



Food & Drink 2023

The annual report on the most valuable and strongest Food, Dairy & Non-Alcoholic
Drinks brands

August 2023

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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 more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

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

We offer a unique combination of expertise

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

We pride ourselves on technical credibility

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

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



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

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

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



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Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



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Competitor Benchmarking

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

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

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enquiries@brandfinance.com

Foreword.



David Haigh
Chairman & CEO,
Brand Finance

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

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

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

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

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

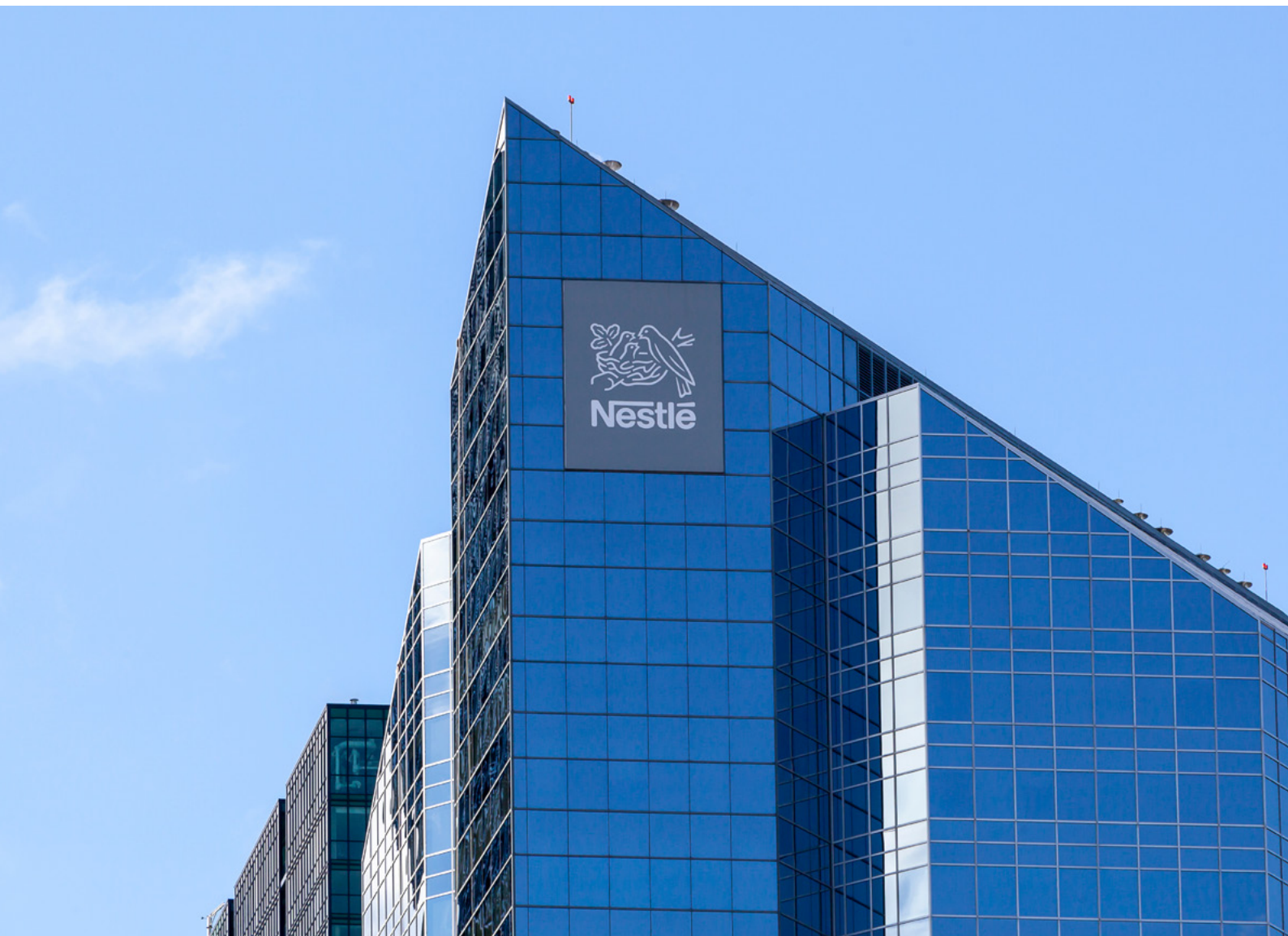
Ranking Analysis.



Nestlé savours success as world's most valuable food brand.

- + **Nestlé** once again named world's most valuable food brand, with a brand value of USD22.4 billion
- + Chinese dairy brand **Yili** is the second-most valuable food brand, valued at USD12.4 billion
- + Snack brands see strong brand value growth
- + **Healthy Choice** is a fresh new entrant as this year's fastest growing food brand
- + **Hershey** holds onto title as the world's strongest food brand, with an AAA+ rating
- + **Nestlé** has the highest Sustainability Perceptions Value at USD1.4 billion
- + Finnish brand **Valio** has the highest Sustainability Perceptions Score, at 6.43/10

Food 100.



Nestlé once again named world's most valuable food brand, with a brand value of USD22.4 billion

Nestlé (brand value up 8% to USD22.4 billion) once again earns the title of the world's most valuable food brand, according to a new report from leading brand valuation consultancy, Brand Finance. Nestlé's brand value has steadily increased this year due to strong sales growth across its extensive and varied brand portfolio, encompassing multiple food and beverage categories.

Every year, leading brand valuation consultancy Brand Finance puts 5,000 of the biggest brands to the test, and publishes over 100 reports, ranking brands across

all sectors and countries. The world's top 100 most valuable and strongest Food brands are included in the annual Brand Finance Food 100 2023 ranking.

Nestlé's ability to meet evolving consumer preferences, stay ahead of trends, and effectively launch new products has been a driving force behind its continued brand value growth. This year, Nestlé expanded its plant-based portfolio with the introduction of a new milk alternative, catering to an ever-increasing global demand for plant-based products.

The brand's coffee area has continued to enjoy strong sales growth. This year, Nestlé launched its first-ever Nescafé Ice Roast coffee, designed to satisfy rising consumer demand for iced coffee at home.

Top 10 Most Valuable Food Brands

© Brand Finance Plc 2023

<p>1 ← 1 </p>  <p>Nestlé</p> <p>USD22.4 bn +8%</p>	<p>2 ← 2 </p>  <p>伊利</p> <p>USD12.4 bn +17%</p>	<p>3 ← 3 </p>  <p>Lay's</p> <p>USD11.1 bn +29%</p>	<p>4 ← 4 </p>  <p>DANONE</p> <p>USD8.9 bn +14%</p>	<p>5 ← 5 </p>  <p>Tyson</p> <p>USD8.7 bn +21%</p>
<p>6 ↑ 7 </p>  <p>Kellogg's</p> <p>USD7.3 bn +4%</p>	<p>7 ↓ 6 </p>  <p>QUAKER EST 1877</p> <p>USD7.1 bn -1%</p>	<p>8 ← 8 </p>  <p>海天</p> <p>USD6.2 bn +8%</p>	<p>9 ← 9 </p>  <p>蒙牛</p> <p>USD6.1 bn +10%</p>	<p>10 ↑ 11 </p>  <p>MARS WRIGLEY</p> <p>USD5.6 bn +11%</p>



As an iconic global brand, Nestlé continues to raise the bar, setting new benchmarks for the industry and inspiring trust among consumers worldwide. With a rich heritage and a portfolio of trusted brands, Nestlé has built a legacy of success and an unmatched global reputation, enhanced by its enduring dedication to creating a healthier and more sustainable future for all.

Savio D'Souza
Valuation Director, Brand Finance

Chinese dairy brand Yili is the second most-valuable food brand, valued at USD12.4 billion

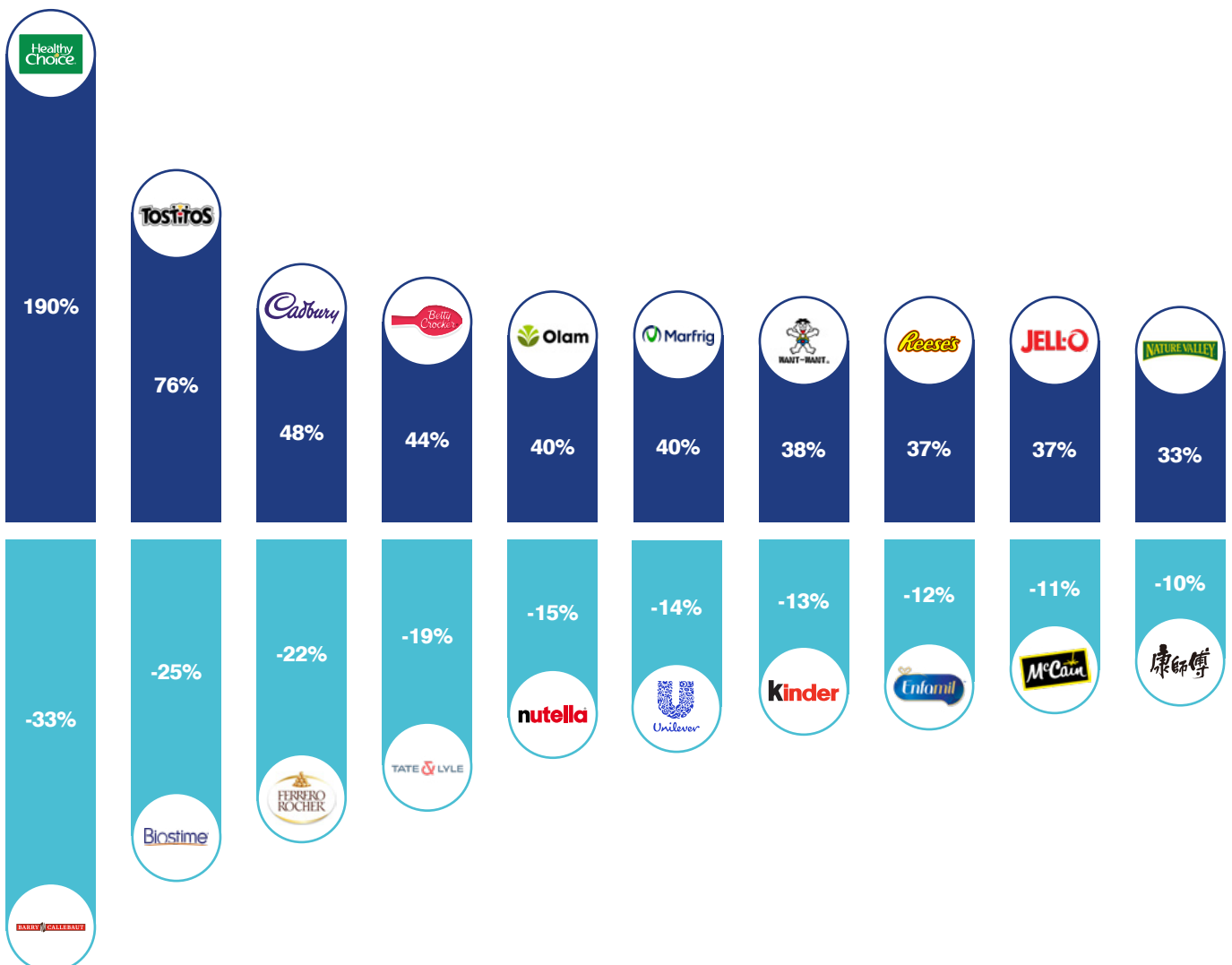
Chinese dairy brand **Yili** (brand value up 17% to USD12.4 billion) retains its title as the world's second-most valuable food brand. Yili has fostered strong customer loyalty in its local market by consistently delivering products of exceptional quality and perceived health benefits.

This has contributed to strong domestic sales growth, while the brand's global presence has also propelled its overseas revenue. Yili products are available in over 60 countries across five continents worldwide.

Yili's focus on quality, innovation, and environmental responsibility has contributed to its world-leading reputation in the dairy industry. Last year, the Yili Future Intelligence and Health Valley launched its Global Smart Manufacturing Industrial Park in Hohhot, China, featuring some of the world's largest-scale, advanced technology. The aim is to contribute to the advancement of the dairy industry with a focus on high-quality development. Further, the Yili Future Intelligence and Health Valley also aims to generate ecological, social, and economic benefits, creating employment opportunities and attracting residents by 2035. Exemplifying its commitment to innovation and leadership in the global dairy industry, Yili won the World Dairy Innovation Award in June this year.

Brand Value Change 2022-2023 (%)

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Snack brands see strong brand value growth

The snack industry has continued to grow in brand value in the post-pandemic world, with this year's top five snack brands (**Lay's**, **Doritos**, **Want Want**, **Cheetos** and **Tostitos**) increasing their brand values by an impressive average of 40%. Among these brands, **Lay's** (brand value up 29% to USD11.1 billion) also retains third place position in the ranking overall. With its rich history and global presence, the enduring dominance of Lay's can be attributed to the brand's innovation and product developments, popular and far-reaching marketing campaigns, and enhanced e-commerce strategies since the pandemic.

Originally known for its iconic rice crackers, Asian snack brand **Want Want** (brand value up 38% to USD3.5 billion) has also increased its brand value and strength this year. Brand Finance research finds that consideration and familiarity scores for the brand have increased in China. The brand's growing regional popularity and success can be attributed to its strategic

marketing endeavours. Want Want has also amplified its presence in the realm of Chinese social media and e-commerce, as well as developing patriotic marketing campaigns which aim to resonate with local consumers and further boost the brand's popularity.

Healthy Choice is a fresh new entrant as this year's fastest growing food brand





















Healthy Choice, (brand value up 190% to USD1.2 billion) a frozen food brand owned by ConAgra Foods, is a new entrant in this year's Food 100 ranking. As consumer demand for healthier options continues to increase following the pandemic, food brands are under increasing pressure to manufacture and promote more nutritious offerings.

Coupled with resilient demand for frozen foods, this trend has enormously benefitted the Healthy Choice brand, which strategically markets its products as nutrition-packed and convenient, while also offering a range of modern and delicious recipes.



Top 10 Strongest Food Brands

© Brand Finance Plc 2023

<p>1 ← 1 </p>  <p>91.4 +1.6 AAA+</p>	<p>2 ↑ 6 </p>  <p>89.0 +1.9 AAA</p>	<p>3 ← 3 </p>  <p>88.2 -0.1 AAA</p>	<p>4 ← 4 </p>  <p>88.0 -0.2 AAA</p>	<p>5 ↑ 12 </p>  <p>87.6 +2.5 AAA</p>
<p>6 ↑ 20 </p>  <p>87.0 +3.0 AAA</p>	<p>7 ↑ 15 </p>  <p>86.6 +2.0 AAA</p>	<p>8 ↓ 7 </p>  <p>86.4 -0.7 AAA</p>	<p>9 ← 9 </p>  <p>86.3 +0.3 AAA</p>	<p>10 ↓ 8 </p>  <p>86.0 -0.9 AAA</p>

Hershey holds onto title as the world's strongest food brand, with an AAA+ rating

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

Hershey (brand value up 12% to USD3.9 billion) reigns supreme as the world's strongest food brand, building on last year's success with an AAA+ rating and an impressive Brand Strength Index (BSI) score of 91/100. Despite increased inflation rates, supply chain disruptions, and an extended period of global economic uncertainty, customer demand for Hershey products remains strong.





















As well as boosting its familiarity across the globe, the American confectionary giant continually seeks to adapt and extends its product portfolio and meet the needs of its enormous consumer base.



Sustainability Perception Values (SPV)

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USDxx = sustainability perceptions value x.x = sustainability perceptions score/10

<p>1 </p>  <p>Nestlé</p> <p>USD1,353 m 4.10</p>	<p>2 </p>  <p>伊利</p> <p>USD953 m 5.22</p>	<p>3 </p>  <p>Lay's</p> <p>USD716 m 4.40</p>	<p>4 </p>  <p>DANONE</p> <p>USD597 m 4.54</p>	<p>5 </p>  <p>Tyson</p> <p>USD510 m 3.98</p>
<p>6 </p>  <p>QUAKER EST 1877</p> <p>USD508 m 4.87</p>	<p>7 </p>  <p>蒙牛</p> <p>USD453 m 5.05</p>	<p>8 </p>  <p>Kellogg's</p> <p>USD447 m 4.17</p>	<p>9 </p>  <p>海天</p> <p>USD392 m 4.28</p>	<p>10 </p>  <p>MARS WRIGLEY</p> <p>USD339 m 4.11</p>

Nestlé has the highest Sustainability Perceptions Value at USD1.35 billion

This year's most valuable food brand **Nestlé** also has the highest Sustainability Perceptions Value in the Food 100 2023 ranking, valued at USD1.35 billion. Nestlé also earned a Sustainability Perceptions Score of 4.10/10. The Swiss giant's ongoing commitment to environmental and social responsibility, responsible sourcing, and nutrition has contributed to its global perception as a sustainable company.

It should be noted that Nestlé's position at the top of the SPV table is not an assessment of its overall sustainability performance, but rather indicates how much brand value it has tied up in sustainability perceptions.

That said, the brand has made significant progress in its sustainability objectives. For example, Nestlé is the first company to disclose the nutritional value of its entire global product portfolio, benchmarking against the Health Star Rating system. The brand aims to lead the industry in providing delicious and balanced meals worldwide as part of its "Good for You" focus.

Further, Nestlé has also significantly reduced its greenhouse gas emissions and is reportedly on track to achieve 100% renewable electricity by 2025. The brand also released its second voluntary Climate Risk and Impact Report, demonstrating its ongoing transparency and commitment regarding climate-related issues. In addition to sustainability, the brand takes an active stance on ESG (environmental, social and governance) matters, supporting equal economic opportunities for young people across the globe, and committing to advancing women's equality in the workplace.



Finnish brand Valio has the highest Sustainability Perceptions Score, at 6.43/10

Valio (brand value up 1% to USD1.5 billion) has established itself as a prominent player in the dairy industry by positioning sustainability at the core of its brand narrative and identity. Valio's initiatives to reduce carbon emissions and promote responsible farming practices, detailed in its annual Sustainability Report, align with its ambitious target of achieving zero carbon

footprint for milk production by 2035. The brand also promotes sustainable packaging as well as responsible sourcing practices, ensuring the traceability and sustainability of the raw materials used in its high-quality products. As global demand for sustainable and environmentally conscious products continues to grow, Valio is attracting a loyal consumer base. As such, Valio's sustainability work positions the brand favourably to enhance its competitiveness in the market and strengthen its global reputation in the coming years.



Brand Value Ranking (USDm).

Top 100 most valuable Food brands 1-50

2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	Nestlé	Switzerland	22,427	+7.7%	20,819	AAA-	AAA
2	2	←	Yili	China	12,405	+17.1%	10,594	AAA-	AAA-
3	3	←	Lay's	United States	11,056	+29.2%	8,557	AAA-	AAA-
4	4	←	Danone	France	8,942	+13.8%	7,860	AA+	AA+
5	5	←	Tyson	United States	8,722	+20.5%	7,238	AA+	AA+
6	7	↑	Kellogg's	United States	7,281	+4.3%	6,982	AA+	AAA-
7	6	↓	Quaker	United States	7,084	-0.6%	7,128	AAA	AAA
8	8	←	Haitian	China	6,235	+7.8%	5,783	AAA	AAA
9	9	←	Mengniu	China	6,095	+10.1%	5,533	AAA-	AAA-
10	11	↑	Wrigley	United States	5,602	+11.1%	5,042	AA-	AA-
11	10	↓	McCain	Canada	🔒	🔒	🔒	🔒	🔒
12	12	←	Lindt	Switzerland	🔒	🔒	🔒	🔒	🔒
13	19	↑	Doritos	United States	🔒	🔒	🔒	🔒	🔒
14	18	↑	Kikkoman	Japan	🔒	🔒	🔒	🔒	🔒
15	15	←	Hershey	United States	🔒	🔒	🔒	🔒	🔒
16	14	↓	Barilla	Italy	🔒	🔒	🔒	🔒	🔒
17	27	↑	Cadbury	United Kingdom	🔒	🔒	🔒	🔒	🔒
18	21	↑	Kraft Heinz	United States	🔒	🔒	🔒	🔒	🔒
19	30	↑	Want Want	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
20	17	↓	Uni-President	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
21	26	↑	Cheetos	United States	🔒	🔒	🔒	🔒	🔒
22	25	↑	Almarai	Saudi Arabia	🔒	🔒	🔒	🔒	🔒
23	13	↓	Unilever	United Kingdom	🔒	🔒	🔒	🔒	🔒
24	22	↓	Hormel	United States	🔒	🔒	🔒	🔒	🔒
25	16	↓	Arla	Denmark	🔒	🔒	🔒	🔒	🔒
26	28	↑	Oscar Mayer	United States	🔒	🔒	🔒	🔒	🔒
27	51	↑	Tostitos	United States	🔒	🔒	🔒	🔒	🔒
28	24	↓	Vinamilk	Vietnam	🔒	🔒	🔒	🔒	🔒
29	20	↓	Amul	India	🔒	🔒	🔒	🔒	🔒
30	31	↑	Mars	United States	🔒	🔒	🔒	🔒	🔒
31	40	↑	Reese's	United States	🔒	🔒	🔒	🔒	🔒
32	32	←	Knorr	Germany	🔒	🔒	🔒	🔒	🔒
33	33	←	Heinz	United States	🔒	🔒	🔒	🔒	🔒
34	34	←	Président	France	🔒	🔒	🔒	🔒	🔒
35	23	↓	Kinder	Italy	🔒	🔒	🔒	🔒	🔒
36	35	↓	Lotte	South Korea	🔒	🔒	🔒	🔒	🔒
37	45	↑	Bimbo	Mexico	🔒	🔒	🔒	🔒	🔒
38	41	↑	Oreo	United States	🔒	🔒	🔒	🔒	🔒
39	29	↓	Master Kong	China	🔒	🔒	🔒	🔒	🔒
40	43	↑	Cheerios	United States	🔒	🔒	🔒	🔒	🔒
41	44	↑	Lean Cuisine	United States	🔒	🔒	🔒	🔒	🔒
42	36	↓	Yakult	Japan	🔒	🔒	🔒	🔒	🔒
43	42	↓	Ajinomoto	Japan	🔒	🔒	🔒	🔒	🔒
44	47	↑	Shineway	China	🔒	🔒	🔒	🔒	🔒
45	38	↓	McCormick	United States	🔒	🔒	🔒	🔒	🔒
46	39	↓	Campbell's	United States	🔒	🔒	🔒	🔒	🔒
47	48	↑	illumina	China (Hong Kong)	🔒	🔒	🔒	🔒	🔒
48	37	↓	Enfamil	United States	🔒	🔒	🔒	🔒	🔒
49	49	←	Sanderson Farms	United States	🔒	🔒	🔒	🔒	🔒
50	60	↑	Ruffles	United States	🔒	🔒	🔒	🔒	🔒

Top 100 most valuable Food brands 51-100

2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
51	53	↑	Spam	United States	🔒	🔒	🔒	🔒	🔒
52	55	↑	Nissin	Japan	🔒	🔒	🔒	🔒	🔒
53	57	↑	Arawana	China	🔒	🔒	🔒	🔒	🔒
54	67	↑	Maggi	Switzerland	🔒	🔒	🔒	🔒	🔒
55	70	↑	Philadelphia	United States	🔒	🔒	🔒	🔒	🔒
56	72	↑	Nature Valley	United States	🔒	🔒	🔒	🔒	🔒
57	54	↓	Stouffer's	United States	🔒	🔒	🔒	🔒	🔒
58	61	↑	Milka	Germany	🔒	🔒	🔒	🔒	🔒
59	46	↓	Nutella	Italy	🔒	🔒	🔒	🔒	🔒
60	63	↑	Aptamil	Germany	🔒	🔒	🔒	🔒	🔒
61	68	↑	M&M's	United States	🔒	🔒	🔒	🔒	🔒
62	64	↑	Sadia	Brazil	🔒	🔒	🔒	🔒	🔒
63	66	↑	Britannia	India	🔒	🔒	🔒	🔒	🔒
64	65	↑	WH Group	China (Hong Kong)	🔒	🔒	🔒	🔒	🔒
65	74	↑	Mission	Mexico	🔒	🔒	🔒	🔒	🔒
66	62	↓	Valio	Finland	🔒	🔒	🔒	🔒	🔒
67	84	↑	Olam	Singapore	🔒	🔒	🔒	🔒	🔒
68	59	↓	Belvita	United States	🔒	🔒	🔒	🔒	🔒
69	69	←	UNFI	United States	🔒	🔒	🔒	🔒	🔒
70	76	↑	Bright Dairy	China	🔒	🔒	🔒	🔒	🔒
71	71	←	Hellmann's	United States	🔒	🔒	🔒	🔒	🔒
72	50	↓	Ferrero Rocher	Italy	🔒	🔒	🔒	🔒	🔒
73	73	←	S-26	United States	🔒	🔒	🔒	🔒	🔒
74	78	↑	General Mills	United States	🔒	🔒	🔒	🔒	🔒
75	81	↑	Skippy	United States	🔒	🔒	🔒	🔒	🔒
76	58	↓	Tate & Lyle	United Kingdom	🔒	🔒	🔒	🔒	🔒
77	82	↑	Anlene	New Zealand	🔒	🔒	🔒	🔒	🔒
78	86	↑	Pepperidge Farm	United States	🔒	🔒	🔒	🔒	🔒
79	97	↑	Marfrig	Brazil	🔒	🔒	🔒	🔒	🔒
80	56	↓	Biostime	China	🔒	🔒	🔒	🔒	🔒
81	90	↑	Devondale	Australia	🔒	🔒	🔒	🔒	🔒
82	-	New	Healthy Choice	United States	🔒	🔒	🔒	🔒	🔒
83	87	↑	Anchor	New Zealand	🔒	🔒	🔒	🔒	🔒
84	79	↓	Olivoila	Vietnam	🔒	🔒	🔒	🔒	🔒
85	-	New	Betty Crocker	United States	🔒	🔒	🔒	🔒	🔒
86	91	↑	Yoplait	United States	🔒	🔒	🔒	🔒	🔒
87	83	↓	Magnum	Belgium	🔒	🔒	🔒	🔒	🔒
88	52	↓	Barry Callebaut	Switzerland	🔒	🔒	🔒	🔒	🔒
89	77	↓	Dr Oetker	Germany	🔒	🔒	🔒	🔒	🔒
90	88	↓	Snickers	United States	🔒	🔒	🔒	🔒	🔒
91	85	↓	Bega	Australia	🔒	🔒	🔒	🔒	🔒
92	95	↑	Dairyland	Canada	🔒	🔒	🔒	🔒	🔒
93	100	↑	Pringles	United States	🔒	🔒	🔒	🔒	🔒
94	89	↓	Mother Dairy	India	🔒	🔒	🔒	🔒	🔒
95	93	↓	Galaxy/Dove	United States	🔒	🔒	🔒	🔒	🔒
96	-	New	Jell-O	United States	🔒	🔒	🔒	🔒	🔒
97	-	New	Smucker's	United States	🔒	🔒	🔒	🔒	🔒
98	92	↓	Gerber	United States	🔒	🔒	🔒	🔒	🔒
99	-	New	Activia	France	🔒	🔒	🔒	🔒	🔒
100	-	New	Neilson	Canada	🔒	🔒	🔒	🔒	🔒

Coca-Cola fizzes with success as reigning champion of non-alcoholic drinks brands.

- + **Coca-Cola** sipping success as world's most valuable and strongest non-alcoholic drinks brand, valued at USD33.5 billion
- + Energy drink brands hold onto top 10 ranks
- + **Nespresso** is the fastest-growing non-alcoholic drinks brand
- + **Coca-Cola** has the highest Sustainability Perceptions Value, valued at USD4.6 billion

Non-Alcoholic Drinks.



Coca-Cola sipping success as world's most valuable and strongest non-alcoholic drinks brand, valued at USD33.5 billion

Coca-Cola (brand value down 5% to USD33.5 billion) retains its title as the world's most valuable non-alcoholic drinks brand, according to a new report from leading brand valuation consultancy, Brand Finance.










Every year, leading brand valuation consultancy Brand Finance puts 5,000 of the biggest brands to the test, and publishes over 100 reports, ranking brands across all sectors and countries. The world's top 25 most valuable and strongest non-alcoholic drinks brands are included in the annual Brand Finance Non-Alcoholic Drinks 25 2023 ranking.

Coca-Cola's (brand value down 5% to USD33.5 billion) enduring brand value can be largely attributed to its global familiarity and reputation, bolstered by innovative product developments, large-scale marketing campaigns, and, in more recent years, digital engagement.

Ahead of the FIFA World Cup in 2022, the brand launched its 'Believing in Magic' campaign, aiming to celebrate the shared passion and connection experienced by football fans and foster deeper consumer relationships. The brand also launched its digital engagement platform, the Coca-Cola Fan Zone. Approximately 5 million fans connected with the hub that was activated in 41 markets, further boosting the brand's international exposure and prestige.

Top 10 Most Valuable Non-Alcoholic Drink Brands

© Brand Finance Plc 2023

<p>1 ← 1 </p>  <p>USD33.5 bn -5%</p>	<p>2 ← 2 </p>  <p>USD18.3 bn -11%</p>	<p>3 ← 3 </p>  <p>USD7.0 bn +1%</p>	<p>4 ↑ 5 </p>  <p>USD6.8 bn +8%</p>	<p>5 ↓ 4 </p>  <p>USD6.0 bn -7%</p>
<p>6 ← 6 </p>  <p>USD4.9 bn -7%</p>	<p>7 ↑ 8 </p>  <p>USD4.4 bn +11%</p>	<p>8 ↓ 7 </p>  <p>USD4.2 bn -17%</p>	<p>9 NEW </p>  <p>USD4.1 bn -</p>	<p>10 ↓ 9 </p>  <p>USD3.0 bn -6%</p>



With a rich history, iconic brand story, and a steadfast dedication to customer experience and satisfaction, Coca-Cola has remained a global leader. The brand continues to boost its international reputation and capture the loyalty of generations across the globe through ingenious and powerful marketing campaigns, product evolutions and innovative digital strategies.

Savio D'Souza
Valuation Director at Brand Finance

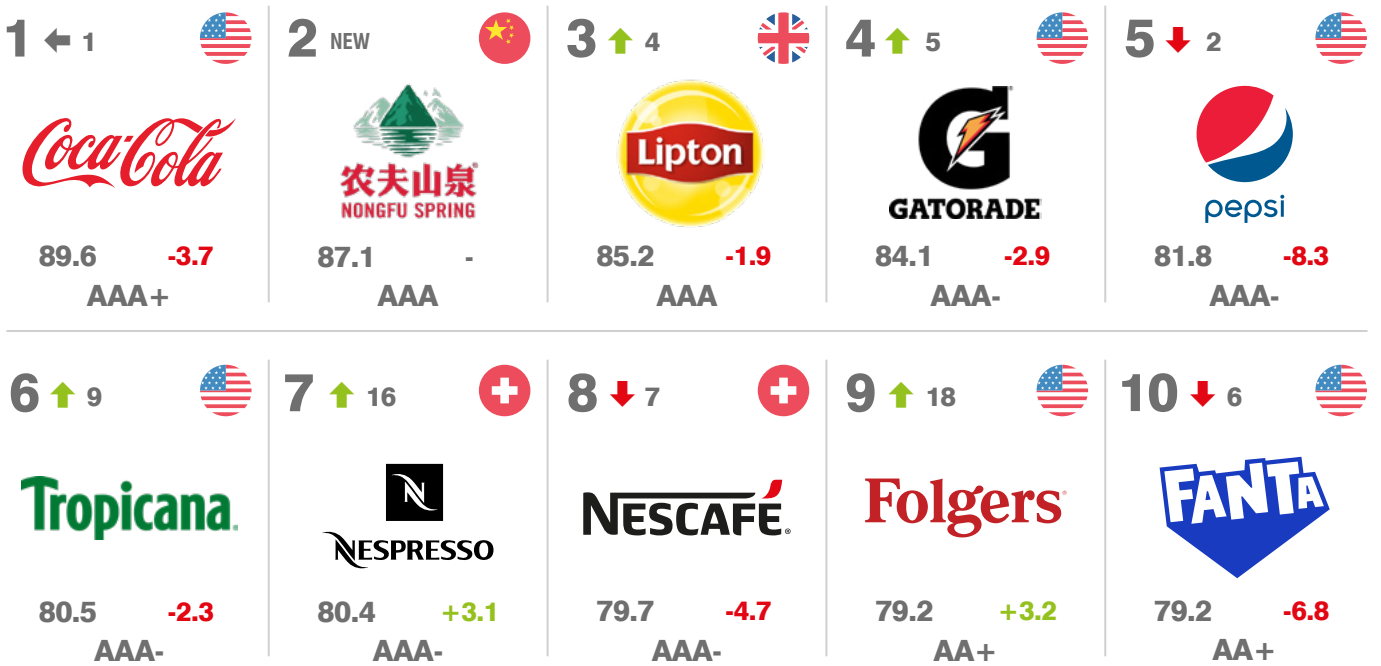
In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance.

Compliant with ISO 20671, Brand Finance’s assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in 38 countries and across 31 sectors.

Coca-Cola also maintains its position as the world's strongest non-alcoholic drinks brand, with an AAA+ rating and a Brand Strength Index (BSI) score of 89.6/100. The giant continues to enjoy immense global recognition and popularity. Its iconic brand narrative, logo, and memorable marketing campaigns, aimed at connecting with consumers on an emotional level and evoking nostalgic sentiments, have become deeply ingrained in popular culture and have fostered customer loyalty across the globe.

Top 10 Strongest Non-Alcoholic Drink Brands

© Brand Finance Plc 2023



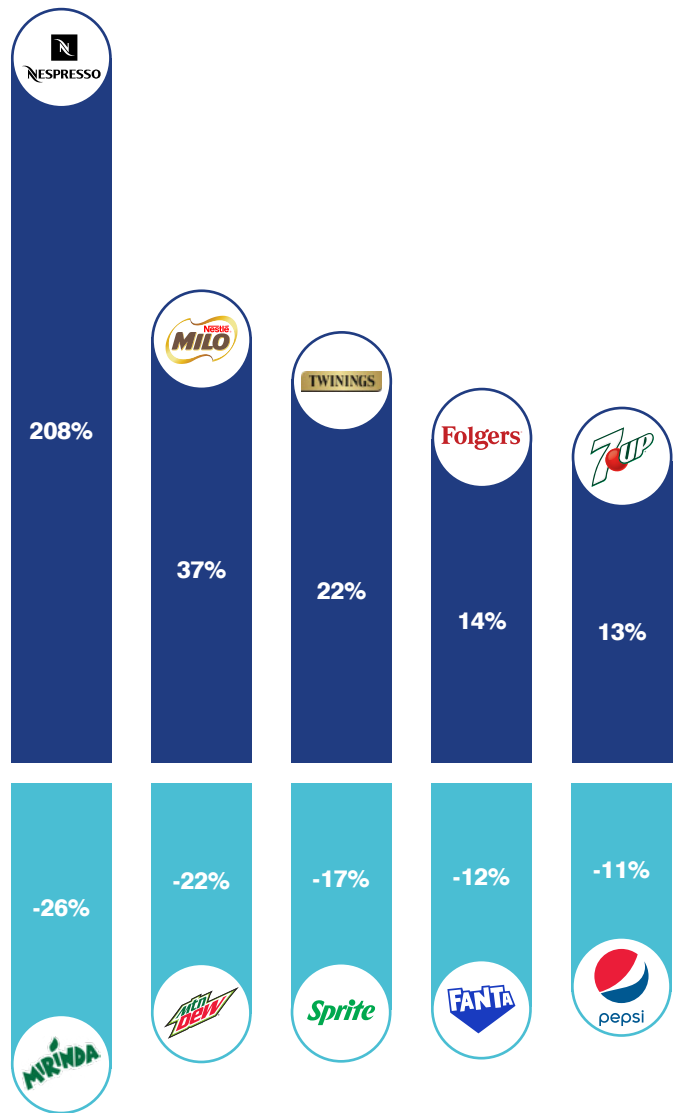
Energy drink brands hold onto top 10 ranks

Red Bull (brand value up 1% to USD7 billion) **Monster** (brand value up 8% to USD6.8 billion) and **Gatorade** (brand value down 7% to USD4.9 billion) maintain their top 10 ranks this year, with Red Bull ranking as the third-most valuable non-alcoholic drinks brand. Energy drink consumption has continued to rise since the pandemic, with both adults and teens seeking energy drinks as convenient options to fuel busy and active lifestyles. Red Bull remains one of the world’s most recognisable drinks brands, with a unique brand identity, catchy slogan, and enormous global presence fuelled by its various sporting endorsements and sponsorships. The Austrian brand owns several football teams and sponsors renowned athletes across multiple sports, including Formula One racing, football, basketball, and more.

Nespresso is the fastest-growing non-alcoholic drinks brand

Nespresso’s (brand value up 208% to USD2.9 billion) brand value has increased enormously since the pandemic, when home coffee consumption surged as customers sought a premium experience at home. With its emphasis on quality and luxury, Nespresso became a popular choice. The brand has continued to boost its premium perceptions and global reputation with its innovative range of coffee machine and capsule offerings, as well as its sustainability initiatives, winning an award in 2022 for its innovation efforts in promoting fairtrade coffee.

Brand Value Change 2022-2023 (%)



Coca-Cola has the highest Sustainability Perceptions Value, valued at USD4.6 billion

As part of its analysis, Brand Finance assesses the role that specific brand attributes play in driving overall brand value. One such attribute, growing rapidly in its significance, is sustainability. Brand Finance assesses how sustainable specific brands are perceived to be, represented by a ‘Sustainability Perceptions Score’. The value that is linked to sustainability perceptions, the ‘Sustainability Perceptions Value’, is then calculated for each brand.

Coca-Cola has the highest Sustainability Perceptions Value (SPV) at USD4.6 billion. It should be noted that

the brand’s position at the top of the SPV table is not an assessment of its overall sustainability performance, but rather indicates how much brand value it has tied up in sustainability perceptions.





















That said, Coca-Cola, with its enormous global platform, promotes an ambitious sustainability agenda. The brand strives for a circular economy for packaging, aiming to make 100% of its packaging recyclable globally by 2025 and use at least 50% recycled material by 2030.

The company also aims to implement sustainable solutions throughout its value chain, aiming to reduce greenhouse gas emissions by 25% by 2030 and achieve net-zero carbon emissions by 2050.

Sustainability Perception Values (SPV)

© Brand Finance Plc 2023

USDxx = sustainability perceptions value x.x = sustainability perceptions score/10

<p>1 </p>  <p>USD4,559 m 4.35</p>	<p>2 </p>  <p>USD2,191 m 3.81</p>	<p>3 </p>  <p>USD856 m 3.92</p>	<p>4 </p>  <p>USD822 m 3.86</p>	<p>5 </p>  <p>USD714 m 4.64</p>
<p>6 </p>  <p>USD695 m 3.69</p>	<p>7 </p>  <p>USD673 m 5.23</p>	<p>8 </p>  <p>USD528 m 4.05</p>	<p>9 </p>  <p>USD496 m 3.59</p>	<p>10 </p>  <p>USD442 m 4.67</p>



Brand Value Ranking (USDm).

Top 100 most valuable Non-Alcoholic brands 1-25

2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	Coca-Cola	United States	33,468	-5.4%	35,379	AAA+	AAA+
2	2	←	Pepsi	United States	18,335	-11.5%	20,712	AAA-	AAA+
3	3	←	Red Bull	Austria	6,962	+1.0%	6,892	AA+	AAA-
4	5	↑	Monster	United States	6,788	+8.1%	6,277	AA	AA+
5	4	↓	Nescafé	Switzerland	6,005	-6.5%	6,425	AAA-	AAA-
6	6	←	Gatorade	United States	4,916	-6.8%	5,276	AAA-	AAA
7	8	↑	Dr Pepper	United States	4,401	+10.8%	3,972	AA+	AAA-
8	7	↓	Sprite	United States	4,166	-16.6%	4,997	AA+	AAA
9	-	New	Nongfu Spring	China	4,113	-	-	AAA	-
10	9	↓	Lipton	United Kingdom	3,021	-5.8%	3,206	AAA	AAA
11	21	↑	Nespresso	Switzerland	🔒	🔒	🔒	🔒	🔒
12	12	←	7-Up	United States	🔒	🔒	🔒	🔒	🔒
13	10	↓	Mountain Dew	United States	🔒	🔒	🔒	🔒	🔒
14	11	↓	Fanta	United States	🔒	🔒	🔒	🔒	🔒
15	13	↓	Tropicana	United States	🔒	🔒	🔒	🔒	🔒
16	15	↓	Twinings	United Kingdom	🔒	🔒	🔒	🔒	🔒
17	-	New	Eastroc	China	🔒	🔒	🔒	🔒	🔒
18	19	↑	Milo	Australia	🔒	🔒	🔒	🔒	🔒
19	14	↓	Lavazza	Italy	🔒	🔒	🔒	🔒	🔒
20	17	↓	Jacobs	Germany	🔒	🔒	🔒	🔒	🔒
21	18	↓	Aquafina	United States	🔒	🔒	🔒	🔒	🔒
22	23	↑	Folgers	United States	🔒	🔒	🔒	🔒	🔒
23	16	↓	Kas/Mirinda	Spain	🔒	🔒	🔒	🔒	🔒
24	20	↓	Ovaltine	United Kingdom	🔒	🔒	🔒	🔒	🔒
25	22	↓	San Pellegrino	Italy	🔒	🔒	🔒	🔒	🔒



Dairy 10.

Top 10 Most Valuable Dairy Brands

© Brand Finance Plc 2023

<p>1 ← 1 </p>  <p>USD12.4 bn +17%</p>	<p>2 ← 2 </p>  <p>USD8.9 bn +14%</p>	<p>3 ← 3 </p>  <p>USD6.1 bn +10%</p>	<p>4 ↑ 7 </p>  <p>USD3.4 bn +24%</p>	<p>5 ↓ 4 </p>  <p>USD3.3 bn -6%</p>
<p>6 ← 6 </p>  <p>USD3.0 bn +6%</p>	<p>7 ↓ 5 </p>  <p>USD3.0 bn -8%</p>	<p>8 ← 8 </p>  <p>USD2.5 bn +10%</p>	<p>9 ← 9 </p>  <p>USD2.1 bn -0.2%</p>	<p>10 New </p>  <p>USD1.9 bn +7%</p>

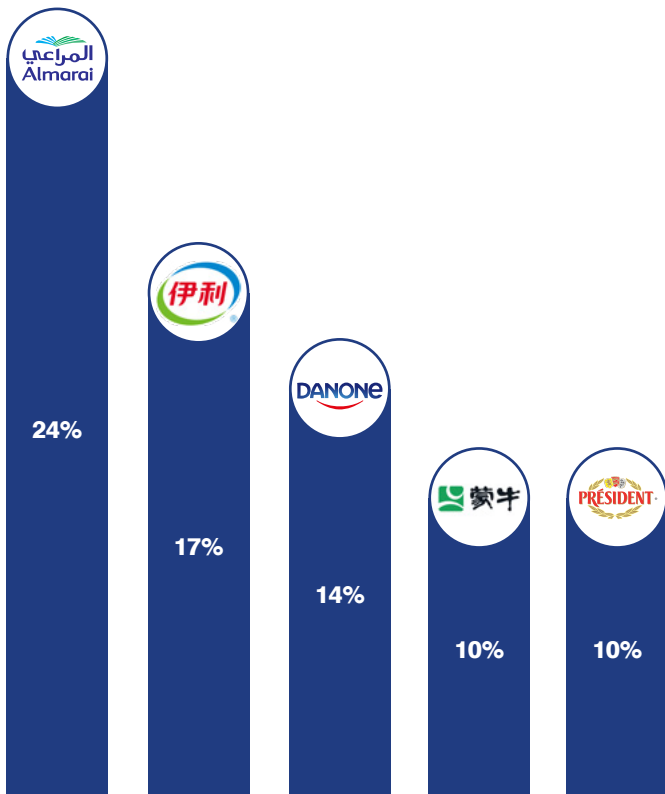


Top 10 Strongest Dairy Brands

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Brand Value Change 2022-2023 (%)



Chinese brand Yili is the most valuable dairy brand in the world valued at USD12.4 billion.

Yili demonstrates its unwavering commitment to sustainability with its active participation in United Nations’ initiatives and programmes. This year, it completed the United Nations Global Compact (UNGC)’s Climate Ambition Accelerator (CAA) Programme.

During the closing ceremony dialogue in Shanghai, Yili shared about how its carbon neutrality progress had picked up pace owing to the programme’s support.

By the end of 2022, 31 Yili factories had been certified as state-level “green factories”. In addition, at the UN 2023 Water Conference in New York, Yili proposed its Low Water Footprint Initiative for the dairy industry – making Yili China’s first company to join the UN Water Action Agenda.

This initiative aims to extend the company’s best practices globally to reduce water footprints through cross-sectoral cooperation and synergies.

Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
China	18.5	39.6%	2
France	11.5	24.6%	2
Saudi Arabia	3.4	7.2%	1
Denmark	3.3	7.1%	1
Vietnam	3.0	6.4%	1
India	3.0	6.4%	1
Other	4.0	8.7%	2
Total	46.6	100.0%	10


















Top 3 Dairy Brands - Brand Potential

© Brand Finance Plc 2023

	 Yili	 Mengniu	 illumina
Rank	1	2	3
Analyst Recommendation	99.6	99.4	80.0
Forecast Revenue Growth	100.0	100.0	70.6
Price Premium Scale	72.4	57.6	91.1
Brand Potential	90.7	85.7	80.6

Top 10 Most Valuable Dairy Portfolios

© Brand Finance Plc 2023

1 ↑ 4   USD12.4 bn +17%	2 ← 2   USD11.9 bn +8%	3 ↓ 1   USD11.6 bn -8%	4 ↓ 3   USD8.9 bn -18%	5 ← 5   USD7.4 bn -4%
6 ← 6   USD6.5 bn +15%	7 ← 7   USD6.1 bn +10%	8 ← 8   USD5.2 bn -3%	9 ← 9   USD4.4 bn +9%	10 ← 10   USD4.1 bn +23%

Sustainability Perception Values (SPV)

© Brand Finance Plc 2023

USDxx = sustainability perceptions value x.x = sustainability perceptions score/10

<p>1 </p>  <p>USD953 m 5.22</p>	<p>2 </p>  <p>USD597 m 4.54</p>	<p>3 </p>  <p>USD453 m 5.05</p>	<p>4 </p>  <p>USD282 m 5.69</p>	<p>5 </p>  <p>USD253 m 5.75</p>
<p>6 </p>  <p>USD234 m 4.82</p>	<p>7 </p>  <p>USD216 m 4.91</p>	<p>8 </p>  <p>USD167 m 4.49</p>	<p>9 </p>  <p>USD164 m 5.20</p>	<p>10 </p>  <p>USD130 m 4.58</p>



Brand Spotlights.





Rank

1 ←

Brand Value

USD12.4 bn
+17.1%

Rank

4 ↓

Brand Strength

81.9
-0.5

Yili ranks among the top five in the global dairy industry and has been ranked first in the Asian dairy industry for nine consecutive years. It is also the largest dairy company in China with the most comprehensive product categories. With the best product quality, leading integrated service and sustainable development capabilities, Yili has always been trusted and recognised at the world's top events and competitions. The brand is also a leading household name to governments and people from all walks of life.

Yili actively promotes ESG development, with the outcomes of its sustainable development practices in terms of economy, society and environment recognised on several occasions. These include distinctions awarded by the Chinese Academy of Social Sciences such as a "5-Star +" rating, the highest rating in the industry, by the academy's China Corporate Social Responsibility Report Rating Expert Committee for three consecutive times and clinching top position within the dairy industry in the academy's China Corporate Social Responsibility Development Index for five consecutive years. Yili also ranked first in the inaugural release of the Hurun China Top 100 Private Enterprises for Sustainable Development report by the Hurun Research Institute and had the honour of being the only dairy brand featured in Forbes China's 2022 China ESG 50 list.

Yili has always adhered to a consumer-centric approach, leveraging diversified and new healthy

consumption trends. It comprehensively deploys new technologies, categories and channels in continuing to cultivate the growth potential of its high-quality products in order to provide consumers with nutritious and healthy products. The brand's latest initiative was an upgrading of its subsidiary, Westland Milk Products', plant in Hokitika, New Zealand in July 2022. With the upgrading, Westland Milk Products will see its Westgold Butter product having a new production line, enabling it to double its annual production to 42,000 tonnes of high-quality grass-fed butter. With this new production line, Westgold Butter will be the biggest butter factory on New Zealand's west coast and the largest built by a Chinese dairy brand overseas.

Yili also commits to industrial innovation and research. This is evident in the brand's harnessing of global innovation, talent and other resources to create a "Global Wisdom Chain" which is a network spanning multiple regions, including Asia, Europe, Oceania and America. The network comprises of innovation centers that conduct specialised research in key areas such as nutrition and health, product development, food safety and breast milk research. At present, Yili has built 15 innovation centers globally.

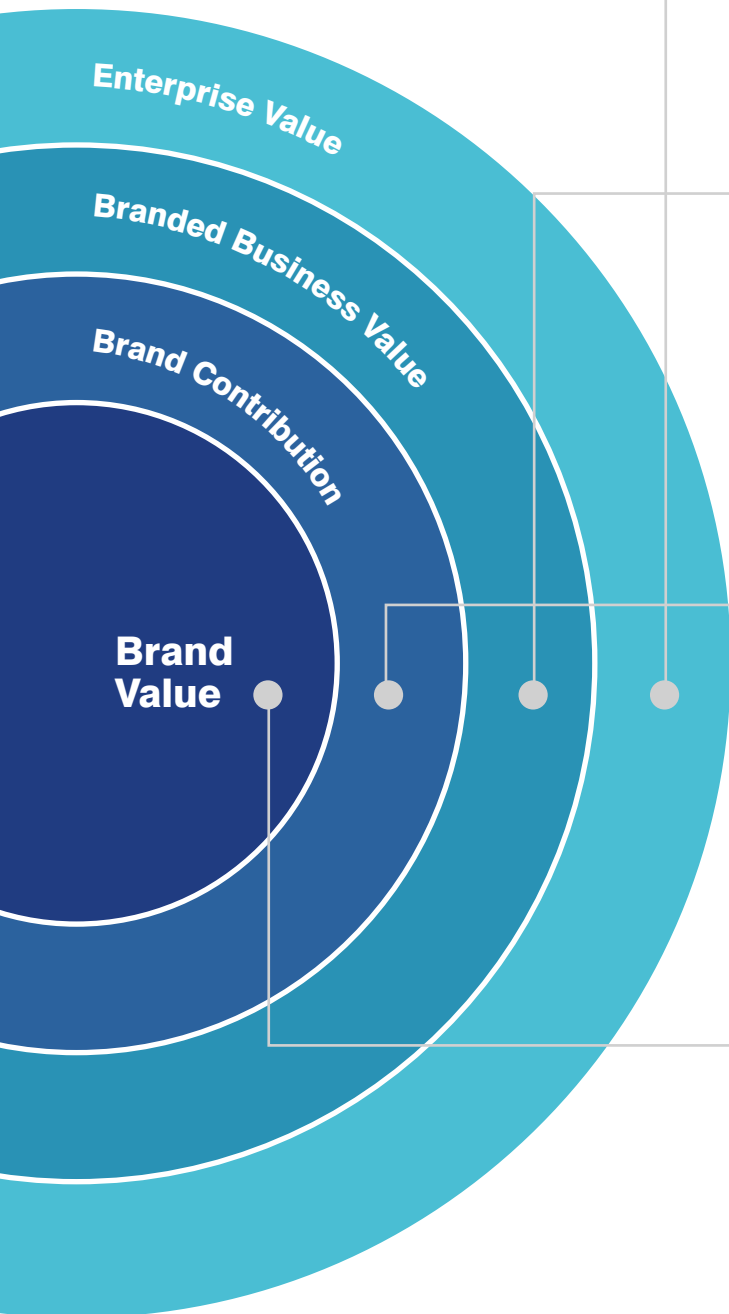
In 2022, Yili achieved a total operating revenue of 123.17 billion yuan (\$17.82 billion), an increase of 11.37% year-on-year and a net profit of 9.43 billion yuan (\$1.36 billion) attributable to its parent company, which translates to an increase of 8.34% year-on-year.





Methodology.

Definitions.



Brand Value



[Meta]

+ 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'.



[Facebook]

+ 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.



[Facebook]

+ 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.



[Facebook]

+ 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.



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.

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.

2



Benchmarking and Final Scoring

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

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

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



3




















Global Brand Equity Monitor.

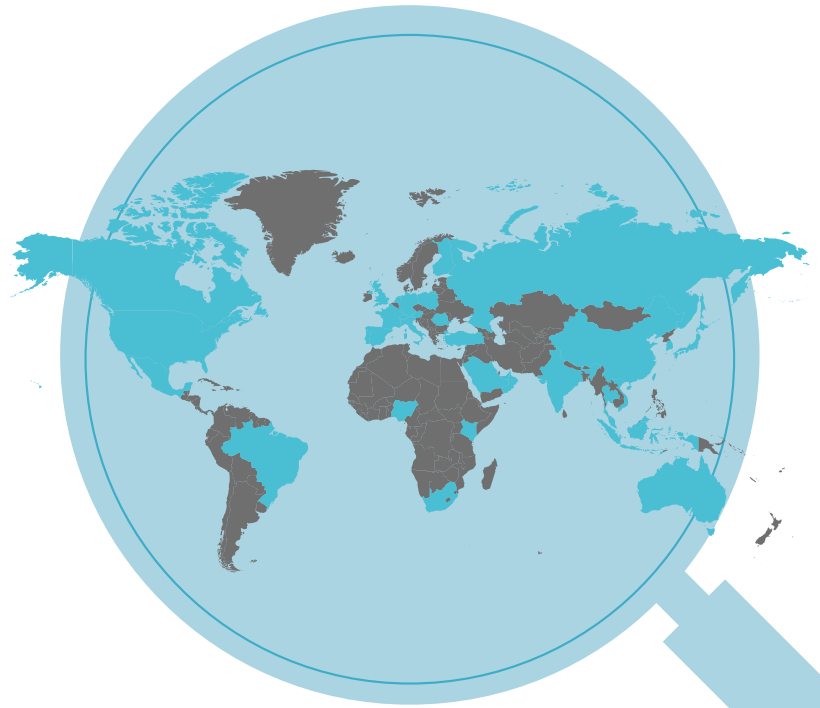
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

Tier 1

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

Tier 2

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



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

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

What makes a brand great?

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

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





Does brand purpose deliver?

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

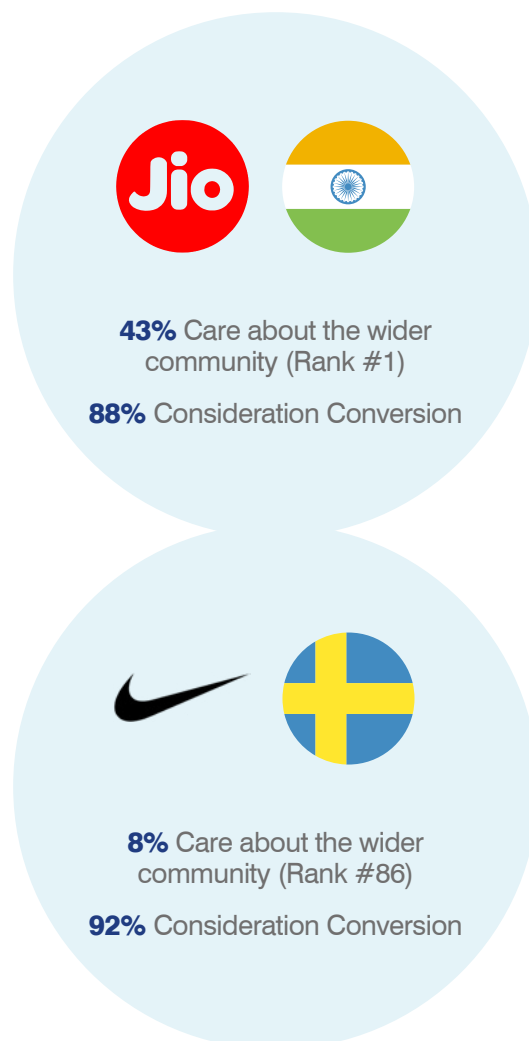
Who's the coolest cat?

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

Selected Rankings for Amazon – All Non-Luxury Brands

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

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

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

Get your brand talked-about

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

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



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

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	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	 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



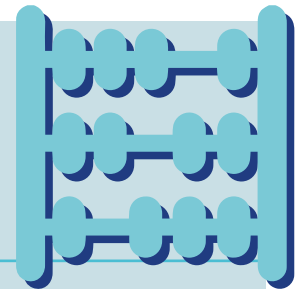
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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

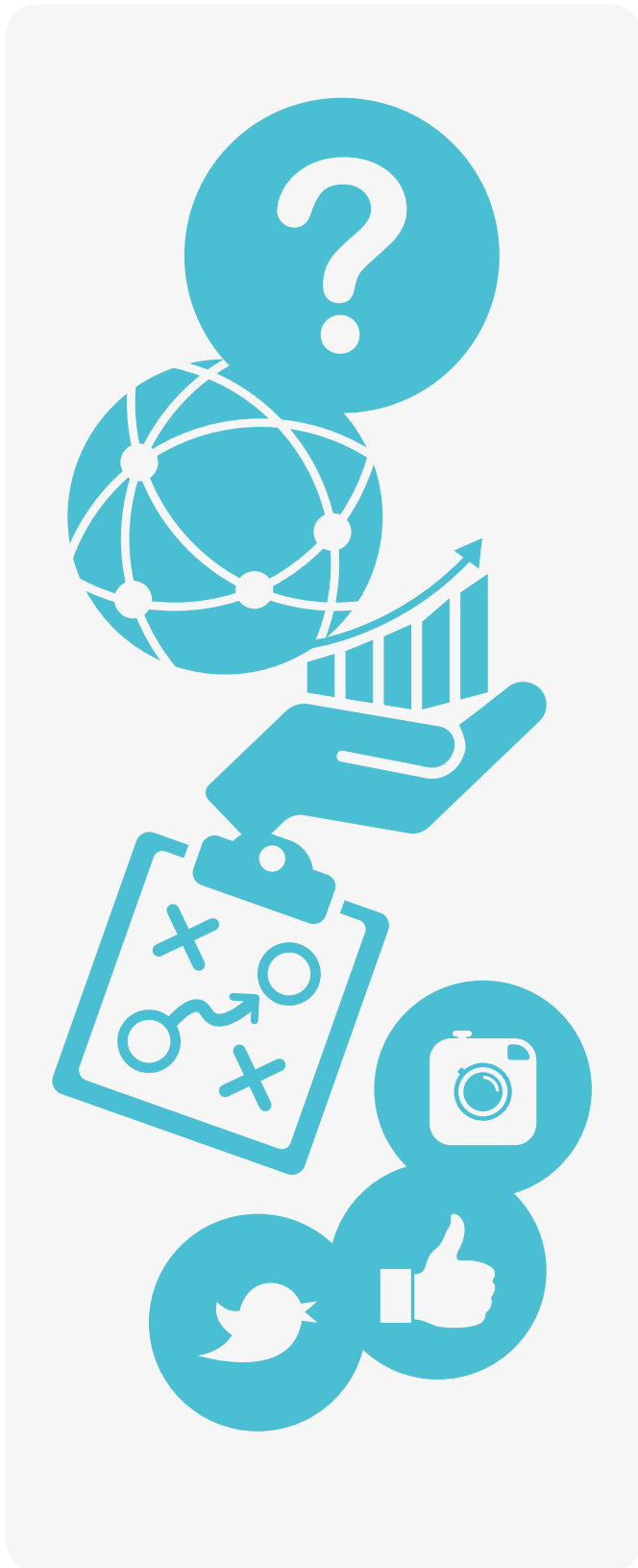
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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 over 38 markets in 31 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

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

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

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

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

How can I improve return on marketing investment?

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

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

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

Brand Dialogue®



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

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

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



Research, Strategy & Measurement

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



Public Relations & Communications

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



Marketing & Events

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



Content Creation

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



Strategic Communications

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



Brand Finance Network.

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

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