥	¥	¥
368	389	↑	Yulon	Taiwan	Automobiles	¥	¥	¥	¥	¥
369	423	↑	Wasu	Beijing	Media	¥	¥	¥	¥	¥
370	395	↑	Dongfang Electric	Sichuan	Tech	¥	¥	¥	¥	¥
371	386	↑	Peacebird	Zhejiang	Apparel	¥	¥	¥	¥	¥
372	346	↓	YoozooGames	Shanghai	Media	¥	¥	¥	¥	¥
373	347	↓	Chinese Universe Publishing and Media	Jiangxi	Media	¥	¥	¥	¥	¥
374	321	↓	MG	Shanghai	Automobiles	¥	¥	¥	¥	¥
375	256	↓	Beijing Sinnet	Beijing	Tech	¥	¥	¥	¥	¥
376	370	↓	Vtech	Hong Kong	Tech	¥	¥	¥	¥	¥
377	326	↓	Hengshui Laobaigan	Hebei	Spirits	¥	¥	¥	¥	¥
378	454	↑	Window to the World	Guangdong	Leisure & Tourism	¥	¥	¥	¥	¥
379	362	↓	Link Reit	Hong Kong	Real Estate	¥	¥	¥	¥	¥
380	316	↓	China Film Group	Beijing	Media	¥	¥	¥	¥	¥
381	391	↑	Johnson Electric	Hong Kong	Tech	¥	¥	¥	¥	¥
382	-	New	Tsim Sha Tsui Properties	Hong Kong	Real Estate	¥	¥	¥	¥	¥
383	383	←	Guangzhou Development Grp	Guangdong	Oil & Gas	¥	¥	¥	¥	¥
384	382	↓	Asm Pacific Technology	Hong Kong	Tech	¥	¥	¥	¥	¥
385	332	↓	Starworld	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
386	381	↓	SPIL	Taiwan	Tech	¥	¥	¥	¥	¥
387	384	↓	Yunnan Yuntianhua	Yunnan	Chemicals	¥	¥	¥	¥	¥
388	479	↑	Kunlun	Beijing	Media	¥	¥	¥	¥	¥
389	459	↑	Qin	Guangdong	Automobiles	¥	¥	¥	¥	¥
390	373	↓	Q Tech	Jiangsu	Tech	¥	¥	¥	¥	¥
391	363	↓	Huadong Medicine	Zhejiang	Pharma	¥	¥	¥	¥	¥
392	-	New	Zhujiang	Guangdong	Beers	¥	¥	¥	¥	¥
393	394	↑	AIER	Hunan	Healthcare	¥	¥	¥	¥	¥
394	301	↓	Mizone	Guangdong	Soft Drinks	¥	¥	¥	¥	¥
395	-	New	Jointown Pharmaceutical	Hubei	Pharma	¥	¥	¥	¥	¥
396	341	↓	Xiang Piao Piao	Zhejiang	Soft Drinks	¥	¥	¥	¥	¥
397	410	↑	Simplo Technology	Taiwan	Tech	¥	¥	¥	¥	¥
398	350	↓	Robam	Zhejiang	Tech	¥	¥	¥	¥	¥
399	374	↓	CSPC Pharma	Hebei	Pharma	¥	¥	¥	¥	¥
400	419	↑	Bank of Qingdao	Shandong	Banking	¥	¥	¥	¥	¥

## Top 500 most valuable Chinese brands 401-450

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
401	421	▲	Sanan Optoelectronics	Fujian	Tech	¥	¥	¥	¥	¥
402	409	▲	Sedrin	Fujian	Beers	¥	¥	¥	¥	¥
403	361	▼	Juneyao Airlines	Shanghai	Airlines	¥	¥	¥	¥	¥
404	353	▼	Hanting Hotel	Shanghai	Hotels	¥	¥	¥	¥	¥
405	477	▲	Cathay United Bank	Taiwan	Banking	¥	¥	¥	¥	¥
406	372	▼	China Foods	Beijing	Food	¥	¥	¥	¥	¥
407	354	▼	Wharf Real Estate Investment	Hong Kong	Real Estate	¥	¥	¥	¥	¥
408	405	▼	361 Degrees	Fujian	Apparel	¥	¥	¥	¥	¥
409	400	▼	Fosun Pharma	Shanghai	Pharma	¥	¥	¥	¥	¥
410	-	New	Shanshan Group	Zhejiang	Apparel	¥	¥	¥	¥	¥
411	376	▼	Xiabu Xiabu	Beijing	Restaurants	¥	¥	¥	¥	¥
412	397	▼	Sugon	Tianjin	Tech	¥	¥	¥	¥	¥
413	356	▼	Kerry Properties	Hong Kong	Real Estate	¥	¥	¥	¥	¥
414	398	▼	Hua Nan Commercial Bank	Taiwan	Banking	¥	¥	¥	¥	¥
415	485	▲	Nan Ya Printed Circuit Board	Taiwan	Tech	¥	¥	¥	¥	¥
416	-	New	Risun	Beijing	Chemicals	¥	¥	¥	¥	¥
417	440	▲	JI Hotel	Shanghai	Hotels	¥	¥	¥	¥	¥
418	-	New	Kingfa	Guangdong	Chemicals	¥	¥	¥	¥	¥
419	433	▲	Chang Hwa Bank	Taiwan	Banking	¥	¥	¥	¥	¥
420	474	▲	Cts International Logistics	Shanghai	Logistics	¥	¥	¥	¥	¥
421	417	▼	Accton Technology	Taiwan	Tech	¥	¥	¥	¥	¥
422	438	▲	SCSB	Taiwan	Banking	¥	¥	¥	¥	¥
423	366	▼	Bank of Dongguan	Guangdong	Banking	¥	¥	¥	¥	¥
424	237	▼	Baojun	Shanghai	Automobiles	¥	¥	¥	¥	¥
425	407	▼	Dima Industry	Chongqing	Automobiles	¥	¥	¥	¥	¥
426	345	▼	Swire Properties	Hong Kong	Real Estate	¥	¥	¥	¥	¥
427	-	New	Douyu	Hubei	Media	¥	¥	¥	¥	¥
428	396	▼	CST	Taiwan	Tyres	¥	¥	¥	¥	¥
429	369	▼	SD-Gold	Shandong	Mining, Iron & Steel	¥	¥	¥	¥	¥
430	385	▼	Bank Of Guizhou	Guizhou	Banking	¥	¥	¥	¥	¥
431	392	▼	GIS	Taiwan	Tech	¥	¥	¥	¥	¥
432	404	▼	Jiangsu Broadcasting Cable Information	Jiangsu	Media	¥	¥	¥	¥	¥
433	445	▲	Tsinghua Tongfang	Beijing	Tech	¥	¥	¥	¥	¥
434	399	▼	Zhejiang Huace Film & TV	Zhejiang	Media	¥	¥	¥	¥	¥
435	379	▼	Anhui Xinhua Media	Anhui	Media	¥	¥	¥	¥	¥
436	426	▼	T Star	Taiwan	Telecoms	¥	¥	¥	¥	¥
437	480	▲	Gigabyte	Taiwan	Tech	¥	¥	¥	¥	¥
438	401	▼	Southern Publishing & Media	Guangdong	Media	¥	¥	¥	¥	¥
439	-	New	CYTS	Beijing	Leisure & Tourism	¥	¥	¥	¥	¥
440	364	▼	FiberHome	Hubei	Tech	¥	¥	¥	¥	¥
441	418	▼	Hytera Communications	Guangdong	Tech	¥	¥	¥	¥	¥
442	403	▼	FAW	Jilin	Automobiles	¥	¥	¥	¥	¥
443	368	▼	CAR	Beijing	Car Rental Services	¥	¥	¥	¥	¥
444	358	▼	Wing Lung Bank	Hong Kong	Banking	¥	¥	¥	¥	¥
445	-	New	OCT East	Guangdong	Leisure & Tourism	¥	¥	¥	¥	¥
446	408	▼	Walsin	Taiwan	Tech	¥	¥	¥	¥	¥
447	422	▼	Bank of Taiwan	Taiwan	Banking	¥	¥	¥	¥	¥
448	431	▼	Taiwan Business Bank	Taiwan	Banking	¥	¥	¥	¥	¥
449	443	▼	Neusoft	Liaoning	Tech	¥	¥	¥	¥	¥
450	414	▼	Changchun FAWAY	Jilin	Auto Components	¥	¥	¥	¥	¥

## Top 500 most valuable Chinese brands 451-500

2022 Rank	2021 Rank		Brand	Province/Region	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
451	333	↓	Sokon	Chongqing	Automobiles	¥	¥	¥	¥	¥
452	465	↑	Land Bank of Taiwan	Taiwan	Banking	¥	¥	¥	¥	¥
453	473	↑	Citic Telecoms	Hong Kong	Telecoms	¥	¥	¥	¥	¥
454	457	↑	Central China Land Media	Henan	Media	¥	¥	¥	¥	¥
455	-	New	Guoxuan High-Tech	anhui	Auto Components	¥	¥	¥	¥	¥
456	437	↓	Spring Airlines	Shanghai	Airlines	¥	¥	¥	¥	¥
457	430	↓	Zhong An	Shanghai	Insurance	¥	¥	¥	¥	¥
458	420	↓	Huarong Xiangjiang Bank	Hunan	Banking	¥	¥	¥	¥	¥
459	411	↓	Hang Lung Properties	Hong Kong	Real Estate	¥	¥	¥	¥	¥
460	481	↑	China Aerospace Times Elec	Hubei	Aerospace & Defence	¥	¥	¥	¥	¥
461	388	↓	Hua Nan Financial Holdings	Taiwan	Banking	¥	¥	¥	¥	¥
462	349	↓	Jiangxi Bank	Jiangxi	Banking	¥	¥	¥	¥	¥
463	453	↓	85°C	Taiwan	Restaurants	¥	¥	¥	¥	¥
464	-	New	Hangzhou Anysoft	Zhejiang	Tech	¥	¥	¥	¥	¥
465	427	↓	Darlie	Guangdong	Cosmetics	¥	¥	¥	¥	¥
466	286	↓	Bank of Jinzhou	Liaoning	Banking	¥	¥	¥	¥	¥
467	444	↓	Dah Sing Bank	Hong Kong	Banking	¥	¥	¥	¥	¥
468	357	↓	Farglory Life	Taiwan	Insurance	¥	¥	¥	¥	¥
469	483	↑	Sanquan	Henan	Food	¥	¥	¥	¥	¥
470	-	New	Zhonghuan Electronics	Tianjin	Tech	¥	¥	¥	¥	¥
471	425	↓	Vatti	Guangdong	Tech	¥	¥	¥	¥	¥
472	435	↓	Bank of Suzhou	Zhejiang	Banking	¥	¥	¥	¥	¥
473	463	↓	Bank of Xi`An	Shaanxi	Banking	¥	¥	¥	¥	¥
474	484	↑	Shenzhen Kaifa Technology	Guangdong	Tech	¥	¥	¥	¥	¥
475	491	↑	Tong Ren Tang	Beijing	Pharma	¥	¥	¥	¥	¥
476	-	New	Loncin Motor	Chongqing	Automobiles	¥	¥	¥	¥	¥
477	441	↓	DCITS	Guangdong	Tech	¥	¥	¥	¥	¥
478	446	↓	Guizhou Broadcasting & TV	Guizhou	Media	¥	¥	¥	¥	¥
479	-	New	Ora	Hebei	Automobiles	¥	¥	¥	¥	¥
480	462	↓	999	Guangdong	Pharma	¥	¥	¥	¥	¥
481	458	↓	Zhejiang Wanma	Zhejiang	Tech	¥	¥	¥	¥	¥
482	375	↓	Jiangsu Expressway	Jiangsu	Engineering & Construction	¥	¥	¥	¥	¥
483	380	↓	Yuantan Bank	Taiwan	Banking	¥	¥	¥	¥	¥
484	495	↑	Kenda Rubber Industrial	Taiwan	Tyres	¥	¥	¥	¥	¥
485	452	↓	Humanwell Healthcare	Hubei	Pharma	¥	¥	¥	¥	¥
486	424	↓	Shanghai Airlines	Shanghai	Airlines	¥	¥	¥	¥	¥
487	464	↓	Netvigator	Hong Kong	Telecoms	¥	¥	¥	¥	¥
488	472	↓	Fulongma	Fujian	Automobiles	¥	¥	¥	¥	¥
489	-	New	Shanghai Zhonggu	Shanghai	Logistics	¥	¥	¥	¥	¥
490	470	↓	Changshu Rural Commercial Bank	Jiangsu	Banking	¥	¥	¥	¥	¥
491	378	↓	Studio City	Macau	Leisure & Tourism	¥	¥	¥	¥	¥
492	468	↓	Lilanz	Fujian	Apparel	¥	¥	¥	¥	¥
493	390	↓	Narada Power	Zhejiang	Tech	¥	¥	¥	¥	¥
494	456	↓	China Xd Electric	Shaanxi	Tech	¥	¥	¥	¥	¥
495	-	New	Tantan	Beijing	Media	¥	¥	¥	¥	¥
496	-	New	Zhejiang Daily Digital Culture	Zhejiang	Media	¥	¥	¥	¥	¥
497	412	↓	Beijing	Beijing	Automobiles	¥	¥	¥	¥	¥
498	482	↓	Ningbo Huaxiang Electronic	Zhejiang	Auto Components	¥	¥	¥	¥	¥
499	447	↓	Songcheng Performance	Zhejiang	Leisure & Tourism	¥	¥	¥	¥	¥
500	496	↓	Union Bank of Taiwan	Taiwan	Banking	¥	¥	¥	¥	¥





# Global Soft Power Index.

The effect of a country's national image on its home-grown brands and the economy as a whole is now widely acknowledged. In a global marketplace, it is one of the most important assets of any state, encouraging inward investment, adding value to exports, and attracting tourists and skilled migrants.

For over 15 years, Brand Finance has been publishing the annual Nation Brands report – a study into the world's 100 most valuable and strongest nation brands.

Building on this experience, Brand Finance has now produced the Global Soft Power Index – the world's most comprehensive research study on perceptions of 100 nation brands from around the world.

The Global Soft Power Index surveys the opinions of the general public as well as specialist audiences, with responses gathered from over 75,000 people across more than 100 countries. The Global Soft Power Index 2022 report is the third iteration of this study, which Brand Finance hopes to conduct annually.

# Global Soft Power Index 2022.

 <b>1</b>  6 <b>UNITED STATES</b> Score <b>70.7</b> +14.8	 <b>2</b>  3 <b>UNITED KINGDOM</b> Score <b>64.9</b> +7.0	 <b>3</b>  1 <b>GERMANY</b> Score <b>64.6</b> +2.4	 <b>4</b>  8 <b>CHINA</b> Score <b>64.2</b> +9.9	 <b>5</b>  2 <b>JAPAN</b> Score <b>63.5</b> +2.9
 <b>6</b>  7 <b>FRANCE</b> Score <b>60.6</b> +5.3	 <b>7</b>  4 <b>CANADA</b> Score <b>59.5</b> +2.3	 <b>8</b>  5 <b>SWITZERLAND</b> Score <b>56.6</b> +0.3	 <b>9</b>  13 <b>RUSSIA*</b> Score <b>56.1</b> +5.5	 <b>10</b>  19 <b>ITALY</b> Score <b>54.7</b> +6.4
 <b>11</b>  22 <b>SPAIN</b> Score <b>53.0</b> +5.6	 <b>12</b>  11 <b>SOUTH KOREA</b> Score <b>52.9</b> +1.6	 <b>13</b>  10 <b>AUSTRALIA</b> Score <b>52.7</b> +0.5	 <b>14</b>  9 <b>SWEDEN</b> Score <b>52.3</b> +0.1	 <b>15</b>  17 <b>UNITED ARAB EMIRATES</b> Score <b>52.0</b> +3.6
 <b>16</b>  12 <b>NETHERLANDS</b> Score <b>50.6</b> +0.1	 <b>17</b>  14 <b>NORWAY</b> Score <b>49.7</b> -0.4	 <b>18</b>  15 <b>DENMARK</b> Score <b>48.8</b> -0.6	 <b>19</b>  21 <b>BELGIUM</b> Score <b>48.5</b> +0.8	 <b>20</b>  20 <b>SINGAPORE</b> Score <b>48.5</b> +0.6
 <b>21</b>  16 <b>NEW ZEALAND</b> Score <b>48.4</b> -0.9	 <b>22</b>  27 <b>TURKEY</b> Score <b>47.8</b> +5.4	 <b>23</b>  25 <b>ISRAEL</b> Score <b>47.6</b> +3.9	 <b>24</b>  24 <b>SAUDI ARABIA</b> Score <b>47.1</b> +2.9	 <b>25</b>  18 <b>FINLAND</b> Score <b>47.1</b> -1.2

\* Research conducted in the autumn of 2021 - does not account for the impact of Russia's invasion of Ukraine.

 <b>26</b>  26 <b>QATAR</b> Score <b>45.8</b> +3.5	 <b>27</b>  23 <b>AUSTRIA</b> Score <b>43.4</b> -3.3	 <b>28</b>  35 <b>BRAZIL</b> Score <b>43.4</b> +5.3	 <b>29</b>  36 <b>INDIA</b> Score <b>43.2</b> +5.6	 <b>30</b>  29 <b>IRELAND</b> Score <b>41.9</b> +1.3
 <b>31</b>  34 <b>EGYPT</b> Score <b>41.6</b> +3.3	 <b>32</b>  28 <b>PORTUGAL</b> Score <b>41.0</b> +0.2	 <b>33</b>  31 <b>GREECE</b> Score <b>40.4</b> +0.6	 <b>34</b>  37 <b>SOUTH AFRICA</b> Score <b>40.2</b> +3.1	 <b>35</b>  33 <b>THAILAND</b> Score <b>40.2</b> +1.5
 <b>36</b>  42 <b>KUWAIT</b> Score <b>39.1</b> +3.3	 <b>37</b>  30 <b>ICELAND</b> Score <b>38.6</b> -1.3	 <b>38</b>  41 <b>ARGENTINA</b> Score <b>38.5</b> +2.5	 <b>39</b>  39 <b>MALAYSIA</b> Score <b>38.5</b> +1.5	 <b>40</b>  38 <b>POLAND</b> Score <b>38.2</b> +1.2
 <b>41</b>  32 <b>LUXEMBOURG</b> Score <b>37.6</b> -1.4	 <b>42</b>  44 <b>MEXICO</b> Score <b>37.5</b> +3.2	 <b>43</b>  49 <b>CROATIA</b> Score <b>35.4</b> +1.7	 <b>44</b>  40 <b>CZECH REPUBLIC</b> Score <b>35.3</b> -1.0	 <b>45</b>  43 <b>HUNGARY</b> Score <b>35.2</b> +0.5
 <b>46</b>  48 <b>MOROCCO</b> Score <b>34.9</b> +1.1	 <b>47</b>  45 <b>INDONESIA</b> Score <b>34.8</b> +0.5	 <b>48</b>  52 <b>COLOMBIA</b> Score <b>34.7</b> +1.2	 <b>49</b>  51 <b>OMAN</b> Score <b>34.6</b> +1.0	 <b>50</b>  57 <b>ROMANIA</b> Score <b>34.4</b> +2.2





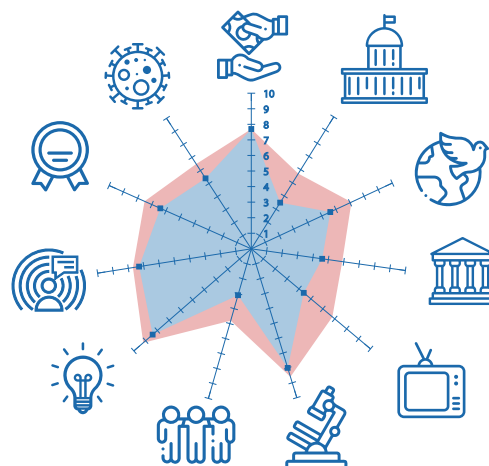
# China

Rank #4 ↑ #8

Score 64.2/100 +9.9

China's performance  
compared to best in class per pillar

● Best in Class ● China's Results



**Scott Chen**  
Managing Director,  
Brand Finance China

This year, China's soft power performance has been exerted along several main lines including anti-COVID-19 efforts, innovation, the Winter Olympics, and its commercial brands.

## Economic development in the pandemic

In the second year of the pandemic, China's GDP increased by 8.1% and this rate was the best among the world's major economies, leading to China being rated 1<sup>st</sup> in the Global Soft Power Index's Business & Trade pillar. China's GDP reached US\$17.7 trillion with the Index rating China 1st globally as 'easy to do business in and with,' and first at 'future growth potential.'

A recent government work report puts China's GDP growth target at around 5.5% in 2022 — at the top end of the forecast range given by many economists, and significantly higher than the IMF's forecast of 4.8%. Achieving such a high level of economic growth would justify the Index's rating of China at 9.5 out of 10 on the measure of 'a strong and stable economy.' This will help China's "transition from Chinese products to Chinese brands", so it is possible that the next few decades will bring further growth of Chinese brands.

## COVID-19

At the end of 2021, the Chinese Government stated that there were 2,886 confirmed cases of COVID-19

in China. Although China was the first major country to detect the epidemic, the global perception of China's COVID-19 performance was very low in 2021. In 2022, China earned the 19<sup>th</sup> highest ranking of 5.4 on COVID-19 Response in the Index. This is a big and significant improvement from last year's rating of 3.7. China's rating is likely boosted by the distribution of Chinese-made vaccines to many non-Western nations for free – using economic hard power to leverage soft power benefits in some countries.

## Innovation

Since 2013, China's ranking in the "Global Innovation Index" report released by the World Intellectual Property Organization has risen steadily for 9 consecutive years and is currently ranked 12<sup>th</sup> – a ranking in part based upon the value of the nation's brands as assessed by Brand Finance. As a developing country, China ranks first in the world in nine indicators including patent applications, trademark applications, industrial designs, high-tech exports, creative product exports and domestic market size. This fully confirms the fact that China's soft power in the field of technological innovation and intellectual property protection is constantly growing. This is reflected in the Index's increased evaluation of China on 'products and brands the world loves' which increased by a remarkable +2.2 points from 5.7 in 2021 to 7.9 this year.

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## The Winter Olympics

In cooperation with the international community, the Beijing Winter Olympics 2022 received notable praise from the International Olympic Committee and the participating athletes. The successful completion of the Winter Olympics has allowed the world to see a more confident, self-improving, and tolerant China. This helped to boost China's rating on 'leaders in sports' from 2.7 to 3.0, an increase in ranking from 15<sup>th</sup> last year to 10<sup>th</sup> globally this year.

## Brands

China's soft power is also reflected in many other things, from various types of cooperation in outer

space technology to the increasing tendency of more Chinese people using domestic brands with more competitive quality and price in their daily lives. Over the past decade, Chinese brands have outperformed international peers in Brand Finance's brand value rankings, with their total value increasing nearly tenfold, and many brands have dominated certain industries for several years now. The picture of China's soft power changes will continue to unfold through more Chinese products becoming Chinese brands as global competitors and then global leaders in time.





# Brand Guardianship Index.





# Brand Guardianship Index.

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## Top 100 Brand Guardians 1-50

\*This report was released in January 2021, and Mr. Zhang Liang resigned as Luzhou Laojiao Chairman in March 2022

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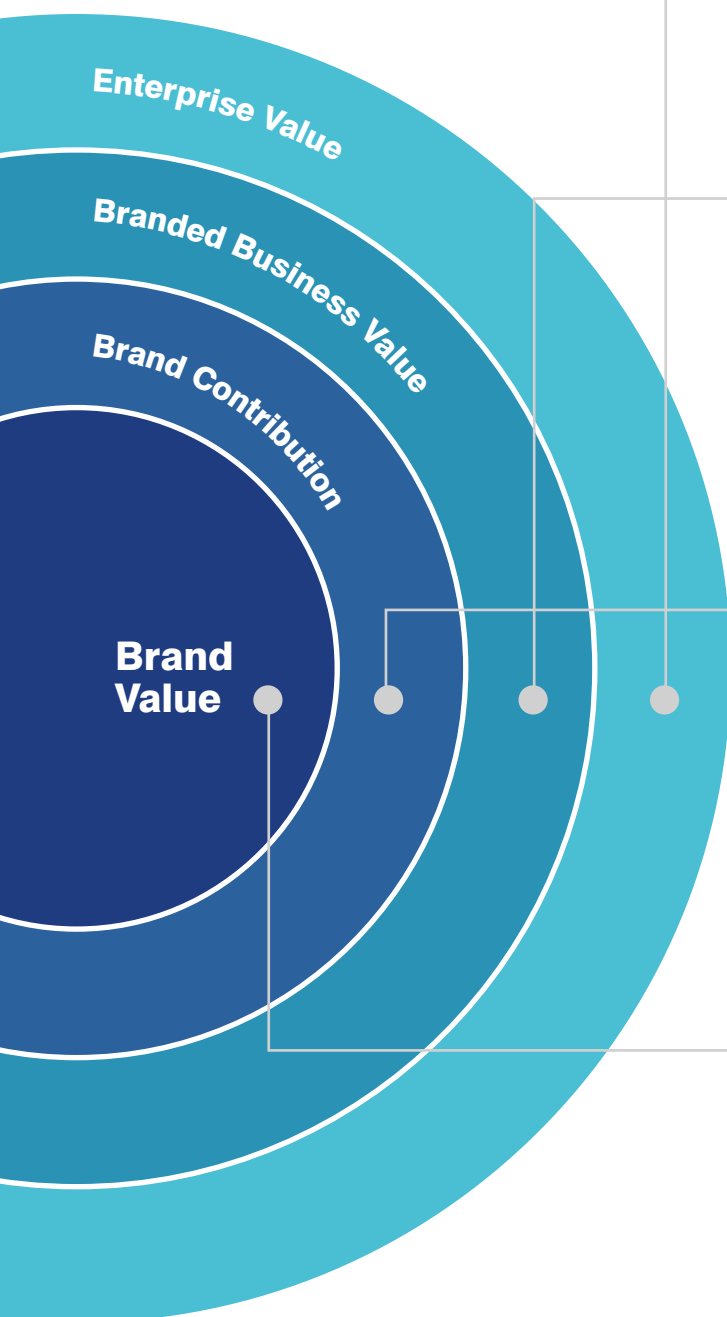
Top 100 Brand Guardians 51-100



# Methodology.



# Definitions.



## Brand Value

**Tencent 腾讯**

[Tencent]

### + Enterprise Value

**The value of the entire enterprise, made up of multiple branded businesses.**

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



[WeChat]

### + Branded Business Value

**The value of a single branded business operating under the subject brand.**

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



[WeChat]

### + Brand Contribution

**The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.**

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[WeChat]

### + Brand Value

**The value of the trade mark and associated marketing IP within the branded business.**

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

# Brand Valuation Methodology.

## 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.

3





# Global Brand Equity Monitor.

Original market research in 36 countries and across more than 29 sectors with approximately 100,000 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 2022



**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 2<sup>nd</sup>-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 2022

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
	 PORSCHE		
			
	 CONVERSE		 PORSCHE
		 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?



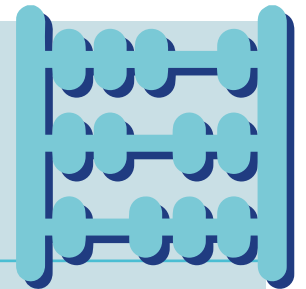
### Brand Valuation

#### *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?



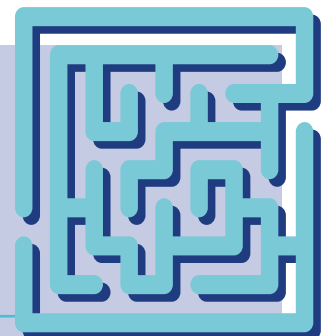
### Brand Strategy

#### *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 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.

# Communications Services.

## How we can help communicate your brand's performance in brand value rankings



**Brand Accolade** – Create a digital endorsement stamp for use in your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®  
Awards

TOP 500  
CHINESE  
BRAND



Brand Finance®  
Awards

MOST VALUABLE  
CHINESE  
BRAND



Brand Finance®  
Awards

STRONGEST  
CHINESE  
BRAND



**Video Endorsement** – Recorded video of Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external digital communications for your brand.



**Bespoke Events** – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



**Digital Infographics** – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



**Trophies & Certificates** – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.



**Brand Spotlight** – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



**Media Support** – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, and monitoring media coverage.



# 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).

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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<sup>®</sup> 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?

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For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com) or visit [brandfinanceinstitute.com](http://brandfinanceinstitute.com)

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



# Brand Finance Network.

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

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