



Healthcare 2023

**The annual report on the most valuable and strongest Pharma, Medical Devices
and Healthcare Services brands**

July 2023

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Foreword.



David Haigh
Chairman,
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.



Pharma brands struggle in post- pandemic slowdown with widespread losses to brands value and strength.

- + **Johnson & Johnson** is both the world's most valuable and strongest Pharma brand despite experiencing a drop in both brand value and strength
- + **CSL** and **Novo Nordisk** are the 1st and 2nd fastest growing brands with brand value growth over 30%
- + Big Pharma brands show appetite for bolt-on acquisitions
- + **GSK** leads on Sustainability Perception Score, Johnson & Johnson has highest Sustainability Perceptions Value

Pharma 25.



Johnson & Johnson is both the world's most valuable and strongest Pharma brand despite experiencing a drop in both brand value and strength

Johnson & Johnson holds the title of the world's most valuable and strongest pharmaceutical brand, with a valuation of USD12.8 billion. Johnson & Johnson has maintained its top-ranking position for brand value for the fifth consecutive year, despite a 5% brand value decrease. This decrease aligns with a broader industry trend that has impacted many of the largest pharmaceutical brands in 2023. Across the 25 Pharma brands included in this ranking there was an average 2% reduction in brand value year-on-year.

Johnson & Johnson's overall slowdown in financial success and drop in its relevance are two key contributing factors to this fall. In 2023, the Covid-19 pandemic appears to be receding, and pharmaceutical companies like Johnson & Johnson, whose brand values and recognition soared during

the pandemic due to their vaccine production, are now facing a decline in revenues, projected forecasts, and brand equity.

Other Pharma brands, such as **AstraZeneca** (brand value stable at USD5.6 billion) and **Pfizer** (brand value down 2% to USD6.2 billion), who also rolled out successful Covid-19 vaccines were also heavily impacted. Additionally, there has been a significant drop in brand equity for many leading pharma brands, which has also played a major role in many of the falls in brand value.

In line with a wider trend observed among major players in the pharmaceutical industry, Johnson & Johnson is planning a spinoff of its consumer health business. This strategic move aims to prioritise the more lucrative sectors of pharmaceuticals and medical devices. Despite contributing a relatively small fraction to the brand's overall revenue, Johnson & Johnson's consumer health brand still holds a considerable value, accounting for approximately 40% of the brand's total value.

Top 10 Most Valuable Pharma Brands



















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<p>1 ← 1 </p> <p><i>Johnson & Johnson</i></p> <p>USD12.8 bn -5%</p>	<p>2 ← 2 </p> <p>Roche</p> <p>USD8.5 bn -6%</p>	<p>3 ← 3 </p> <p>Pfizer</p> <p>USD6.2 bn -2%</p>	<p>4 ↑ 7 </p> <p>MERCK</p> <p>USD5.8 bn +25%</p>	<p>5 ↓ 4 </p> <p>AstraZeneca </p> <p>USD5.6 bn -0%</p>
<p>6 ↓ 5 </p> <p>BAYER</p> <p>USD5.5 bn +0%</p>	<p>7 ↑ 8 </p> <p>Bristol Myers Squibb</p> <p>USD4.4 bn -5%</p>	<p>8 ↑ 10 </p> <p>sanofi</p> <p>USD4.1 bn +2%</p>	<p>9 ↑ 13 </p> <p><i>Lilly</i></p> <p>USD3.9 bn +15%</p>	<p>10 ↓ 6 </p> <p>abbvie</p> <p>USD3.9 bn -23%</p>



Top 10 Strongest Pharma Brands

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<p>1 ↑ 2 </p> <p><i>Johnson & Johnson</i></p> <p>82.3 -3.0 AAA-</p>	<p>2 ↑ 4 </p> <p></p> <p>79.4 -1.9 AA+</p>	<p>3 ↓ 1 </p> <p></p> <p>78.6 -9.3 AA+</p>	<p>4 ↓ 3 </p> <p>AstraZeneca </p> <p>76.7 -7.3 AA+</p>	<p>5 ← 5 </p> <p></p> <p>75.5 -4.7 AA+</p>
<p>6 ↑ 7 </p> <p></p> <p>75.2 -0.4 AA+</p>	<p>7 ↑ 15 </p> <p></p> <p>75.1 +2.1 AA+</p>	<p>8 ↓ 6 </p> <p><i>Lilly</i></p> <p>73.7 -4.1 AA</p>	<p>9 ↑ 12 </p> <p></p> <p>73.4 -0.7 AA</p>	<p>10 ↓ 8 </p> <p></p> <p>72.7 -2.9 AA</p>

Brand strength is crucial in the pharmaceutical industry, directly influencing public trust, investor confidence, and regulatory relationships. Large pharmaceutical companies rely on strong and valuable brands as a key component in driving value to stakeholders. In a competitive market, a strong brand allows these companies to differentiate themselves from competitors, while trusted brands establish credibility among healthcare professionals, patients, and other stakeholders, fostering loyalty and driving market share and revenue growth.

The strength of a brand also impacts pricing power, as brands with strong equity can often command higher prices. Moreover, a strong brand attracts top talent and potential business partnerships, enhancing the company's prospects.

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.



As well as being the most valuable, **Johnson & Johnson** has emerged as the strongest pharma brand, surpassing last year's leader, **Pfizer**, to claim the top spot. Despite this achievement, Johnson & Johnson experienced a three-point drop in its Brand Strength Index (BSI), which now stands at 82.3 out of 100. Falling scores in reputation and governance metrics were the key drivers of this decline. Reputation fell from 8.8/10 in 2022 to 8.4/10 this year, while governance fell from 8.3/10 to 7.8/10. The decrease in brand strength is one of the key contributors to Johnson & Johnson's falling brand value.

It is worth noting that almost all brands in the ranking have seen a decline in their brand strength (22 brands out of 25). This is likely due to the temporary increase in BSI for many pharma brands during the COVID-19 pandemic. The heightened emphasis on COVID-19 vaccines and other virus-related products brought a significant spotlight onto pharmaceutical companies involved in developing products related to the virus.

Consequently, these companies garnered substantial visibility and recognition. However, as the world gradually reverts to its pre-pandemic state, the attention of the mainstream media and public has shifted away from them, causing a subsequent drop in Brand Strength Index scores. The few brands that have managed to maintain a strong brand strength and remain resilient to the overall decline are likely to stand out moving forward in the short-to-mid-term.

Brand Finance, which tracks and measures brand equity through its Global Brand Equity Monitor (GBEM), can provide valuable insights into improving brand strength. If you would like to learn more about your brand's strength and how to enhance it, please don't hesitate to get in touch.

It is no coincidence that amongst widespread falls in brand value across the industry, all the pharma brands that have seen an increase or stable brand strength rating in 2023 have also witnessed an increase in brand value.

Businesses with a strong brand are better equipped to handle crises and regulatory challenges, making them more resilient in our increasingly volatile world. Building and maintaining a positive brand reputation is vital for long-term success.

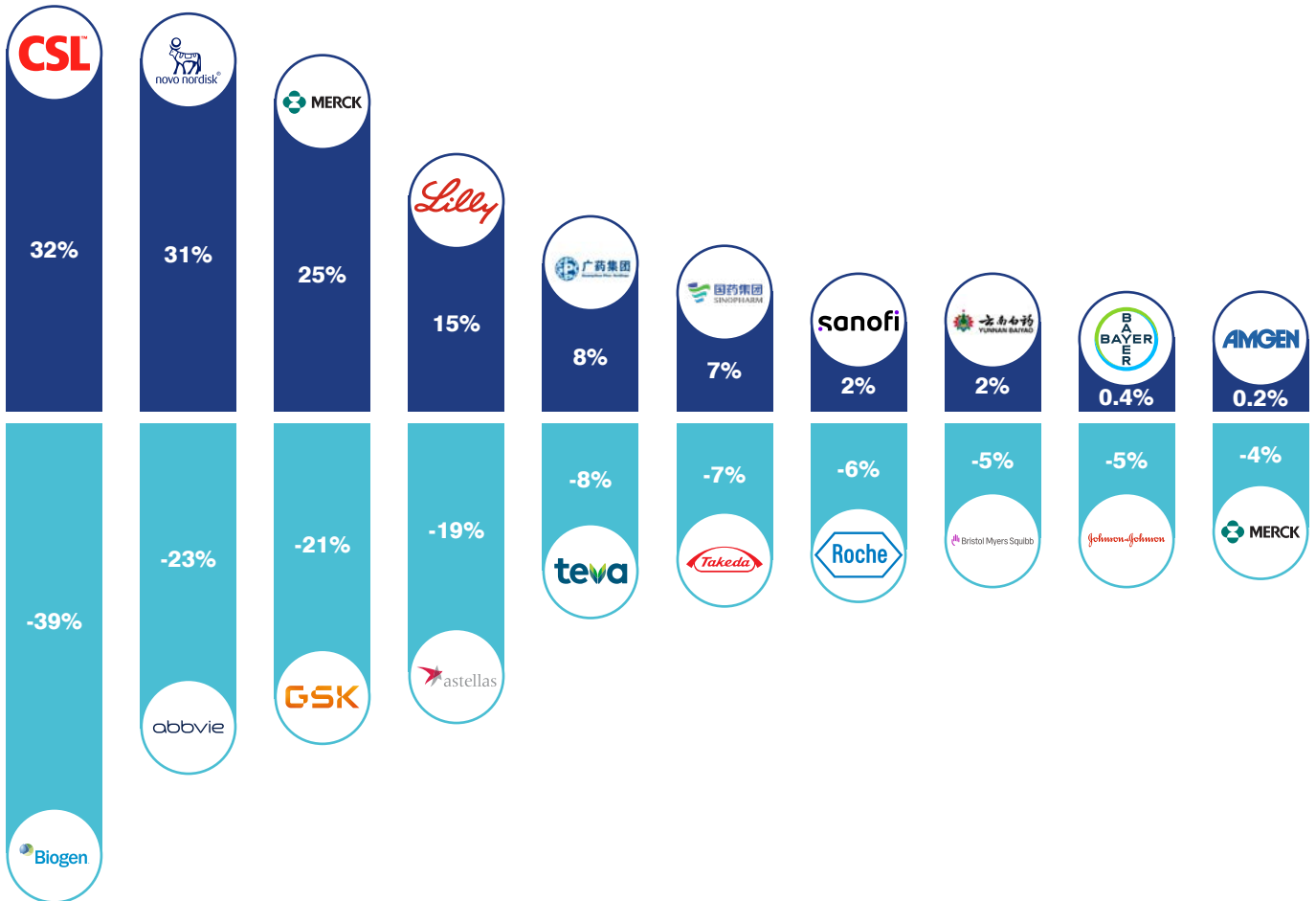
Hugo Hensley

Valuations Director of Brand Finance



Brand Value Change 2022-2023 (%)

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CSL and Novo Nordisk are the 1st and 2nd fastest growing brands with brand value growth over 30%

Amid widespread falls in brand value in the pharma industry, **CSL** is the fastest growing brand, up 32% to USD1.3 billion. This is primarily due to CSL's immunoglobulin portfolio experiencing robust growth, up 19%. This is driven by increased plasma supply and rising patient demand. Plasma collections also saw impressive growth, up 36%. This bodes well for CSL's ability to manufacture plasma products in the future, which will ultimately benefit patient care. In addition, CSL has made significant advancements in its product portfolio. In 2022 CSL launched HEMGENIX®, the first gene therapy for haemophilia B, in the US, while it has also been recommended for approval in Europe.



Another significant development for CSL was its acquisition of Vifor Pharma in August 2022. This strategic move not only strengthens CSL's position

but also contributes to a double-digit boost in its earnings per share. The acquisition has positioned CSL as a leader in an attractive portfolio focused on renal disease and diseases related to iron deficiency. This acquisition, the brand's success in its immunoglobulin portfolio and the launch of HEMGENIX®, position the brand to continue its impressive growth trajectory, which is already up 80% since 2020.

Novo Nordisk (brand value up 31% to USD3.1 billion) follows just behind CSL as the second fastest growing brand. The brand's forecasts have increased in 2023, tied to the active promotion and the ramping up of its production of weight loss drugs, Wegovy and Ozempic. These had previously faced widespread shortages last year due to its increasing popularity. Wegovy, also used to treat diabetes, is a once daily injection that suppresses appetite. Testing has found strong connections with weight loss, and as consumer awareness increases, the Novo Nordisk brand is likely to benefit in coming years.

Sustainability Perception Values (SPV)

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<p>1 </p> <p><i>Johnson & Johnson</i></p> <p>USD363.7 m 4.20</p>	<p>2 </p> <p>Roche</p> <p>USD264.2 m 4.60</p>	<p>3 </p> <p>Pfizer</p> <p>USD183.8 m 4.37</p>	<p>4 </p> <p>MERCK</p> <p>USD172.7 m 4.41</p>	<p>5 </p> <p>AstraZeneca </p> <p>USD171.3 m 4.52</p>
<p>6 </p> <p>BAYER</p> <p>USD163.1 m 4.40</p>	<p>7 </p> <p>Bristol Myers Squibb</p> <p>USD126.4 m 4.23</p>	<p>8 </p> <p>国药集团 SINOPHARM</p> <p>USD123.6 m 4.83</p>	<p>9 </p> <p>sanofi</p> <p>USD122.0 m 4.35</p>	<p>10 </p> <p>GSK</p> <p>USD119.4 m 4.98</p>

Big Pharma brands show appetite for bolt-on acquisitions

Mergers and acquisitions play a pivotal role in the pharmaceutical market. The implications of mergers extend beyond financial considerations and have a direct impact on brand valuation, potentially enhancing or diluting a brand's reputation and market presence.

In 2022, notable mergers among the world's largest pharmaceutical brands showcased a significant appetite for bolt-on acquisitions. **Amgen**, allocated nearly USD30 billion in December 2022 to augment its presence in the rare diseases segment, gaining access to a range of Horizon drugs and the company's promising pipeline.

Pfizer, leveraging its substantial financial gains from COVID-19 products, has actively pursued M&A opportunities, executing the second and third-largest biopharma deals of 2022. With the acquisition of Biohaven's CGRP franchise, Pfizer gained a foothold in the migraine market. Additionally, its purchase of Global Blood Therapeutics' Oxbryta provided them entry into the sickle cell disease market. Notably, Pfizer's acquisition of Seagen for USD43 billion stands as the largest disclosed deal in the pharmaceutical industry during Q1 2023.



In a similar vein, **GSK** experienced a decline in brand value after the spinoff of its consumer health division, with its value decreasing 21% from USD4.5 billion to USD3.5 billion in 2023. There is now less revenue earned under the GSK name. What is yet to be seen is whether the loss of the more public facing consumer health unit will decrease the exposure and relevance of GSK or allow it to focus its brand attributes better for the less diverse business.

Haleon, the independent consumer health brand that emerged from GSK, achieved a brand value of USD9.0 billion in 2023. Focusing solely on consumer health, Haleon's brand portfolio includes notable names like Sensodyne, Voltaren, and Panadol, among others.

The Haleon brand must now maintain the trust, reputation and brand strength that was brought to the product brands when under the GSK umbrella.

Understanding the impact that an acquired brand may have on the overall brand value and strength of a business is crucial. Brand valuation plays a vital role in assessing the brand implications of M&A activities, and Brand Finance can provide comprehensive analysis, tracking, and consultancy services, with a focus on return on investment optimisation. These services can help pharmaceutical companies to make more informed decisions regarding their strategic initiatives and effectively manage their brand portfolio to maximize long-term value.



GSK leads on Sustainability Perception Score, Johnson & Johnson has highest Sustainability Perceptions Value

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

Brand Finance's research found that in comparison to some other industries, sustainability is not currently a significant driver of brand value in the Pharma industry. This provides an opportunity for Pharma brands to take leadership within this space through building a strong sustainability perception amongst stakeholders.

British based brand **GSK** (brand value down 21% to \$3.5 billion) has the highest Sustainability Perception Score of any brand included in the Pharma 25 2023 ranking – 4.98. As with most other large pharmaceutical brands, GSK has made commitments to achieve net-zero emissions. In GSK's case it plans to achieve this throughout its entire value chain by 2045.

Within the pharmaceutical industry, supply chains play a substantial role in overall environmental footprint. GSK has actively communicated that it is going beyond addressing its own emissions and is taking steps to ensure that its suppliers and distributors across the entire supply chain, which were previously responsible for 40% of the brand's emissions, are also improving their sustainability practices.

GSK has engaged extensively with stakeholders on this subject to incorporate their specific priorities into its ESG strategy and has communicated its progress clearly through accurate and up to date reporting.

Johnson & Johnson has the highest Sustainability Perceptions Value in the ranking at USD364 million. This was USD100 million more than the next largest sustainability perceptions value, Roche at USD264 million. Johnson & Johnson's position at the top of the Sustainability Perceptions Value table is not an assessment of its overall sustainability performance.

It rather indicates how much brand value the brand has tied up in sustainability perception. Johnson & Johnson has a Sustainability Perception Score of 4.2, highlighting further room to improve the brand's sustainability perception amongst stakeholders.



Pharma - Brand Value Ranking (USDm).

Top 25 most valuable Pharma 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	←	Johnson & Johnson	United States	12,759	-4.6%	13,379	AAA-	AAA
2	2	←	Roche	Switzerland	8,466	-5.6%	8,964	AA+	AAA-
3	3	←	Pfizer	United States	6,201	-2.2%	6,342	AA+	AAA
4	7	↑	Merck & Co	United States	5,769	+24.6%	4,632	AA+	AA+
5	4	↓	AstraZeneca	United Kingdom	5,595	-0.2%	5,607	AA+	AAA-
6	5	↓	Bayer	Germany	5,471	+0.4%	5,451	AA+	AAA-
7	8	↑	Bristol Myers Squibb	United States	4,403	-4.8%	4,624	AA	AA+
8	10	↑	Sanofi	France	4,139	+2.0%	4,056	AA	AA
9	13	↑	Lilly	United States	3,865	+14.9%	3,364	AA	AA+
10	6	↓	AbbVie	United States	3,863	-23.4%	5,042	AA	AA+
11	12	↑	Sinopharm	China	🔒	🔒	🔒	🔒	🔒
12	11	↓	Novartis	Switzerland	🔒	🔒	🔒	🔒	🔒
13	9	↓	GSK	United Kingdom	🔒	🔒	🔒	🔒	🔒
14	15	↑	Novo Nordisk	Denmark	🔒	🔒	🔒	🔒	🔒
15	14	↓	Amgen	United States	🔒	🔒	🔒	🔒	🔒
16	18	↑	Guangzhou Pharmaceutical	China	🔒	🔒	🔒	🔒	🔒
17	17	←	Gilead Sciences	United States	🔒	🔒	🔒	🔒	🔒
18	16	↓	Takeda	Japan	🔒	🔒	🔒	🔒	🔒
19	19	←	Merck KGaA	Germany	🔒	🔒	🔒	🔒	🔒
20	21	↑	SPH	China	🔒	🔒	🔒	🔒	🔒
21	24	↑	CSL	Australia	🔒	🔒	🔒	🔒	🔒
22	20	↓	Biogen	United States	🔒	🔒	🔒	🔒	🔒
23	22	↓	Teva	ISRAEL	🔒	🔒	🔒	🔒	🔒
24	23	↓	Astellas Pharma	Japan	🔒	🔒	🔒	🔒	🔒
25	25	←	Yunnan Baiyao	China	🔒	🔒	🔒	🔒	🔒



Medical Devices brands embrace AI innovation and partnerships.

- + **Medtronic** is the most valuable Medical Devices brand, valued at USD8.1 billion
- + **Siemens Healthineers** is the fastest-growing Medical Devices brand, up 28%
- + **Philips** is the strongest Medical Devices brand, earning AA rating

Medical Devices 25.



Medtronic is the most valuable Medical Devices brand, valued at USD8.1 billion

United States based brand, **Medtronic**, is the world's most valuable Medical Devices brand for the 3rd consecutive year, despite a slight brand value decrease to USD8.1 billion. The company's diverse portfolio includes a range of products and services designed to enhance patient outcomes, such as implantable devices, diagnostic tools, and digital health solutions.

Medtronic had a successful financial year, driven by a recovery in procedure volume and the introduction of innovative products. However, the brand's overall value growth was somewhat hampered by challenges in the supply chain in China, persistent inflation pressures, and currency fluctuations. To mitigate the impact of these macro factors, the company implemented cost reduction measures throughout its operations while simultaneously improving capital allocation and portfolio management processes to ensure sustainable long-term growth.

Top 10 Most Valuable Medical Devices Brands

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<p>1 ← 1 </p> <p>Medtronic</p> <p>USD8.1 bn -3%</p>	<p>2 ← 2 </p> <p>FRESENIUS</p> <p>USD7.3 bn +3%</p>	<p>3 ← 3 </p> <p>Abbott</p> <p>USD5.1 bn -8%</p>	<p>4 ↑ 6 </p> <p>SIEMENS Healthineers</p> <p>USD4.2 bn +28%</p>	<p>5 New </p> <p>PHILIPS</p> <p>USD3.9 bn -</p>
<p>6 ↓ 5 </p> <p>stryker</p> <p>USD3.6 bn +0%</p>	<p>7 ↓ 4 </p> <p>BD</p> <p>USD3.5 bn -7%</p>	<p>8 ↓ 7 </p> <p>Boston Scientific</p> <p>USD2.5 bn +2%</p>	<p>9 ↑ 10 </p> <p>illumina®</p> <p>USD2.1 bn +5%</p>	<p>10 ↑ 14 </p> <p>Baxter</p> <p>USD1.8 bn +17%</p>

In an exciting development, **Medtronic** announced a strategic collaboration with **NVIDIA** (brand value of USD16.3 billion), a leading technology company, aimed at accelerating the use of artificial intelligence to support innovation in healthcare.

Through this collaboration, Medtronic plans to integrate NVIDIA technology into its endoscopy device, paving the way for the development of artificial intelligence-based solutions that can greatly enhance patient care and improve overall outcomes in the healthcare system.

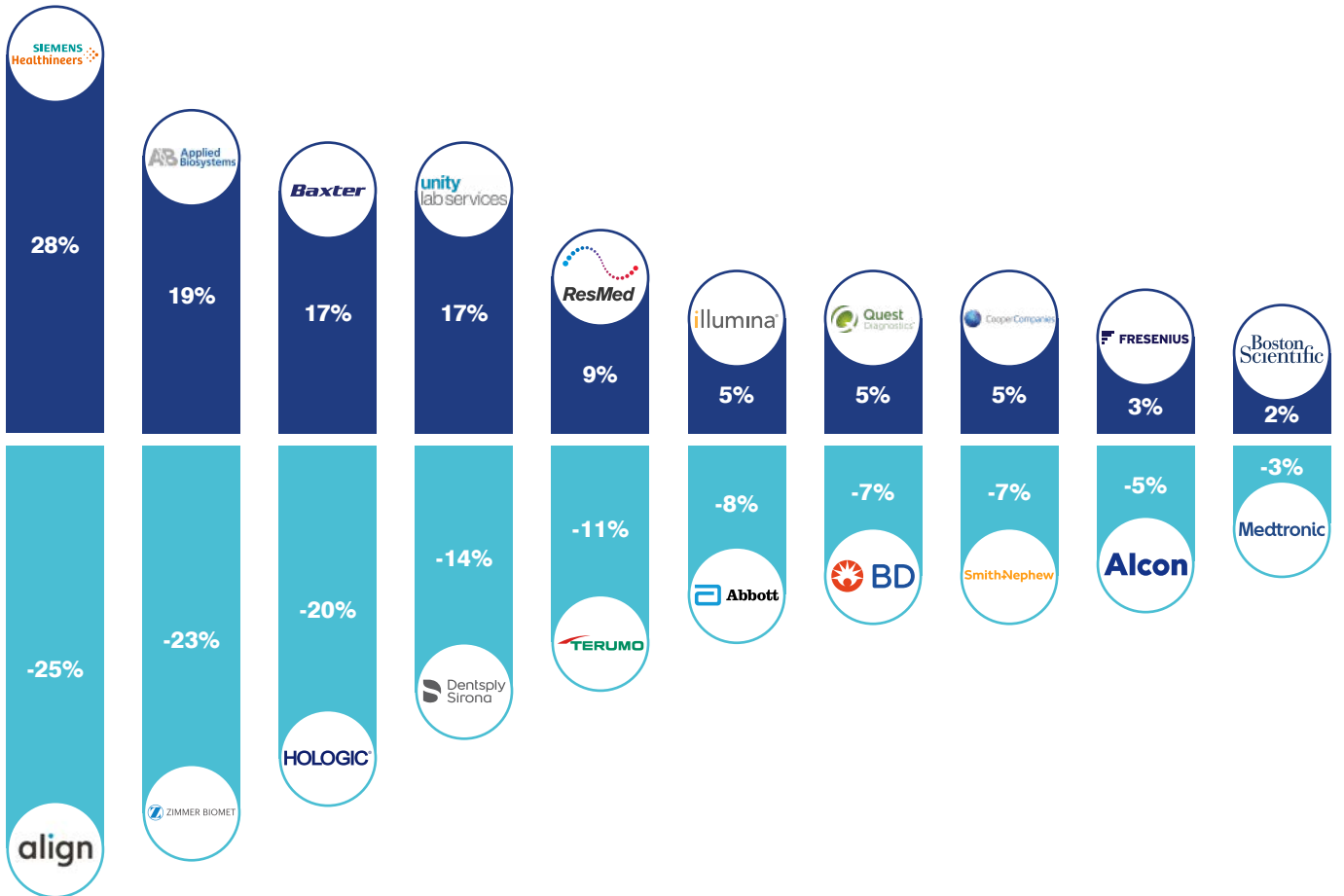
It will be interesting to track the impact of the collaboration on both Medtronic’s brand strength and value in the coming years. For example, Brand Finance’s Global Brand Equity Monitor (GBEM) may be able to reveal if this collaboration, and others like it, have enhanced Medtronic’s perception as an innovative and forward-thinking organisation in the future.

Moreover, it may increase NVIDIA’s social perceptions. In any case, the collaboration may attract the attention of more healthcare professionals, investors, and patients alike and be the start of a wider collaboration between AI and the healthcare industry.



Brand Value Change 2022-2023 (%)

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Siemens Healthineers is the fastest-growing Medical Devices brand, up 28%

Siemens Healthineers (brand value up 28% to USD4.2 billion) sustained a solid growth trajectory to become the fastest growing Medical Devices brand in 2023. This is primarily caused by a seven point increase in Brand Strength Index score from 61/100 to 68/100 and AA- rating.











Siemens Healthineers’ growth demonstrates the success at the end of the first year of its “New Ambition” strategy. This looks to better address fighting the most threatening diseases, enabling efficient operations and expanding access to care, through a stream of breakthrough innovations and accelerated growth. This growth phase will look to further digitalise Siemens Healthineers’ offerings and use artificial intelligence.

The brand’s impressive growth in 2023 highlights the apparent success of this new strategy and paves the way for continued success and value return to stakeholders.



Top 10 Strongest Medical Devices Brands

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<p>1 <small>New</small></p>  <p>PHILIPS</p> <p>73.3 <small>-</small></p> <p>AA</p>	<p>2 <small>↑ 20</small></p>  <p>SIEMENS Healthineers</p> <p>68.2 <small>+7.4</small></p> <p>AA-</p>	<p>3 <small>↓ 1</small></p>  <p>Abbott</p> <p>67.7 <small>-6.3</small></p> <p>AA-</p>	<p>4 <small>← 4</small></p>  <p>Boston Scientific</p> <p>67.6 <small>-1.6</small></p> <p>AA-</p>	<p>5 <small>↓ 2</small></p>  <p>illumina®</p> <p>67.6 <small>-3.8</small></p> <p>AA-</p>
<p>6 <small>↑ 12</small></p>  <p>Medtronic</p> <p>65.5 <small>+1.1</small></p> <p>AA-</p>	<p>7 <small>↓ 5</small></p>  <p>stryker</p> <p>65.5 <small>-2.6</small></p> <p>AA-</p>	<p>8 <small>↓ 6</small></p>  <p>BD</p> <p>65.5 <small>-2.3</small></p> <p>AA-</p>	<p>9 <small>↑ 19</small></p>  <p>Alcon</p> <p>64.9 <small>+3.7</small></p> <p>AA-</p>	<p>10 <small>↑ 11</small></p>  <p>Coloplast</p> <p>64.9 <small>+0.3</small></p> <p>AA-</p>

Philips is the strongest Medical Devices brand, earning AA rating

Philips (brand value of USD3.9 billion) is the strongest medical devices brand with a Brand Strength Index score of 73.29 out of 100 and AA rating. The global healthcare technology company had issues in 2021, in which it had to recall certain Respironics sleep therapy devices and ventilators, which may have had some impact on the Philips’ brand equity among stakeholders.

However, the fact that it is the strongest medicals device brand in 2023 highlights a positive recovery and the overall resilience of the brand. Brand Finance’s research showed that Philips benefits from having the highest familiarity score in the Medical Devices ranking - 8.8 out of 10. Phillips’ well-known consumer tech arm (which has a brand vale of USD4.5 billion and is excluded from its Medical Devices value) has likely helped build the high levels of familiarity for its medical devices brand and mitigate some of the wider implication of this recall on its brand strength. Philips has also subsequently engaged in a thorough test and research program in order to better understand potential risks so as to avoid them in the future.

In times of crisis, a strong brand becomes a lifeline for affected businesses. In the medical Devices category, a robust brand like Philips’ acts as a shield, instilling trust, credibility, and reassurance among stakeholders, from healthcare professionals to patients and investors. It provides a solid foundation for navigating uncertainties, ensuring that companies can swiftly adapt, communicate effectively, and retain customer loyalty.

Hugo Hensley
Valuation Director, Brand Finance

Medical Devices - Brand Value Ranking (USDm).

Top 25 most valuable Medical Devices 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	←	Medtronic	United States	\$8,103	-3.4%	\$8,387	AA-	A+
2	2	←	Fresenius	Germany	\$7,277	+3.2%	\$7,052	A-	A-
3	3	←	Abbott	United States	\$5,068	-7.7%	\$5,491	AA-	AA
4	6	↑	Siemens Healthineers	Germany	\$4,202	+27.6%	\$3,294	AA-	A+
5	-	New	Philips	Netherlands	\$3,915	-	-	AA	-
6	5	↓	Stryker	United States	\$3,650	+0.1%	\$3,647	AA-	AA-
7	4	↓	BD	United States	\$3,512	-7.3%	\$3,788	AA-	AA-
8	7	↓	Boston Scientific	United States	\$2,529	+2.5%	\$2,468	AA-	AA-
9	10	↑	Illumina	United States	\$2,059	+5.3%	\$1,955	AA-	AA
10	14	↑	Baxter	United States	\$1,799	+17.2%	\$1,535	A+	A+
11	8	↓	align	United States	🔒	🔒	🔒	🔒	🔒
12	13	↑	Quest Diagnostics	United States	🔒	🔒	🔒	🔒	🔒
13	11	↓	Terumo	Japan	🔒	🔒	🔒	🔒	🔒
14	12	↓	Smith & Nephew	United Kingdom	🔒	🔒	🔒	🔒	🔒
15	9	↓	Zimmer Biomet	United States	🔒	🔒	🔒	🔒	🔒
16	17	↑	Unity Lab Service	United States	🔒	🔒	🔒	🔒	🔒
17	15	↓	Alcon	United States	🔒	🔒	🔒	🔒	🔒
18	18	←	ResMed	United States	🔒	🔒	🔒	🔒	🔒
19	19	←	sonova	Switzerland	🔒	🔒	🔒	🔒	🔒
20	16	↓	Hologic	United States	🔒	🔒	🔒	🔒	🔒
21	23	↑	Applied Biosystems	United States	🔒	🔒	🔒	🔒	🔒
22	20	↓	Coloplast	Denmark	🔒	🔒	🔒	🔒	🔒
23	22	↓	EDWARDS LIFE	United States	🔒	🔒	🔒	🔒	🔒
24	24	←	Coopers	United States	🔒	🔒	🔒	🔒	🔒
25	21	↓	Dentsply Sirona	United States	🔒	🔒	🔒	🔒	🔒



UnitedHealth Group dominates Healthcare Services sector with subsidiaries claiming most valuable, fastest growing and strongest brand titles.

- + **UnitedHealth Group** owns the most valuable and fastest growing Healthcare services brands, **UnitedHealthcare** and **Optum**
- + **Optum** is the fastest-growing Medical Devices brand, up 27%
- + **UnitedHealthcare** is the strongest Healthcare Services brand, earning AA+ rating

Healthcare Services 10.



UnitedHealth Group owns the most valuable and fastest growing Healthcare services brands, UnitedHealthcare and Optum

UnitedHealth Group is the parent company of both the first and second most valuable Healthcare Services brands, **UnitedHealthcare** (brand value up 13% to USD37.5 billion) and **Optum** (brand value up 27% to USD20.1 billion).

UnitedHealthcare is also the strongest brand, while Optum is the fastest growing brand in this year's Healthcare Services 10 ranking. UnitedHealthcare also claims the highest brand value in the entire Healthcare




2023 report, which also encompasses the Pharma 25 and Medical Devices 25 rankings.

UnitedHealthcare saw a 13% year-on-year revenues increase in 2022, reflecting an increase in its capacity. People served domestically by UnitedHealthcare increased by 1.2 million over the last year, mostly driven by the brand's community-based and senior offerings.

This growth further solidified UnitedHealthcare's leadership in the market (it has topped the ranking for eight consecutive years), while it continues to look to further expand both its capacity and offerings in the coming years.

Top 10 Most Valuable Healthcare Services Brands

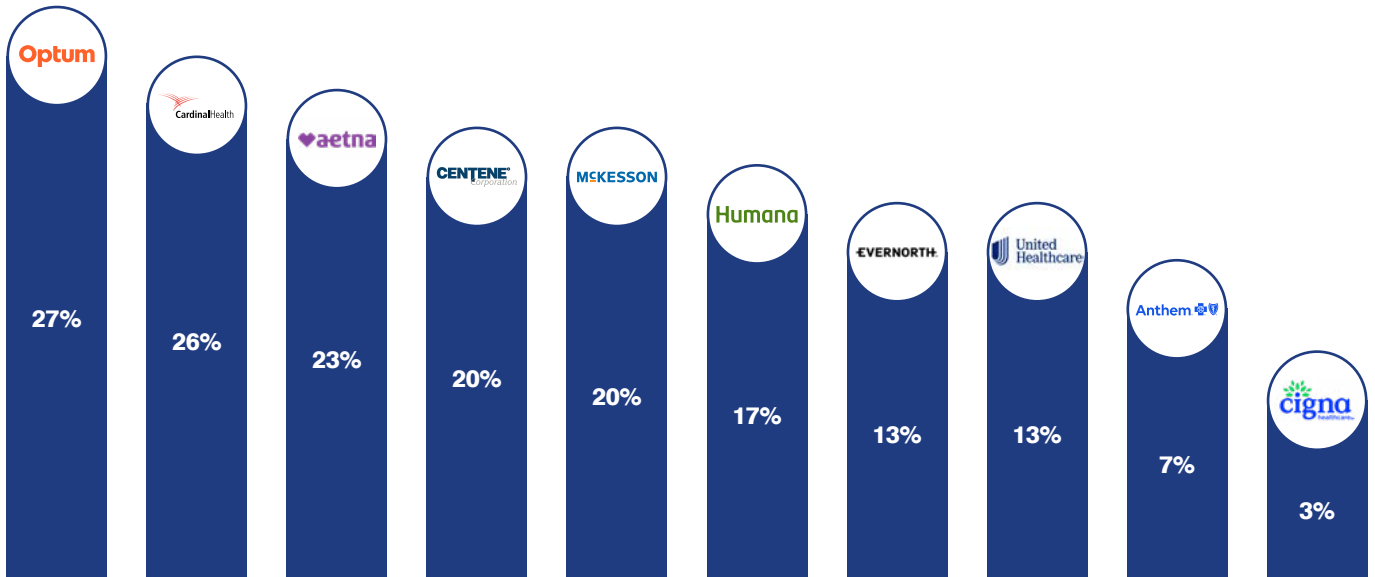
© Brand Finance Plc 2023

<p>1 ← 1 </p> <p>UNITEDHEALTH GROUP*</p> <p>USD37.1 bn +13%</p>	<p>2 ↑ 3 </p> <p>Optum</p> <p>USD20.1 bn +27%</p>	<p>3 ↓ 2 </p> <p>Anthem </p> <p>USD19.9 bn +7%</p>	<p>4 ← 4 </p> <p>Humana</p> <p>USD16.5 bn +17%</p>	<p>5 ↑ 6 </p> <p> aetna</p> <p>USD8.7 bn +23%</p>
<p>6 ↓ 5 </p> <p> cigna healthcare™</p> <p>USD7.7 bn +3%</p>	<p>7 ← 7 </p> <p>EVERNORTH.</p> <p>USD7.0 bn +13%</p>	<p>8 ← 8 </p> <p>MCKESSON</p> <p>USD6.9 bn +20%</p>	<p>9 New </p> <p> CardinalHealth</p> <p>USD5.8 bn +26%</p>	<p>10 New </p> <p> CENTENE® Corporation</p> <p>USD5.5 bn +20%</p>



Brand Value Change 2022-2023 (%)

© Brand Finance Plc 2023



In October 2022, **Optum** combined with Change Healthcare, contributing to Optum’s impressive growth. This merger comes as the brand looks to become more intelligent, and adaptable. This combination aims to integrate and simplify the two brands’ clinical, administrative, and payment processes, ensuring a cohesive and efficient healthcare experience for stakeholders.

Optum’s improving Brand Strength Index (BSI) score of 66.10 out of 100 (up from 65.85 in 2022), is perhaps partly a result of this recent merger. This BSI increase is also partly responsible for the brand’s increase in brand value. Throughout the past year, Brand Finance research can reveal that both Optum’s consideration and reputation amongst consumers have gone up, thereby, helping boost brand value.

brand strength influences all stakeholders – patients to doctors, hospitals to wholesalers, insurers to investors – is essential to driving continued growth and profitability in the sector.















Hugo Hensley
Valuation Director, Brand Finance

Of the Top 20 companies in the US by revenue, eight operate in the healthcare industry – the size and complexity of the ecosystem creates a competitive environment that harbours some of the world’s most valuable brands. Understanding how



Top 10 Strongest Healthcare Services Brands

© Brand Finance Plc 2023

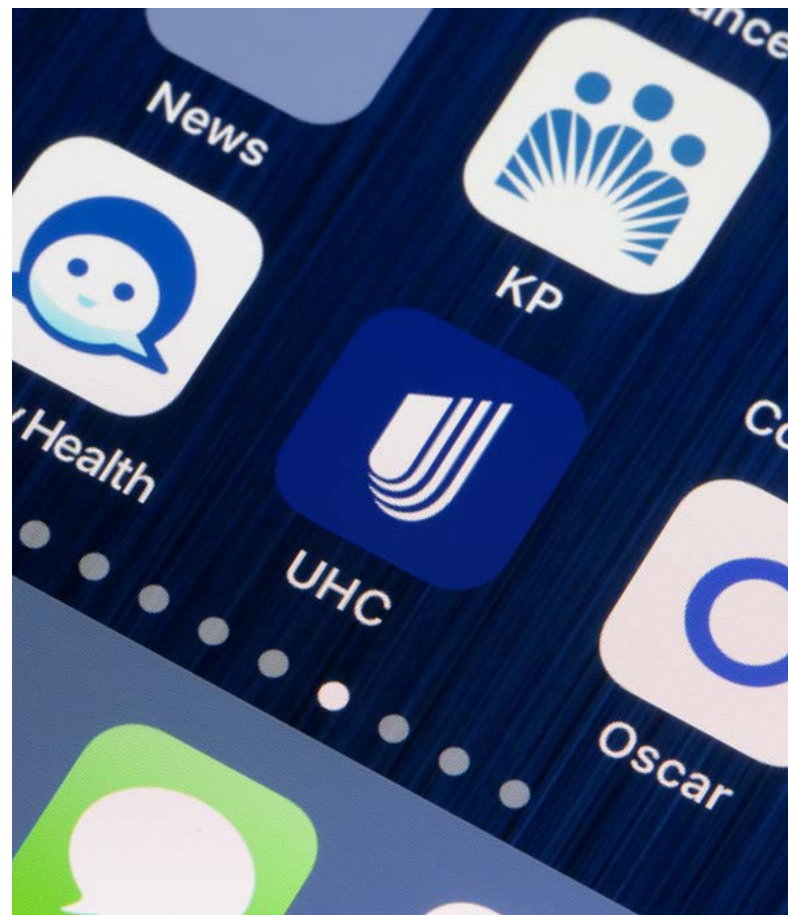
<p>1 ← 1 </p> <p>UNITEDHEALTH GROUP®</p> <p>76.7 -0.7</p> <p>AA+</p>	<p>2 ← 2 </p> <p>Humana</p> <p>70.9 +0.3</p> <p>AA</p>	<p>3 ↑ 4 </p> <p> aetna</p> <p>70.8 +2.5</p> <p>AA</p>	<p>4 ↑ 5 </p> <p> cigna healthcare™</p> <p>66.1 -1.0</p> <p>AA-</p>	<p>5 ↑ 6 </p> <p>Optum</p> <p>66.1 +0.3</p> <p>AA-</p>
<p>6 ↓ 3 </p> <p>Anthem </p> <p>65.3 -3.1</p> <p>AA-</p>	<p>7 ↑ 8 </p> <p>EVERNORTH</p> <p>61.6 -1.3</p> <p>A+</p>	<p>8 New </p> <p> CardinalHealth</p> <p>60.7 +2.5</p> <p>A+</p>	<p>9 New </p> <p>CENTENE® Corporation</p> <p>60.4 +4.4</p> <p>A+</p>	<p>10 ← 10 </p> <p>MCKESSON</p> <p>57.1 +1.0</p> <p>A</p>

UnitedHealthcare is the strongest Healthcare Services brand, earning AA+ rating

As well as being the most valuable Healthcare Services brand, **UnitedHealthcare** is also the strongest with a Brand Strength Index score of 76.7 out of 100 and AA+ rating.

After achieving favourable financial results in 2023, the brand has shifted its attention towards fostering balanced growth throughout the organisation. This includes enhancing support for consumers and care providers while also making strategic investments to simplify, increase accessibility, and improve affordability of high-quality care for all.

UnitedHealthcare has also actively communicated its investment in communities to its stakeholders, likely further enhancing its brand equity. For example, in January 2023, the brand invested USD10 million in a new fund, 'Invest Appalachia', to address social needs and advance economic equity, in the Appalachia region.



Healthcare Services - Brand Value Ranking (USDm).

Top 10 most valuable Healthcare Services brands 1-10

2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	UnitedHealthcare	United States	\$37,094	+12.6%	\$32,946	AA+	AA+
2	3	↑	Optum	United States	\$20,127	+26.8%	\$15,873	AA-	AA-
3	2	↓	Anthem	United States	\$19,883	+6.8%	\$18,611	AA-	AA-
4	4	←	Humana	United States	\$16,497	+17.3%	\$14,065	AA	AA
5	6	↑	Aetna	United States	\$8,707	+23.4%	\$7,057	AA	AA-
6	5	↓	Cigna	United States	\$7,731	+2.6%	\$7,537	AA-	AA-
7	7	←	Evernorth	United States	\$7,029	+12.7%	\$6,234	A+	A+
8	8	←	McKesson	United States	\$6,853	+19.6%	\$5,729	A	A
9	-	New	Cardinal Health	United States	\$5,767	+26.3%	\$4,566	A+	A
10	-	New	Centene Corporation	United States	\$5,545	+19.8%	\$4,629	A+	A



Global Top Hospitals.



Brand Finance Launch Hospital Ranking.



Hugo Hensley
Valuation Director,
Brand Finance





















In 2023 Brand Finance ranked the world’s strongest hospital brands for the first time. The study was based on a unique market research study among healthcare professionals, and assessed Academic Medical Centre (AMC) hospitals for familiarity, reputation, and a range of brand attributes covering the patient treatment, medical research and medical training aspects of each.

The study incorporates all the factors that reflect the development of an AMC brand, the perceptions of key stakeholders, and the benefits that a strong brand brings to the organization.

Mayo Clinic Health System of the United States is the strongest brand in the Brand Finance AMC 100 2023 report, with a Brand Strength Index (BSI) score of 85.1 out of 100. The top of the ranking is dominated by Academic Medical Centres from the USA, which accounts for six of the top ten AMCs.

Top 10 Strongest AMC Hospitals

© Brand Finance Plc 2023

1   85.1	2   80.4	3   79.8	4   79.1	5   79.0
6   77.7	7   77.6	8   77.1	9   77.0	10   76.8



Building a strong brand is a unique challenge for Academic Medical Centres, because the structure of an AMC – offering patient treatment, medical research, and education – means that a wide range of stakeholders need to be considered.

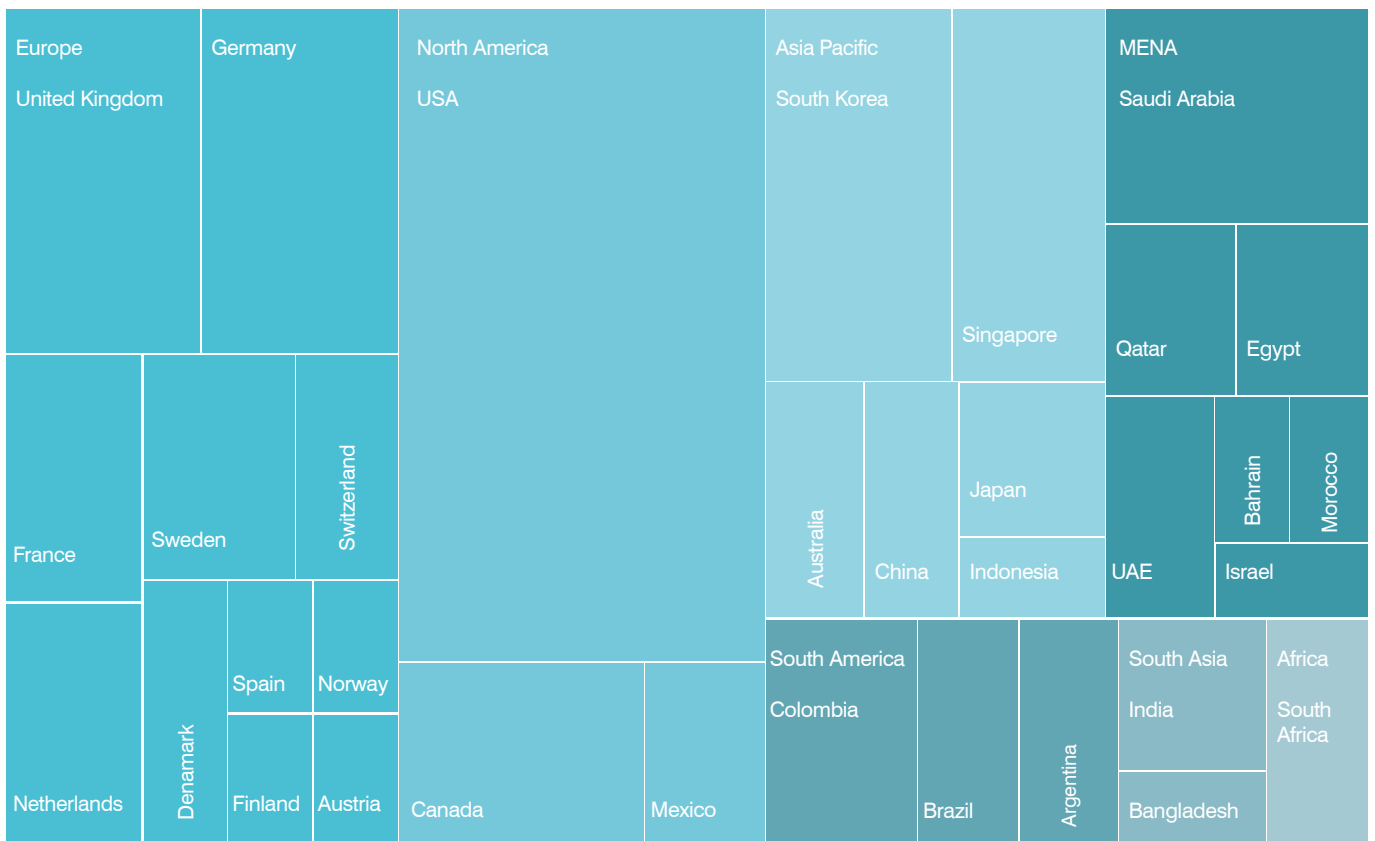
A strong brand is essential to developing a sustainable and successful organization through assuring patients and families; attracting exceptional doctors, top students applications, and prominent research staff; enabling proud employees, and preferable research publication; garnering support from donors and respect from regulators, governments, and insurers; and to develop a strong network of partners around the world.

Among the world’s top AMCs, the stakeholder audience expands beyond the local area as influence reaches around the world – although many patients may still be local, the research and procedures developed will be relevant globally, and top medical staff will travel and study to bring the reputation and brand to wider audiences.



AMCs in Top 100 by Country

© Brand Finance 2023



The objective of the study is to create a way to holistically understand what makes the world's top academic medical centres leaders in their field. It was designed through intensive

collaboration with stakeholders of AMC's around the world, and a one-of-a-kind market research study to understand the real perceptions of healthcare professionals globally.

The world's most comprehensive research on perceptions of Academic Medical Centres



40+
Countries



500+
AMCs



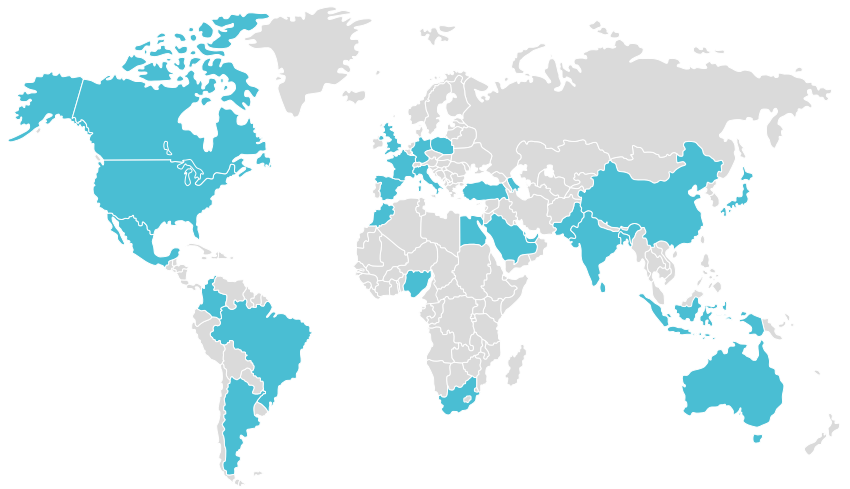
2,500
Healthcare professionals



30+
Metrics covered



Covering Health Care Professionals (HCP) perceptions of AMC's



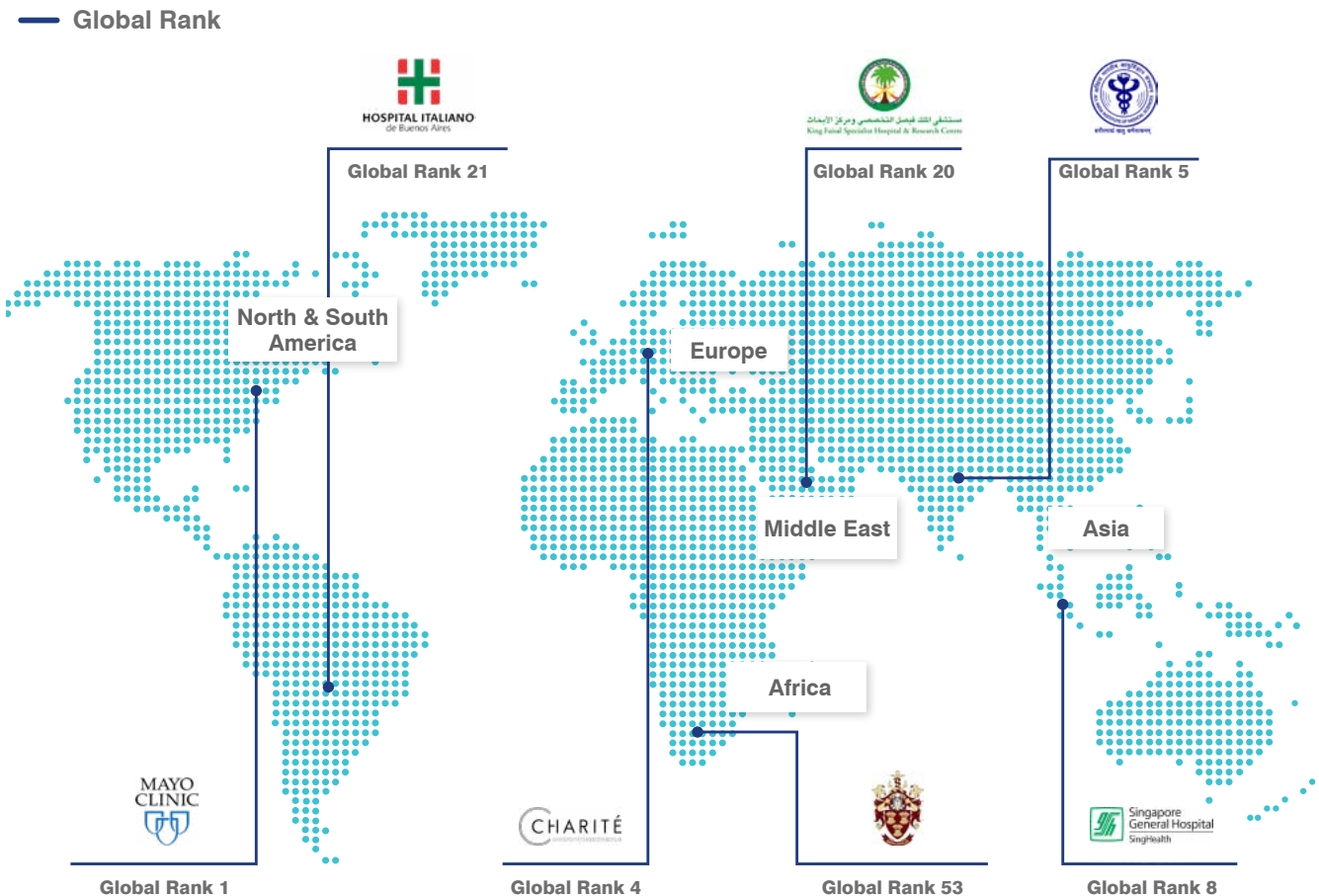
● Researched Markets

© Brand Finance 2023



Top AMC Hospital per Region

© Brand Finance Plc 2023



The results allow transparent and detailed understanding of how each AMC is perceived to be performing across a range of critical metrics, with insights that can be actionable and enable clear targets for growth.

If you want to help build a stronger brand, or if you want to better understand how to communicate or gain recognition of achievements of your brand, please contact the Brand Finance team anytime.

I look forward to the conversation and helping to build a more successful future for your brand.

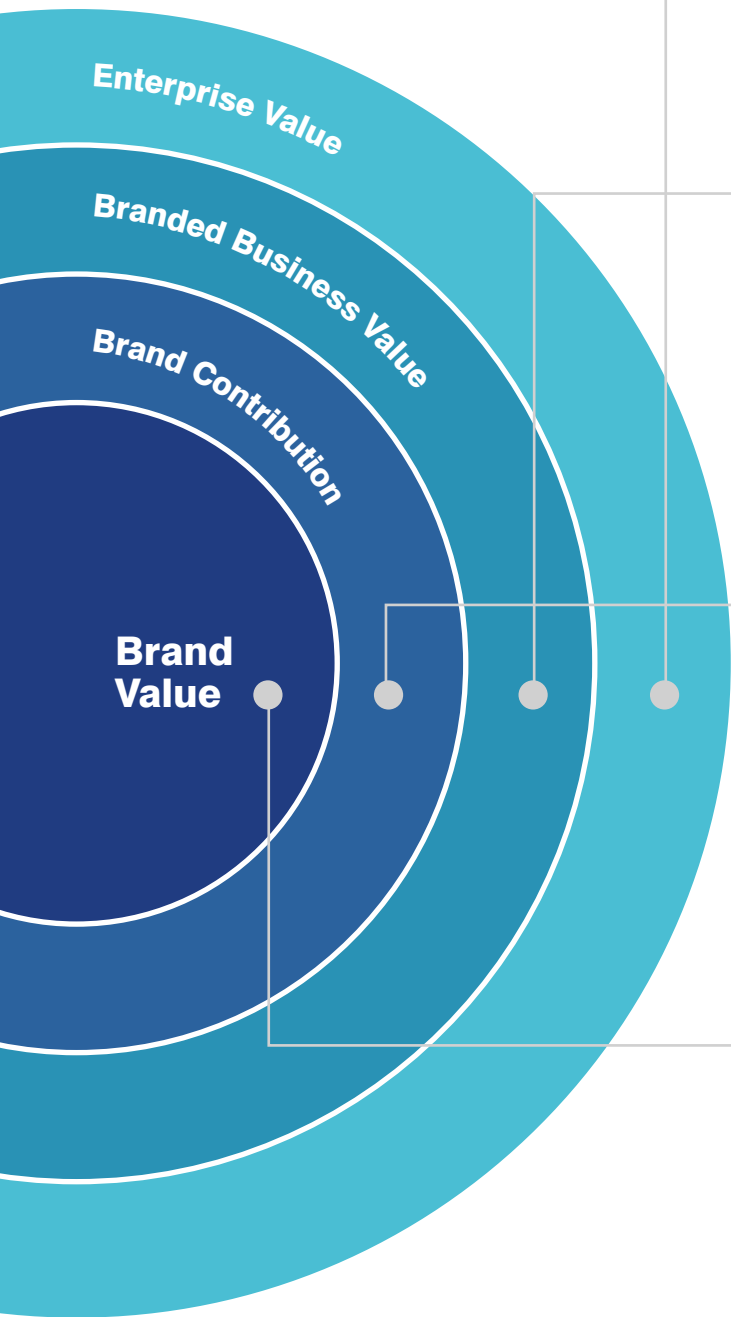
Read the full report here:
<https://brandirectory.com/reports/amc-hospitals>





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 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)

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.



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

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

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.



3 Benchmarking and Final Scoring

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




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

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
















Global Brand Equity Monitor.

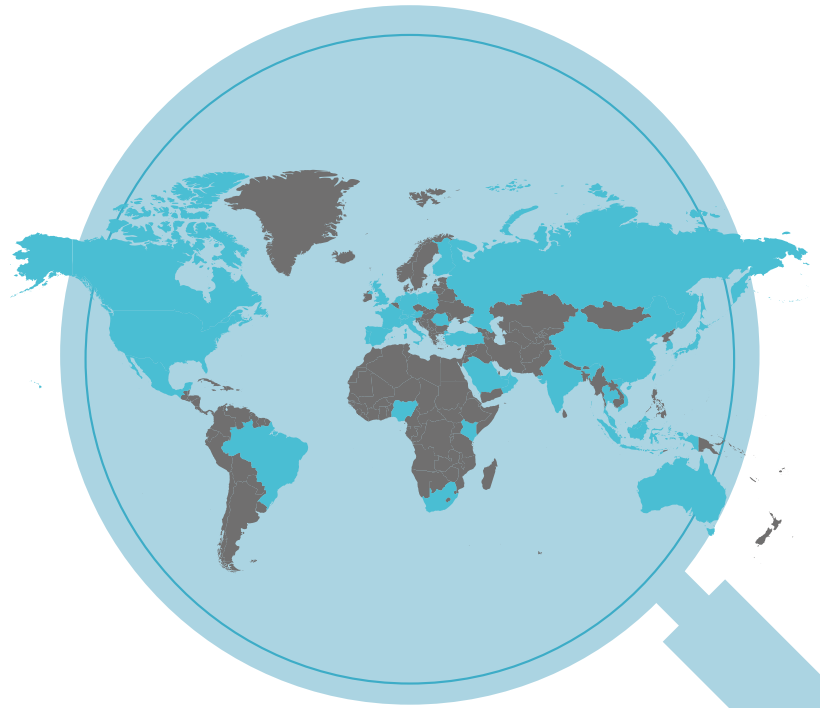
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

Tier 1

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

Tier 2

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



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

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

What makes a brand great?

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

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





Does brand purpose deliver?

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

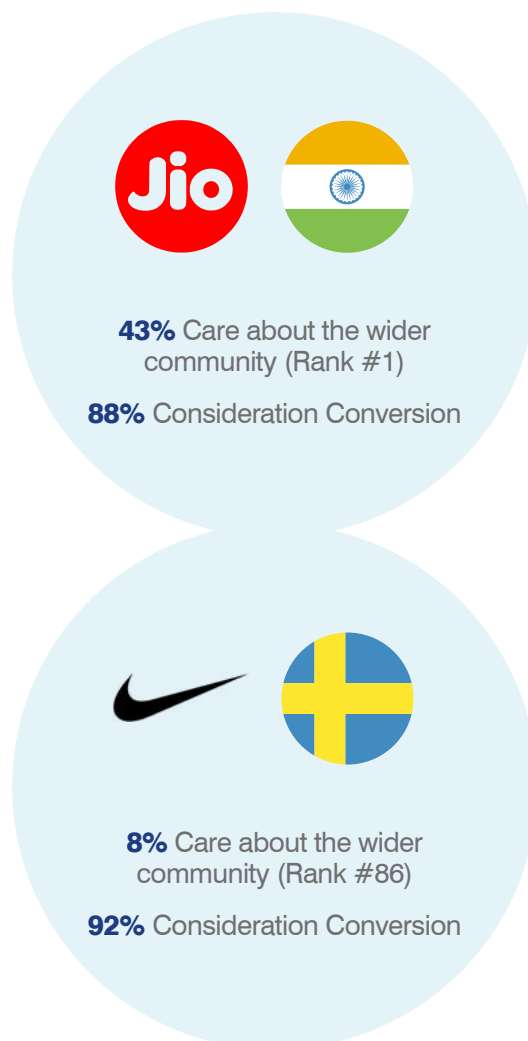
Who's the coolest cat?

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

Selected Rankings for Amazon – All Non-Luxury Brands

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

© Brand Finance Plc 2023



Highlights from the Global Brand Equity Monitor.

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

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

Get your brand talked-about

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

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



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

© Brand Finance Plc 2023

	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	 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



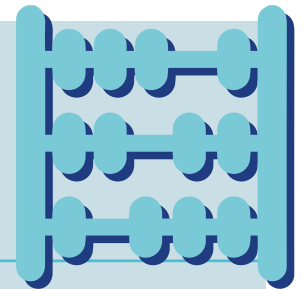
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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

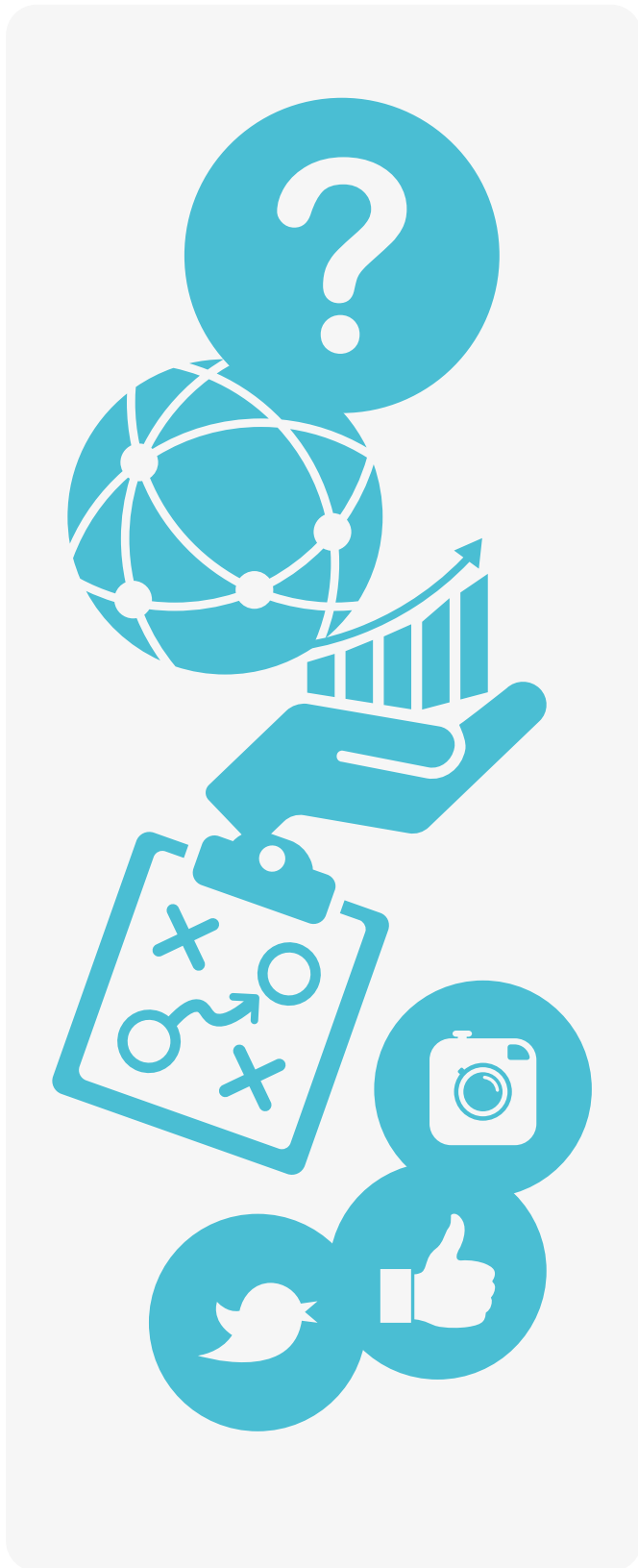
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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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Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
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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.

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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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