

Finland 10 2019

The annual report on the most valuable and strongest Finnish brands
September 2019

About Brand Finance.

Brand Finance is the world’s leading independent brand valuation consultancy.

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

We pride ourselves on four key strengths:

- + Independence
- + Transparency
- + Technical Credibility
- + Expertise

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

Brand Finance helped craft the internationally recognised standard on Brand Valuation – ISO 10668, and the recently approved standard on Brand Evaluation – ISO 20671.



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Request Your Brand Value Report.

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

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

What is a Brand Value Report?

Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

Cost of Capital

- + Independent view of cost of capital for internal valuations and project appraisal exercises

Customer Research

- | | |
|-------------|-------------|
| + Utilities | + Tech |
| + Insurance | + Auto |
| + Banks | + Hotels |
| + Telecoms | + Beers |
| + Airlines | + Oil & Gas |

For more information regarding our Brand Value Reports, please contact:

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What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.

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.



Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.



Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

Foreword.



David Haigh
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.

Nokia rings in as Finland's most valuable and strongest brand.

- + Nokia crowned most valuable and strongest Finnish brand, brand value €8.5 billion
- + Fellow Finnish telecoms brand Elisa sees drop in brand value to €767 million
- + YIT breaks into Brand Finance Finland 10 ranking in 10th position, brand value €439 million
- + Dairy giant Valio fastest-growing, brand value up impressive 34%
- + Fortum records solid growth, brand value up 16% to €796 million
- + Swedish brands dominate regional Brand Finance Nordic 50 ranking, 6 brands from Finland making the cut

Executive Summary.



Nokia dominates

Nokia defends its title as Finland’s most valuable brand with a 19% increase in brand value to €8.5 billion.

In addition to calculating overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Along with the level of revenues, brand strength is a crucial driver of brand value.

This year, Nokia also retains its title as Finland’s strongest brand with a Brand Strength Index (BSI) score of 74.8 out of 100 and a corresponding AA+ rating, the only brand in the ranking to achieve this.

Not only has the brand recorded a strong year within its biggest market, North America, but Nokia has also signed a significant deal with China Mobile, the world’s biggest mobile phone brand by subscribers, in a bid to further strengthen its foothold in the Chinese market.

Nokia also continues to reap the financial benefits from its broad patent licensing portfolio, which derives from when it was the world’s largest handset maker.

Looking forward, Nokia’s position in the global 5G race against its main competitors, China’s Huawei and Sweden’s Ericsson, looks solid with 42 commercial 5G deals announced.

The global 5G race is in full swing. How telecommunications brands fare in the future relies heavily on how successfully they respond to this momentous advancement within the sector. We have seen Nokia succeed previously with its 4G deployment, and recent wins stand the brand in good stead.

David Haigh
CEO, Brand Finance





















Elisa slips down

In contrast, fellow telecommunications brand, **Elisa**, is one of only two brands in the ranking to decrease in brand value, falling 13% to €767 million. Despite the brand being the first operator to begin commercial use of a 5G network and offer 5G subscriptions, it has faced challenges, along with telecommunications brands globally, with the significant capital investment that 5G requires and the increasing commoditization of its core carrier services.

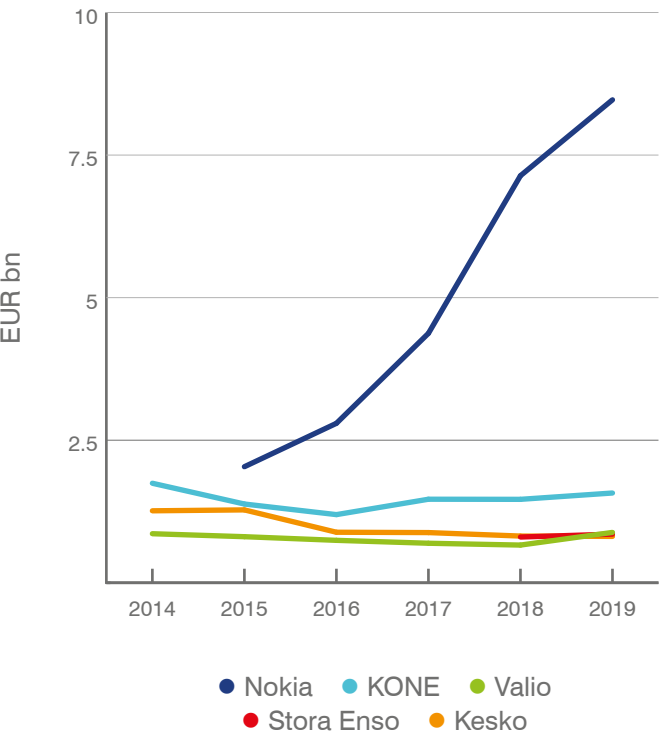
YIT enters top 10

Construction brand, YIT, is a new entrant into the ranking in 10th position, with a brand value of €439 million. The completion of the YIT and Lemminkäinen merger has helped to seal YIT’s position as one of the largest urban developers in the construction market in Northern Europe. The brand has consistently won new contracts across Europe and measures highly in customer satisfaction and service.

Top 10 Most Valuable Brands

	1 ← 1 	2019: €8,469m 2018: €7,138m	+18.6%
	2 ← 2 	2019: €1,574m 2018: €1,463m	+7.6%
	3 ↑ 8 	2019: €883m 2018: €661m	+33.6%
	4 ↑ 5 	2019: €853m 2018: €802m	+6.4%
	5 ↓ 4 	2019: €813m 2018: €819m	-0.7%
	6 ← 6 	2019: €797m 2018: €789m	+1.1%
	7 ← 7 	2019: €796m 2018: €684m	+16.4%
	8 ↓ 3 	2019: €767m 2018: €879m	-12.8%
	9 ← 9 	2019: €524m 2018: €502m	+4.4%
	10 – NEW 	2019: €439m 2018: -	-

Brand Value over Time





Other engineering and constructions brands, **Kone** and **Stora Enso**, also claim positions in the top 10, ranked 2nd and 4th most valuable respectively.

Global leader in the elevator and escalator industry, Kone (brand value up 8% to €1.6 billion), has been under increased pressure from its competitors on pricing. This, paired with higher labour and material costs and China’s economic slowdown, has caused the brand to struggle to maintain profit growth. However, through winning significant contracts in East Africa and the Middle East, Kone is cementing its reach and position as a global leader.

Stora Enso’s brand value increased by 6% to €853 million, despite the brand’s profits being hit as a result of the high temperatures that swept the country over the summer. The brand’s operation relies upon high water levels and consistent wood supply, both of which were comprised due to the drought and wildfires, resulting in the brand being unable to operate at full production capacity.

Fortum focuses on expansion

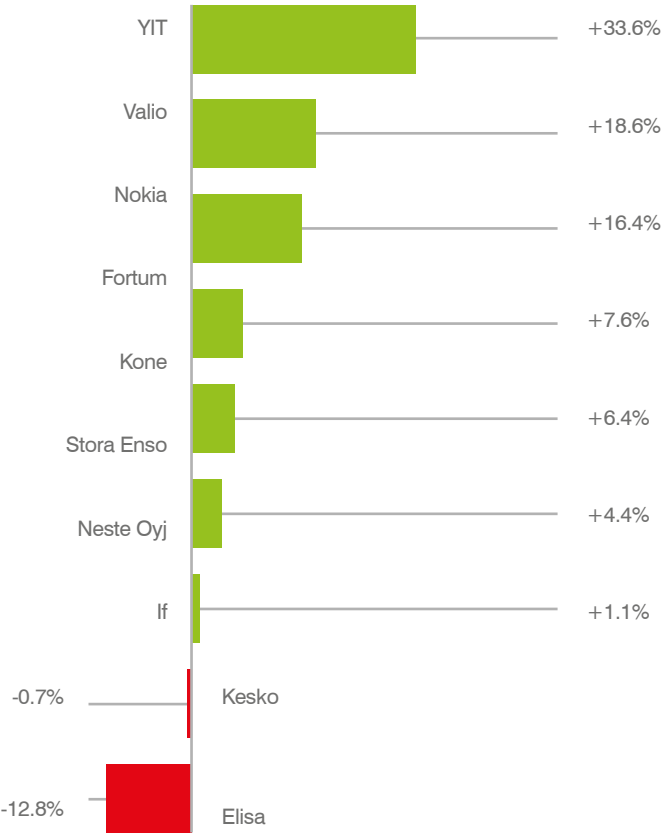
Having entered the Indian market in October 2017 with a pilot scheme, **Fortum** (up 16% to €796 million) is set

Brand Value by Country



Country	Brand Value (EUR m)	% of total
Tech	8,469	53.2%
Engineering & Construction	2,866	18.0%
Food	883	5.5%
Retail	813	5.1%
Insurance	797	5.0%
Utilities	796	5.0%
Telecoms	767	4.8%
Oil & Gas	524	3.3%
Total	15,914	100.0%

Brand Value Change 2018-2019 (%)



to power India’s electric vehicles through a roll out of 700 charging points on Indian roads. Fortum, one of the world's leading clean energy brands and a pioneer in the world of electric vehicle (EV) charging, is looking to play a vital role in powering a wide fleet of EVs.

With a major presence in Nordic countries, the Baltic region, Russia and Poland, Fortum is looking to develop its brand in India by building on this network of EV charging points. Fortum India, which has already operationalized 36 direct current (DC) unmanned points in the suburbs of Hyderabad and Mumbai, is aiming to ramp up this network to 700 by 2020.

Valio is fastest-growing

Dairy manufacturer, **Valio**, is Finland’s fastest-growing brand, recording an impressive 34% brand value growth to €883 million. The brand’s reputation of providing fresh, safe and traceable products has enabled it to expand into new markets, including China where it has recently established a new head office.

Top 10 Strongest Brands

NOKIA	1	← 1		2019: 74.8 2018: 76.2	AA+ AA+	-1.4
if...	2	↑ 7		2019: 72.7 2018: 62.1	AA A+	+10.6
elisa	3	↓ 2		2019: 70.7 2018: 73.1	AA AA	-2.3
KONE	4	← 4		2019: 66.9 2018: 67.8	AA- AA-	-0.9
fortum	5	↓ 3		2019: 66.8 2018: 71.3	AA- AA	-4.5
storaenso	6	↓ 5		2019: 65.1 2018: 65.9	AA- AA-	-0.8
Valio	7	↑ 9		2019: 60.0 2018: 58.1	A+ A	+1.8
NESTE	8	← 8		2019: 57.8 2018: 58.8	A A	-1.0
YIT	9	— NEW		2019: 57.1 2018: -	A -	-
K	10	← 10		2019: 56.6 2018: 55.5	A A	+1.1

Sweden reigns supreme

Looking at the classification in the wider region, Swedish brands have claimed one in every two positions in the Brand Finance Nordic 50 ranking and six out of the top 10 spots, with **Ikea** crowned most valuable (up 12% to €18.5 billion), **H&M** in second (down 15% to €13.7 billion), and **Volvo** in third (up 10% to €11.9 billion).

Engineering and construction leads among sectors with 10 brands included in the ranking. Sweden’s **Skanska** is the highest ranked in 20th, with a brand value of €2.0 billion, followed closely by **Vestas**, in 21st position, with a brand value of €1.9 billion. Other notable sectors across the region are banking with 7 brands and retail with 5 brands.

Six brands from Finland feature in the Brand Finance Nordic 50 rankings, compared with 24 from Sweden, 16 from Denmark and 4 from Norway.



Country	Brand Value (EUR bn)	% of total
Sweden	78,806	55.6%
Denmark	32,675	23.1%
Norway	16,793	11.9%
Finland	13,387	9.5%
Total	141,661	100.0%

Top 10 Most Valuable Brands

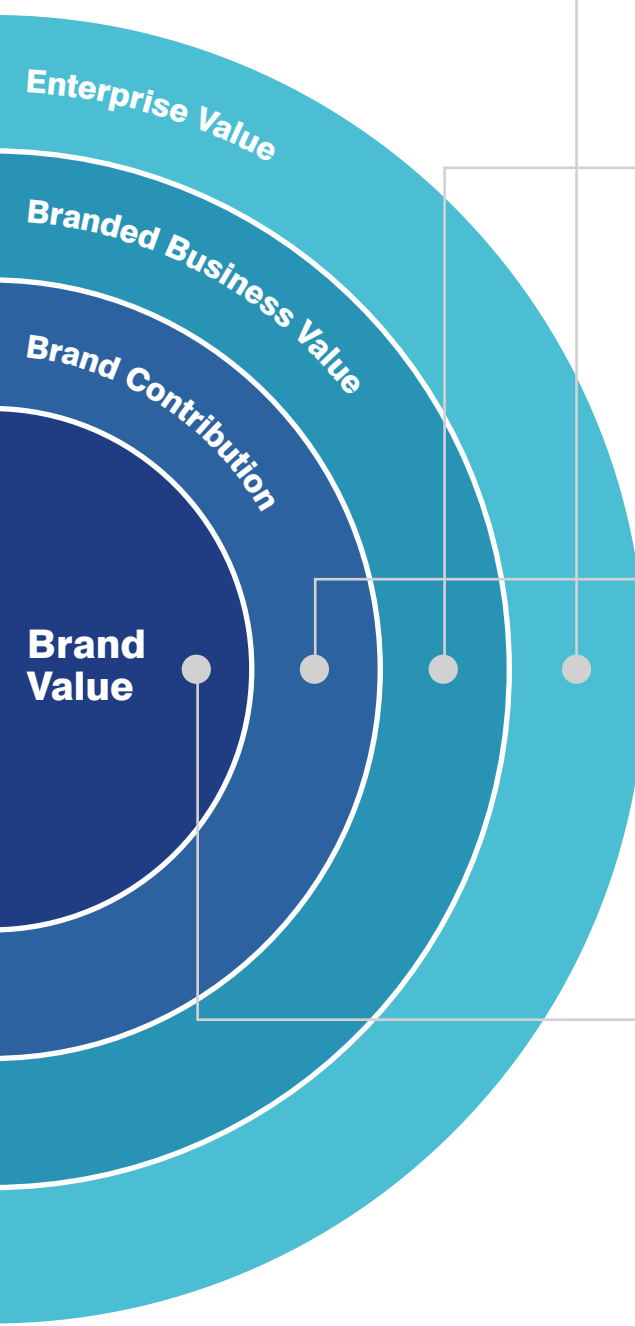
	1	← 1	
	2019: € 18,541		+12.5%
	2018: € 16,482		
	2	← 2	
	2019: € 13,671		-15.2%
	2018: € 16,118		
	3	← 3	
	2019: € 11,859		+10.4%
	2018: € 10,741		
	4	← 4	
	2019: € 8,469		+18.6%
	2018: € 7,138		
	5	← 5	
	2019: € 7,961		+13.9%
	2018: € 6,992		
	6	← 6	
	2019: € 5,819		-9.6%
	2018: € 6,437		
	7	← 7	
	2019: € 4,943		-15.2%
	2018: € 5,828		
	8	← 8	
	2019: € 4,855		-10.1%
	2018: € 5,403		
	9	↑ 10	
	2019: € 4,068		+11.8%
	2018: € 3,639		
	10	↑ 14	
	2019: € 3,025		+7.8%
	2018: € 2,805		

Brand Finance Nordic 50 (EUR m).

Top 10 most valuable Nordic brands 1-50

2019 Rank	2018 Rank	Brand	Country	Sector	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← Ikea	Sweden	Retail	€ 18,541	+12.5%	€ 16,482	AAA-	AA+
2	2	← H&M	Sweden	Apparel	€ 13,671	-15.2%	€ 16,118	AAA-	AAA
3	3	← Volvo	Sweden	Auto	€ 11,859	+10.4%	€ 10,741	AA+	AA+
4	4	← Nokia	Finland	Tech	€ 8,469	+18.6%	€ 7,138	AA+	AA+
5	5	← Equinor	Norway	Oil & Gas	€ 7,961	+13.9%	€ 6,992	AAA-	AAA
6	6	← Lego	Denmark	Toys	€ 5,819	-9.6%	€ 6,437	AAA	AAA+
7	7	← Telenor	Norway	Telecoms	€ 4,943	-15.2%	€ 5,828	AA	AA+
8	8	← Nordea	Denmark	Banking	€ 4,855	-10.1%	€ 5,403	AA+	AA+
9	10	↑ Telia	Sweden	Telecoms	€ 4,068	+11.8%	€ 3,639	AAA-	AA+
10	14	↑ Swedbank	Sweden	Banking	€ 3,025	+7.8%	€ 2,805	AAA	AA
11	11	← Arla	Denmark	Food	€	€	€	€	€
12	15	↑ Svenska Handelsbanken	Sweden	Banking	€	€	€	€	€
13	13	← DNB	Norway	Banking	€	€	€	€	€
14	12	↓ Danske Bank	Denmark	Banking	€	€	€	€	€
15	18	↑ SEB	Sweden	Banking	€	€	€	€	€
16	17	↑ Pandora	Denmark	Apparel	€	€	€	€	€
17	9	↓ Ericsson	Sweden	Tech	€	€	€	€	€
18	24	↑ Absolut	Sweden	Spirits	€	€	€	€	€
19	23	↑ Securitas	Sweden	Commercial Services	€	€	€	€	€
20	19	↓ Skanska	Sweden	Engineering & Construction	€	€	€	€	€
21	27	↑ Vestas	Denmark	Engineering & Construction	€	€	€	€	€
22	20	↓ Scania	Sweden	Auto	€	€	€	€	€
23	26	↑ Sandvik	Sweden	Engineering & Construction	€	€	€	€	€
24	21	↓ Atlas Copco	Sweden	Engineering & Construction	€	€	€	€	€
25	28	↑ Kone	Finland	Engineering & Construction	€	€	€	€	€
26	22	↓ ISS	Denmark	Commercial Services	€	€	€	€	€
27	33	↑ Novo Nordisk	Denmark	Pharma	€	€	€	€	€
28	29	↑ DSV	Denmark	Logistics	€	€	€	€	€
29	30	↑ Vattenfall	Sweden	Utilities	€	€	€	€	€
30	37	↑ Carlsberg	Denmark	Beers	€	€	€	€	€
31	31	← SKF	Sweden	Engineering & Construction	€	€	€	€	€
32	35	↑ Essity	Sweden	Household Products	€	€	€	€	€
33	38	↑ Danfoss	Denmark	Engineering & Construction	€	€	€	€	€
34	41	↑ Dansk Supermarked	Denmark	Retail	€	€	€	€	€
35	50	↑ Yara	Norway	Chemicals	€	€	€	€	€
36	36	← Tele2	Sweden	Telecoms	€	€	€	€	€
37	32	↓ Coop Danmark	Denmark	Retail	€	€	€	€	€
38	34	↓ ICA	Sweden	Retail	€	€	€	€	€
39	43	↑ Ørsted	Denmark	Utilities	€	€	€	€	€
40	25	↓ Electrolux	Sweden	Tech	€	€	€	€	€
41	-	New Nykredit	Denmark	Banking	€	€	€	€	€
42	39	↓ NCC	Sweden	Engineering & Construction	€	€	€	€	€
43	-	New Valio	Finland	Food	€	€	€	€	€
44	45	↑ Peab	Sweden	Engineering & Construction	€	€	€	€	€
45	48	↑ Stora Enso	Finland	Engineering & Construction	€	€	€	€	€
46	46	← Kesko	Finland	Retail	€	€	€	€	€
47	49	↑ If	Sweden	Insurance	€	€	€	€	€
48	-	New Fortum	Finland	Utilities	€	€	€	€	€
49	-	New Coloplast	Denmark	Healthcare	€	€	€	€	€
50	40	↓ TDC	Denmark	Telecoms	€	€	€	€	€

Definitions.



Brand Value

SAMPO GROUP
[Sampo Group]

+ 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'.

if...
[If]

+ 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.

if...
[If]

+ 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.

if...
[If]

+ 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.

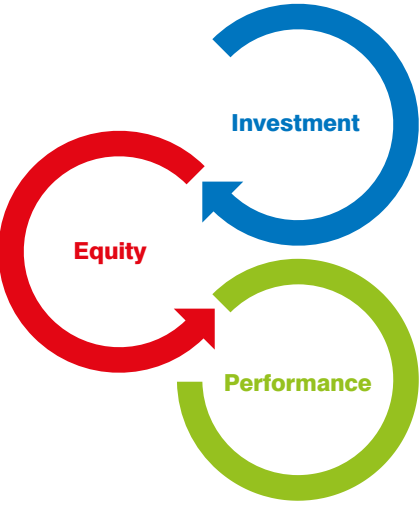
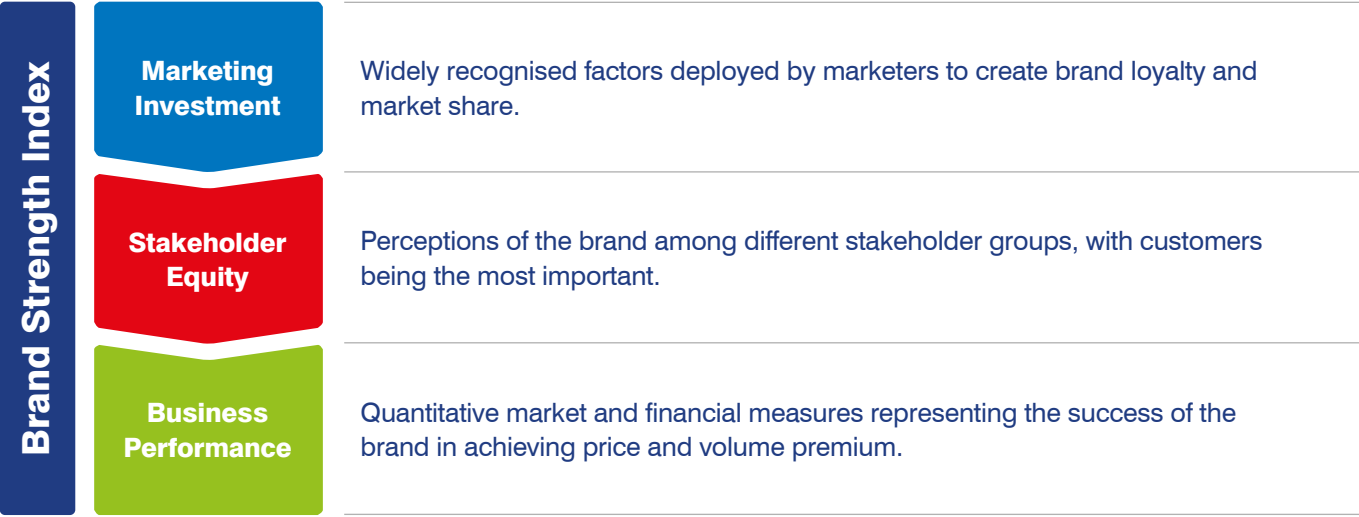
Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

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.



Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

- + Branded Business Valuation
- + Trademark Valuation
- + Intangible Asset Valuation
- + Brand Contribution

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

- Market Research Analytics +
- Return on Marketing Investment +
- Brand Audits +
- Brand Scorecard Tracking +

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

- + M&A Due Diligence
- + Franchising & Licensing
- + Tax & Transfer Pricing
- + Expert Witness

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

- Brand Governance +
- Brand Architecture & Portfolio Management +
- Brand Transition +
- Brand Positioning & Extension +



MARKETING



FINANCE



TAX



LEGAL

We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across over 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 marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



**TOP 10
FINNISH
BRAND**



**MOST VALUABLE
FINNISH
BRAND**



**STRONGEST
FINNISH
BRAND**



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



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Dialogue[®]



Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

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

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