



# Indonesia 100 2021

**The annual report on the most valuable and strongest Indonesian brands**  
September 2021

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# About Brand Finance.

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

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

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

**We quantify the financial value of brands**

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

**We offer a unique combination of expertise**

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

**We pride ourselves on technical credibility**

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

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



# Get in Touch.

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Brand Finance® 

# Request your own Brand Value Report

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

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

Visit [brandirectory.com/request-a-valuation](https://brandirectory.com/request-a-valuation) or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

  
Brand Valuation  
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Brand  
Strength Tracking

  
Royalty Rates

  
Cost of  
Capital Analysis

  
Customer  
Research Findings

  
Competitor  
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Benchmarking

  
Education

  
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# Brandirectory.com



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

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

Visit [brandirectory.com](http://brandirectory.com) to find out more.

## Brand Finance Group.



**Brand Finance®**  
Institute

### Brand Finance Institute

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

**Brand Dialogue®**



### Brand Dialogue

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

**vi360**

### VI360

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

Brand Finance®



# Global Brand Equity Monitor

- Original market research on **2,500 brands**
- 29 countries** and **23 sectors** covered
- More than **50,000 respondents** surveyed annually
- We are now **in our 5<sup>th</sup> consecutive year** conducting the study

Visit [brandirectory.com/consumer-research](http://brandirectory.com/consumer-research) or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



# Foreword.



**David Haigh**  
CEO, Brand Finance

25 years ago, on 1<sup>st</sup> April 1996, I launched Brand Finance to ‘Bridge the Gap Between Marketing and Finance’. I thought that the gap between the silos would progressively disappear as finance people learned the importance of marketing for driving growth and marketing people learned the need for financial accountability.

Progress has been made but the gap is still there and we are now working hard through our publications, rankings, forums and the Brand Finance Institute training programmes to narrow the gap.

Over the last 25 years we have lived through four major recessions: 2001, when the dotcom bubble burst; 2009, when the Great Financial Crash washed over us; 2013, when the Euro caused a meltdown in Europe and in 2020, when the Covid Pandemic brought the world to a halt.

Brand Finance has been through many ups and downs but we have survived because we have always tried to lead our growing niche market. We claim to be the World's Leading Brand Valuation Consultancy. Over the last 25 years we have innovated continuously in our market place and we have transparently shared our innovations, knowledge and techniques to help grow the market, most obviously via ISO global standards on Brand Valuation and Brand Evaluation.

Throughout the last 25 years we have always invested heavily in training and professionalising our staff, in research to bring greater insight to our work and in high profile marketing and communications. We practice what we preach to clients.

There has never been greater recognition of brands as assets and the need to manage them for value. We are poised for significant growth as CEOs and Boards wake up to the need to manage brands better.

I started Brand Finance in the spare bedroom in Teddington. We now operate from the Brand Exchange building in the heart of the City of London and in 25 cities worldwide.

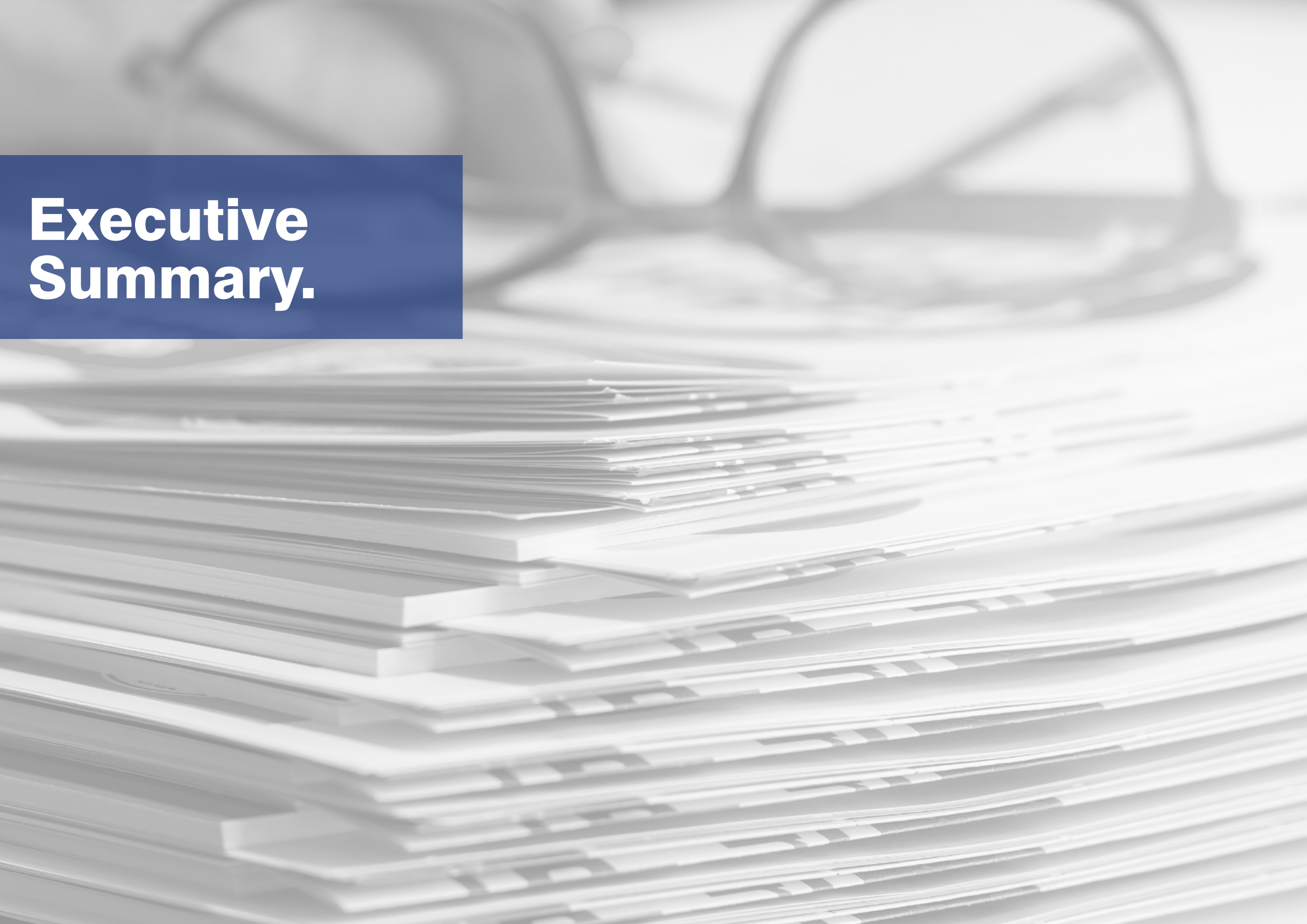
Over the last 25 years, many famous brands have disappeared or declined. Many new brands have emerged. Sectors have risen and fallen. Oil and gas brands are in decline while data- and technology-driven brands are booming. America and Europe are losing out to China and Asia.

But while there may be volatility, brands have never been more important for Nations, Companies, Products and Services. With a nudge from Brand Finance even Football teams and the Monarchy now recognise that they have valuable brands.

I hope the next 25 years will be as interesting and fun as the last. I would like to thank all the clients, staff and partners who have helped Brand Finance over the last 25 years.

# Telkom Indonesia Named Indonesia's Most Valuable Brand for 5<sup>th</sup> Consecutive Year.

- + Total value of Indonesia's top 100 most valuable brands is down 16% to US\$34.2 billion as nation grapples with COVID-19 pandemic
- + **Telkom Indonesia** retains title of Indonesia's most valuable brand despite recording 19% brand value loss
- + **BCA** remains nation's strongest brand and is only brand with elite AAA+ strength rating
- + Following impressive 32% brand value increase, **Indosat Ooredoo** breaks into top 10
- + Banking sector dominates top 10, four brands feature with combined brand value of US\$9.3 billion
- + Two new entrants in Brand Finance Indonesia 100 2021 ranking: **Angkasa Pura** in 77<sup>th</sup> and **Supermi** in 100<sup>th</sup>
- + Top 10 most valuable Indonesian brands account for 63% of total brand value in ranking, while bottom 50 brands contribute only 9%



# **Executive Summary.**

# Executive Summary.



Telkom Indonesia has claimed the title of Indonesia’s most valuable brand for the 5th consecutive year, despite recording a 19% brand value loss to US\$3.9 billion. Fellow telecoms brand, Indosat Ooredoo, has also entered the top 10 this year, jumping from 15<sup>th</sup> last year, following an impressive 32% brand value increase – the only brand in the top 10 to record a brand value growth.

The banking industry continues to dominate the top 10, with four brands featuring with a combined brand value of US\$9.3 billion. **BRI** is the most valuable banking brand, claiming second spot in the overall ranking with a brand value of US\$3.1 billion. The telecoms and tobacco industries are the second and third most valuable sectors respectively across the nation.

In addition to measuring overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. According to these criteria, **BCA** is once again Indonesia’s strongest brand, with a Brand Strength Index (BSI) score of 91.6 out of 100 and a corresponding elite AAA+ brand strength rating. **Telkom Indonesia** is the second strongest brand with a BSI score of 87.1 out of 100, **Bank Mandiri** follows in third with a BSI score of 86.9.


The top 10 account for 63% of the total brand value in the ranking, while the bottom 50 brands

The 18 banking brands account for 30% of the total brand value in the Brand Finance Indonesia 100 2021 ranking. As Indonesia further develops, we expect consolidation across the sector, so it will be interesting to see which brands survive in the coming years. Banks who can digitalise and remain relevant will be the ones that will win.

**Samir Dixit**  
Managing Director of Brand Finance Asia Pacific

Brand Value Change 2020-2021 (%)				Top 10 Most Valuable Brands			
	-44.8%	56.1%			1 ← 1		2021: \$3,854m 2020: \$4,762m -19.1%
	-40.9%	31.5%			2 ← 2		2021: \$3,098m 2020: \$3,531m -12.3%
	-39.5%	8.1%			3 ↑ 4		2021: \$2,493m 2020: \$2,918m -14.6%
	-39.0%	5.7%			4 ↑ 5		2021: \$2,415m 2020: \$2,708m -10.8%
	-38.8%	5.2%			5 ↓ 3		2021: \$2,403m 2020: \$3,252m -26.1%
	-36.9%	-1.7%			6 ← 6		2021: \$2,397m 2020: \$2,599m -7.7%
	-36.7%	-2.2%			7 ← 7		2021: \$2,215m 2020: \$2,480m -10.7%
	-34.1%	-2.6%			8 ← 8		2021: \$1,325m 2020: \$1,580m -16.1%
	-32.1%	-3.0%			9 ← 9		2021: \$746m 2020: \$780m -4.3%
	-31.6%	-4.3%			10 ↑ 15		2021: \$715m 2020: \$544m +31.5%

Top 10 Strongest Brands

	<b>1</b> ← 1	
2021: <b>91.6</b> AAA+ 2020: <b>91.6</b> AAA+ <b>0.0</b>		
	<b>2</b> ← 2	
2021: <b>87.1</b> AAA 2020: <b>87.5</b> AAA <b>-0.4</b>		
	<b>3</b> ↑ 4	
2021: <b>86.9</b> AAA 2020: <b>85.1</b> AAA <b>+1.8</b>		
	<b>4</b> ↓ 3	
2021: <b>84.8</b> AAA 2020: <b>85.2</b> AAA <b>-0.4</b>		
	<b>5</b> ← 5	
2021: <b>84.6</b> AAA 2020: <b>84.9</b> AAA <b>-0.3</b>		
	<b>6</b> ← 6	
2021: <b>83.1</b> AAA- 2020: <b>81.7</b> AAA- <b>+1.4</b>		
	<b>7</b> ↑ 12	
2021: <b>80.2</b> AAA- 2020: <b>74.8</b> AA+ <b>+5.4</b>		
	<b>8</b> ↑ 26	
2021: <b>78.3</b> AA+ 2020: <b>70.7</b> AA <b>+7.6</b>		
	<b>9</b> ↑ 30	
2021: <b>77.6</b> AA+ 2020: <b>70.2</b> AA <b>+7.4</b>		
	<b>10</b> ↑ 14	
2021: <b>77.2</b> AA+ 2020: <b>74.0</b> AA <b>+3.2</b>		

contribute only 9% of the total brand value, highlighting the significant effort required from smaller brands should they wish to contest the status quo across the nation.

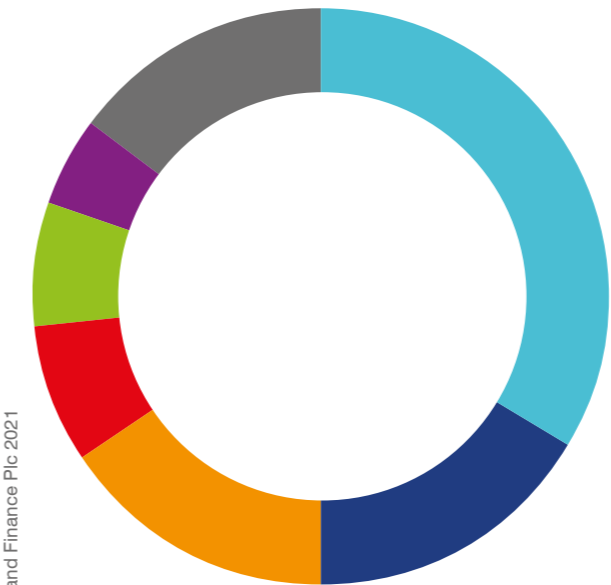
The brand with the highest intangible value is **Silver Queen** with a brand value to enterprise value ratio of 58%, followed by **MPM** at 51% and Indomie at 40%, highlighting the role of brands in overall business success, especially in the food sector.

The Brand Finance Indonesia 100 2021 ranking is very top heavy again this year. We would like to see a more diverse mix at the top and more significant brand value increases at the bottom. To do so, brands must focus on building brand strength, rather than being sales and offers driven. Such tactics might help in the short term but can ultimately undermine the long-term value of brands. Boards must treat brands as strategic assets, instead of seeing them as legal trademarks only.

Samir Dixit  
Managing Director of Brand Finance Asia Pacific



Brand Value by Sector



Sector	Brand Value (USD bn)	% of total	Number of Brands
Banking	11.5	36.8%	18
Tobacco	5.6	18.0%	4
Telecoms	5.3	17.1%	6
Oil & Gas	2.6	8.4%	2
Food	2.4	7.8%	18
Engineering & Construction	1.6	5.2%	9
Other	5.0	16.1%	43
Total	34.2	100.0%	100

# Sector Reputation Analysis.

## Benchmarking against the very best   Sectors Ranked by Reputation

Brand Finance’s brand evaluations are designed to facilitate broader comparisons with brands across markets, and both within and across industries. This provides a more rounded assessment of brand strength, with benchmarking against the very best.

This perspective is particularly important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories. Brands with a strong reputation also have licensing opportunities in new sectors.

This year’s global sector reputation rankings from our B2C research included a significantly larger number of product categories, with scores for over 2,500 brands.











### Reputation on the up











Overall, reputation scores are slightly higher in 2021 across sectors covered both this year and last. In part, this reverses a small dip from 2020, but the impact of COVID-19 cannot be discounted. In a challenging year, consumers have relied upon and tested brands in different ways, and the best brands have stood up well to the challenge, keeping kitchens and wardrobes stocked, connections running, and essential services available.

### Supermarkets, restaurants, and apparel shine

In many countries, being able to obtain basic groceries became a challenge for the first time in decades, as shopping was restricted and demand for online delivery slots surged. But by and large, supermarkets have responded well, and consumers have noted this. The average reputation score in the sector increased significantly year-on-year, and brands such as **Aldi**, **Lidl**, and **Migros** have improved already-strong reputations.

A similar dynamic has helped restaurants to a lesser degree, ensuring that brands in this sector maintain a positive reputation overall, despite reduced levels of in-store experiences. Apparel brands have also seemingly benefited from this dynamic, as the shift to online shopping accelerates.

	<b>1=</b> <b>Cosmetics</b>	<b>7.6</b> <sub>/10</sub>
	<b>1=</b> <b>Food</b>	<b>7.6</b> <sub>/10</sub>
	<b>3</b> <b>Appliances</b>	<b>7.5</b> <sub>/10</sub>
	<b>4=</b> <b>Hotels</b>	<b>7.4</b> <sub>/10</sub>
	<b>4=</b> <b>Retail</b>	<b>7.4</b> <sub>/10</sub>
	<b>6=</b> <b>Apparel</b>	<b>7.3</b> <sub>/10</sub>
	<b>6=</b> <b>Beers</b>	<b>7.3</b> <sub>/10</sub>
	<b>8=</b> <b>Supermarkets</b>	<b>7.2</b> <sub>/10</sub>
	<b>8=</b> <b>Pharma</b>	<b>7.2</b> <sub>/10</sub>
	<b>8=</b> <b>Oil &amp; Gas</b>	<b>7.2</b> <sub>/10</sub>

	<b>8=</b> <b>Restaurants</b>	<b>7.2</b> <sub>/10</sub>
	<b>12=</b> <b>Auto</b>	<b>7.1</b> <sub>/10</sub>
	<b>12=</b> <b>Logistics</b>	<b>7.1</b> <sub>/10</sub>
	<b>12=</b> <b>Tech</b>	<b>7.1</b> <sub>/10</sub>
	<b>15</b> <b>Real Estate</b>	<b>6.9</b> <sub>/10</sub>
	<b>16</b> <b>Airlines</b>	<b>6.8</b> <sub>/10</sub>
	<b>17</b> <b>Insurance</b>	<b>6.6</b> <sub>/10</sub>
	<b>18</b> <b>Utilities</b>	<b>6.5</b> <sub>/10</sub>
	<b>19=</b> <b>Telecoms</b>	<b>6.3</b> <sub>/10</sub>
	<b>19=</b> <b>Banking</b>	<b>6.3</b> <sub>/10</sub>

## FMCG brands have outstanding reputation

Major cosmetics and food brands have the highest reputations, on average, a reminder of the enduring value of a strong brand – some of the top performers are over a century old. The positive reputations of global giants such as **Johnson’s**, **Dove**, **Danone**, and (in some markets) **Nestlé** have been nurtured and refreshed over long periods. Local favourites, such as **Bimbo** (Mexico) and **Amul** (India), show that they can match their global counterparts.

The slight cloud for the food sector is the more ‘average’ reputation that some of the big brands have in a number of developed markets, such as the UK. Here, supermarkets have perhaps squeezed the big food brands somewhat.

### Tech admired, but not universally

The overall ranking of the tech sector fell slightly, and while the biggest brands such as **YouTube**, **Google**, and **Apple** continue to enjoy strong reputations, not all consumers are in love with these brands. **Amazon**, for example, ranks high in some markets (#1 in the sector in the USA, #3 in Spain), but polarises in some markets (e.g. Sweden, France). Similarly, the mixed reputation of brands such as **Facebook** shows no sign of significant improvement. Many consumers may support the increasing regulation of tech giants, and it might also be the case that there is room for an upstart challenger with the right innovation, a fresh approach and perhaps a clean slate.

### Banks and telecoms struggle to improve their standing

Banking and telecoms brands rank lowest of all in many markets for reputation and trust, and last year saw little improvement, though banks did at least pull level with telecoms. As with other sectors, many brands have arguably served customers well in difficult times (with connectivity even more vital in the case of telecoms), but this has not helped erode distrust appreciably. Frustrated CMOs may feel that their brands continue to be taken for granted – unfortunately for them, ‘business as usual’ means treading water in terms of reputation. Across 2,500 brands, seven of the ten lowest-ranked for reputation are banks, the most prominent being **Deutsche Bank** in its home country.

# Brand Finance Indonesia 100 (USD m).

Top 100 most valuable Indonesian brands 1-50

2021 Rank	2020 Rank		Brand	Sector	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	↔	Telkom Indonesia	Telecoms	\$3,854	-19.1%	\$4,762	AAA	AAA
2	2	↔	BRI	Banking	\$3,098	-12.3%	\$3,531	AAA	AAA
3	4	↑	BCA	Banking	\$2,493	-14.6%	\$2,918	AAA+	AAA+
4	5	↑	Bank Mandiri	Banking	\$2,415	-10.8%	\$2,708	AAA	AAA
5	3	↓	Sampoerna	Tobacco	\$2,403	-26.1%	\$3,252	A+	AA-
6	6	↔	Pertamina	Oil & Gas	\$2,397	-7.7%	\$2,599	AAA-	AAA-
7	7	↔	Gudang Garam	Tobacco	\$2,215	-10.7%	\$2,480	A	A+
8	8	↔	BNI	Banking	\$1,325	-16.1%	\$1,580	AAA	AAA
9	9	↔	PLN	Utilities	\$746	-4.3%	\$780	AA+	AA
10	15	↓	Indosat Ooredoo	Telecoms	\$715	+31.5%	\$544	AA+	AA
11	10	↓	Dji Sam Soe	Tobacco	🏠	🏠	🏠	🏠	🏠
12	11	↓	U Mild	Tobacco	🏠	🏠	🏠	🏠	🏠
13	13	↔	XL	Telecoms	🏠	🏠	🏠	🏠	🏠
14	16	↑	Astra International	Automobiles	🏠	🏠	🏠	🏠	🏠
15	18	↑	Indomie	Food	🏠	🏠	🏠	🏠	🏠
16	14	↓	Semen Indonesia	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
17	12	↓	Garuda Indonesia	Airlines	🏠	🏠	🏠	🏠	🏠
18	17	↓	Bank Danamon	Banking	🏠	🏠	🏠	🏠	🏠
19	20	↑	Energen	Food	🏠	🏠	🏠	🏠	🏠
20	41	↑	Bimoli	Food	🏠	🏠	🏠	🏠	🏠
21	21	↔	PGN	Utilities	🏠	🏠	🏠	🏠	🏠
22	23	↑	Indomilk	Food	🏠	🏠	🏠	🏠	🏠
23	25	↑	CIMB Niaga	Banking	🏠	🏠	🏠	🏠	🏠
24	22	↓	Kereta Api	Logistics	🏠	🏠	🏠	🏠	🏠
25	19	↓	Pembangunan Perumahan	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
26	35	↑	Adira Finance	Banking	🏠	🏠	🏠	🏠	🏠
27	24	↓	Waskita Karya	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
28	30	↑	Medco Energi	Oil & Gas	🏠	🏠	🏠	🏠	🏠
29	37	↑	BTPN	Banking	🏠	🏠	🏠	🏠	🏠
30	34	↑	Indofood	Food	🏠	🏠	🏠	🏠	🏠
31	26	↓	Bank BTN	Banking	🏠	🏠	🏠	🏠	🏠
32	31	↓	Jasa Marga	Commercial Services	🏠	🏠	🏠	🏠	🏠
33	29	↓	Panin Bank	Banking	🏠	🏠	🏠	🏠	🏠
34	33	↓	Indah Kiat Pulp & Paper	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
35	36	↑	Bank OCBC NISP	Banking	🏠	🏠	🏠	🏠	🏠
36	32	↓	Kopiko	Food	🏠	🏠	🏠	🏠	🏠
37	28	↓	WIKA	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
38	27	↓	Matahari Department Store	Retail	🏠	🏠	🏠	🏠	🏠
39	39	↔	Indocement	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
40	40	↔	Surya Citra Media	Media	🏠	🏠	🏠	🏠	🏠
41	38	↓	Roma	Food	🏠	🏠	🏠	🏠	🏠
42	44	↑	Tiphone	Telecoms	🏠	🏠	🏠	🏠	🏠
43	42	↓	Media Nusantara Citra	Media	🏠	🏠	🏠	🏠	🏠
44	52	↑	Alfa Mart	Retail	🏠	🏠	🏠	🏠	🏠
45	48	↑	Chandra Asri Petrochemical	Chemicals	🏠	🏠	🏠	🏠	🏠
46	47	↑	Gajah Tunggal	Tyres	🏠	🏠	🏠	🏠	🏠
47	43	↓	Adhi Karya	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
48	45	↓	AKR Corporindo	Tyres	🏠	🏠	🏠	🏠	🏠
49	51	↑	Adaro Energy	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
50	49	↓	Lippo Karawaci	Real Estate	🏠	🏠	🏠	🏠	🏠

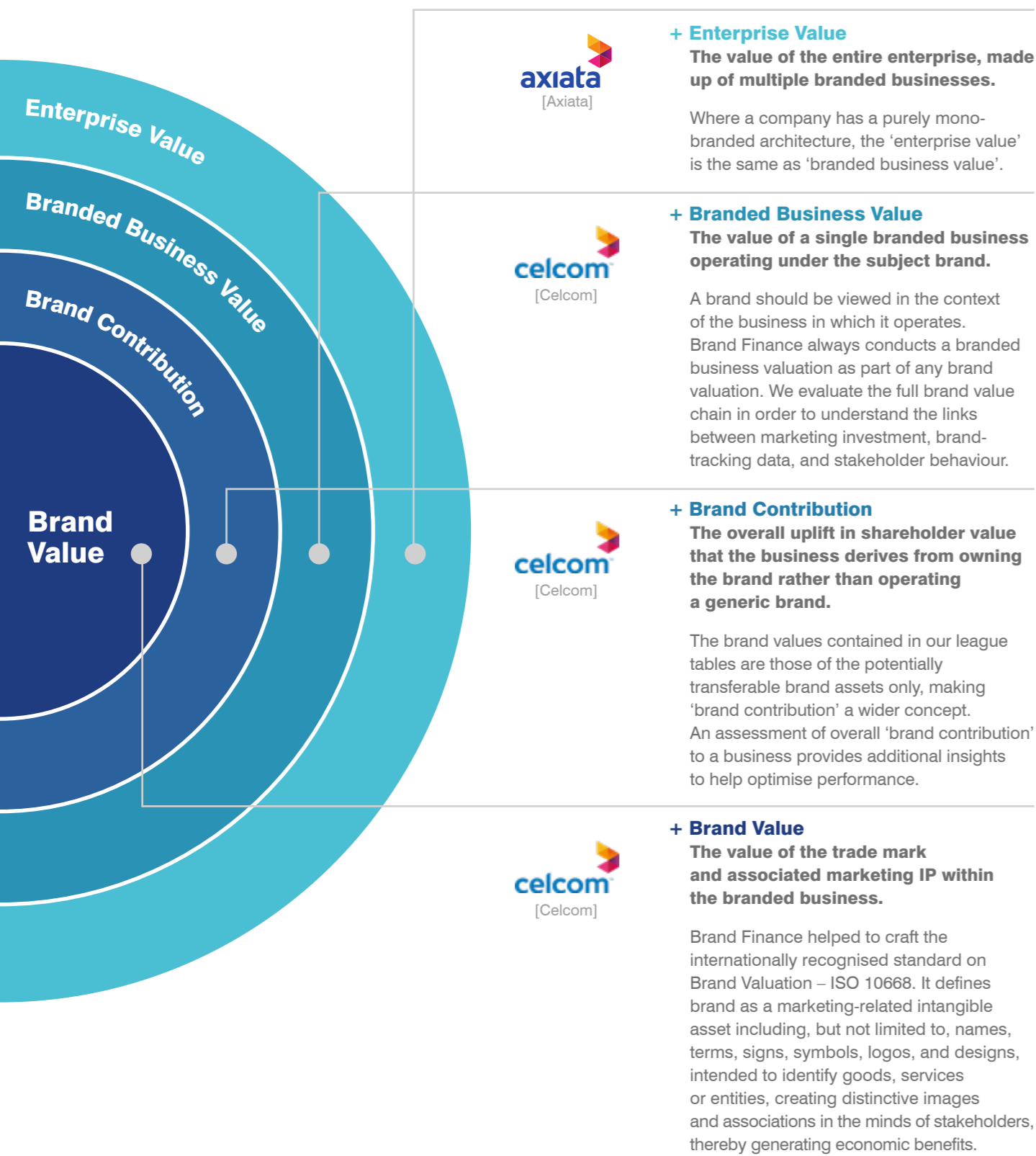
Top 100 most valuable Indonesian brands 51-100

2021 Rank	2020 Rank		Brand	Sector	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
51	46	↓	Torabika	Food	🏠	🏠	🏠	🏠	🏠
52	50	↓	Bank Mega	Banking	🏠	🏠	🏠	🏠	🏠
53	53	↔	Mayora Indah	Food	🏠	🏠	🏠	🏠	🏠
54	54	↔	BJB	Banking	🏠	🏠	🏠	🏠	🏠
55	55	↔	Bumi Serpong Damai	Real Estate	🏠	🏠	🏠	🏠	🏠
56	58	↑	Kalbe Farma	Pharma	🏠	🏠	🏠	🏠	🏠
57	57	↔	Silver Queen	Food	🏠	🏠	🏠	🏠	🏠
58	56	↓	Bintang	Beers	🏠	🏠	🏠	🏠	🏠
59	61	↑	Bank Permata	Banking	🏠	🏠	🏠	🏠	🏠
60	59	↓	MPM	Automobiles	🏠	🏠	🏠	🏠	🏠
61	62	↑	Indika Energy	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
62	60	↓	United Tractors	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
63	72	↑	Smartfren	Telecoms	🏠	🏠	🏠	🏠	🏠
64	70	↑	LinkNet	Telecoms	🏠	🏠	🏠	🏠	🏠
65	66	↑	ITM (Indo Tambangraya Megah)	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
66	69	↑	Bayan Resources	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
67	73	↑	Bank Jatim	Banking	🏠	🏠	🏠	🏠	🏠
68	67	↓	Pakuwon	Real Estate	🏠	🏠	🏠	🏠	🏠
69	65	↓	BFI	Banking	🏠	🏠	🏠	🏠	🏠
70	68	↓	Sinar Mas Multiartha	Insurance	🏠	🏠	🏠	🏠	🏠
71	71	↔	Citra Marga Nusaphala Persada	Commercial Services	🏠	🏠	🏠	🏠	🏠
72	64	↓	Blue Bird	Logistics	🏠	🏠	🏠	🏠	🏠
73	80	↑	MNC Sky Vision	Media	🏠	🏠	🏠	🏠	🏠
74	76	↑	Astra Agro Lestari	Food	🏠	🏠	🏠	🏠	🏠
75	63	↓	Ramayana	Retail	🏠	🏠	🏠	🏠	🏠
76	81	↑	Enseval	Pharma	🏠	🏠	🏠	🏠	🏠
77	-	New	ANGKASA PURA II PT PERSERO	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
78	84	↓	Charoen Pokphand	Food	🏠	🏠	🏠	🏠	🏠
79	78	↓	Erajaya	Retail	🏠	🏠	🏠	🏠	🏠
80	79	↓	Hypermart	Retail	🏠	🏠	🏠	🏠	🏠
81	86	↑	Protelindo	Tech	🏠	🏠	🏠	🏠	🏠
82	93	↑	Bukit Asam	Mining, Iron & Steel	🏠	🏠	🏠	🏠	🏠
83	75	↓	WIKA BETON	Engineering & Construction	🏠	🏠	🏠	🏠	🏠
84	89	↑	Tower Bersama	Tech	🏠	🏠	🏠	🏠	🏠
85	88	↑	Japfa	Food	🏠	🏠	🏠	🏠	🏠
86	74	↓	Bank Mayapada	Banking	🏠	🏠	🏠	🏠	🏠
87	85	↓	CSA	Logistics	🏠	🏠	🏠	🏠	🏠
88	90	↑	Smart (Sinar Mas Agro Res & Tech)	Food	🏠	🏠	🏠	🏠	🏠
89	87	↓	Beng-Beng	Food	🏠	🏠	🏠	🏠	🏠
90	82	↓	Bank Bukopin	Banking	🏠	🏠	🏠	🏠	🏠
91	91	↔	Choki Choki	Food	🏠	🏠	🏠	🏠	🏠
92	92	↔	Mitra Keluarga	Healthcare	🏠	🏠	🏠	🏠	🏠
93	94	↑	Kimia Farma	Pharma	🏠	🏠	🏠	🏠	🏠
94	77	↓	Tunas Ridean	Automobiles	🏠	🏠	🏠	🏠	🏠
95	96	↑	Tempo ScanPacific	Pharma	🏠	🏠	🏠	🏠	🏠
96	99	↑	Sarimi	Food	🏠	🏠	🏠	🏠	🏠
97	97	↔	MNC Investama	Media	🏠	🏠	🏠	🏠	🏠
98	83	↓	ANTV	Media	🏠	🏠	🏠	🏠	🏠
99	95	↓	Siloam Hospital	Healthcare	🏠	🏠	🏠	🏠	🏠
100	-	New	Supermi	Food	🏠	🏠	🏠	🏠	🏠



# Methodology.

# Definitions.



# Brand Valuation Methodology.



# Brand Strength.

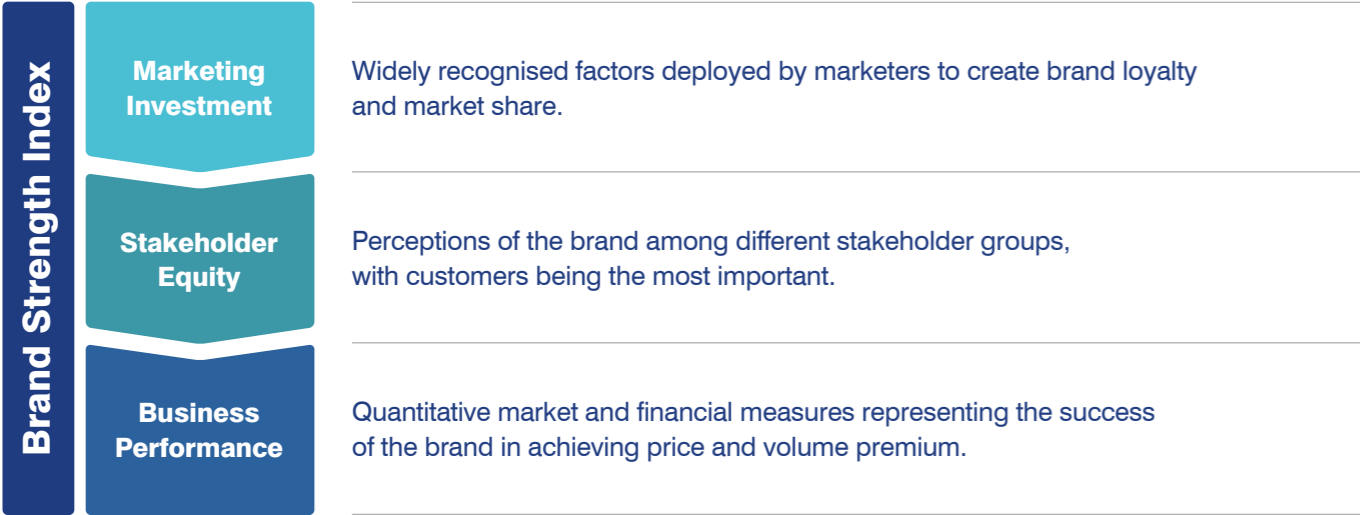
## Brand Strength

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

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

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

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

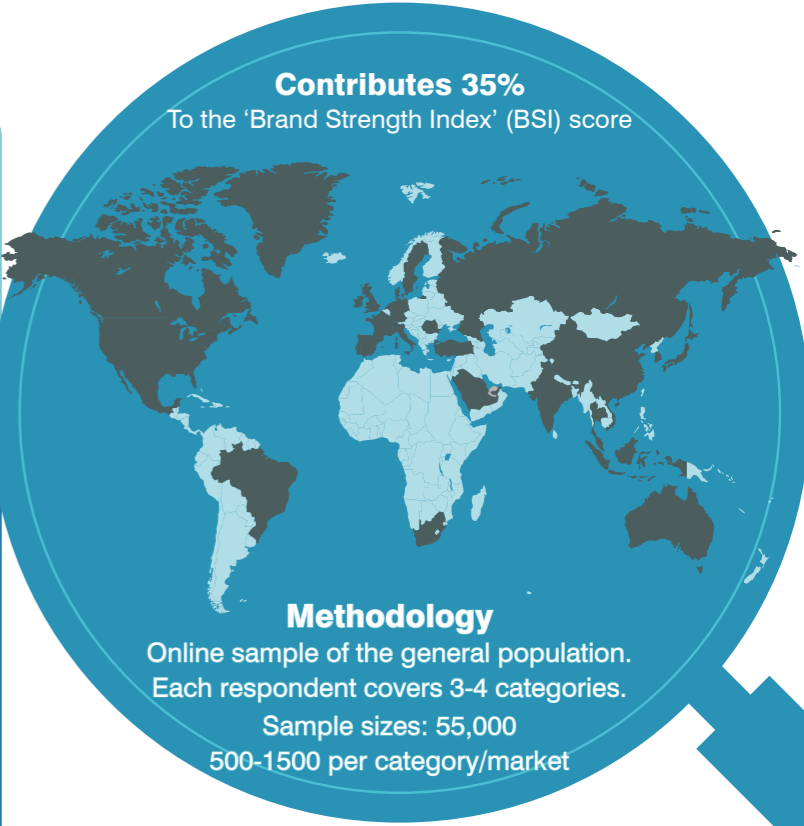


# Brand Equity Research Database.

Original market research in 29 countries and across more than 20 sectors

Sector Coverage & Classification 2021  
Tier 1 sectors cover all measures, Tier 2 KPIs only

- Tier 1 Banking
- Tier 1 Insurance
- Tier 1 Telecoms
- Tier 1 Utilities
- T1&T2† Automotive
- Tier 2 Airlines
- Tier 2 Apparel
- Tier 2 Appliances
- Tier 2 Beers
- Tier 2 Cosmetics
- Tier 2 Food
- Tier 2 Hotels
- Tier 2 Logistics
- Tier 2 Luxury Automobiles
- Tier 2 Media
- Tier 2 Oil & Gas
- Tier 2 Pharma
- Tier 2 Real Estate
- Tier 2 Restaurants
- Tier 2 Retail
- Tier 2 Spirits
- Tier 2 Supermarkets
- Tier 2 Tech



## 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. Closeness\***
- 6. Recommendation (NPS)\***
- 7. Word of mouth**
- 8. Brand Imagery\***

Not all categories are covered in every country  
† Brand KPIs and diagnostics differ per sector depending on research tier allocation

\*Tier 1 categories only

# Our Services.



# Consulting Services.

## Make branding decisions using hard data

### Brand Research *What gets measured*

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

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

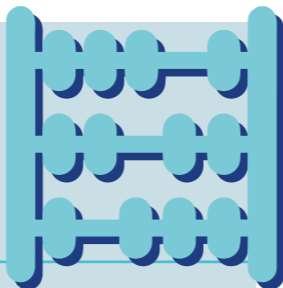


- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### Brand Valuation *Make your brand's business case*

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

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



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

### Brand Strategy *Make branding decisions with your eyes wide open*

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

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



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

# Brand Evaluation Services.

## How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

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

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

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

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

## How can I improve return on marketing investment?

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

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

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



# Communications Services.

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



**Brand Accolade** – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



TOP 100  
INDONESIAN  
BRAND



MOST VALUABLE  
INDONESIAN  
BRAND



STRONGEST  
INDONESIAN  
BRAND



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



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



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



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



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



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

# Brand Dialogue®



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

Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media, to deliver strategic campaigns and 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 is a member of the Brand Finance plc group of companies



## Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Communications Workshops
- Market Research & Insights
- Coverage Analysis
- Social Media Analytics



## Public Relations & Communications

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



## Marketing & Events

- Promotional Events
- Conference Management
- Sponsorship Management
- Native Advertising
- Print Advertising
- Shopper Marketing
- Trade Marketing



## Content Creation

- Bespoke Publications
- Press Releases
- Blog Posts & Newsletters
- Marketing Collateral Design
- Photography & Videography
- Social Media Content



## Strategic Communications

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



For more information, contact [enquiries@brand-dialogue.com](mailto:enquiries@brand-dialogue.com) or visit [www.brand-dialogue.com](http://www.brand-dialogue.com)



Brand Finance Institute

Learn how to build, protect and measure brand value

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

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



Brand Finance Network.

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

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