



Indonesia

100

2023

The annual report on the most valuable and strongest Indonesian brands
June 2023

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About Brand Finance.

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

We bridge the gap between marketing and finance

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

We quantify the financial value of brands

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

We offer a unique combination of expertise

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

We pride ourselves on technical credibility

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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.



IVSC
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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®



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- We are now **in our 7th consecutive year** conducting the study

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Bringing you the best, and then some more

With one of the world's leading reports on Indonesia's most valuable brands at your fingertips, expand your insights with coverage on ASEAN's top brands in our first-ever ASEAN 250 2023 report releasing globally in September 2023. Alongside this report, Brand Finance proudly presents...

Brand Value Trends: The Importance of Corporate Conduct and Leadership for Brands in ASEAN

SAVE THE DATE

12 September 2023 | 2.00PM (SGT) | 6.00AM (GMT)

A Zoom-only event

- 1 Recognise** the role senior leaders play in building brand value and brand strength as well as who the top "Brand Guardians" in the region are
- 2 Discover** why analysing the gap between brand perceptions and brand performance is important and which brands do best
- 3 Understand** how corporate conduct and sustainability help build brand value
- 4 Learn** about the factors that drive brand value performance in ASEAN and how you can leverage these
- 5 Find** out the top brands by brand value, brand strength and brand popularity in each sector across ASEAN

✉ Register your interest today at bfs@brandfinance.com

Foreword.



Alex Haigh
Managing Director,
Brand Finance
Asia Pacific

What makes a brand valuable? That is the question this study answers.

A commitment to customers, cutting edge technology, new approaches to service delivery, an understanding of market needs and the capability to take advantage of them are all root causes of why brands rise and fall in our rankings.

Ultimately, however, it is not Brand Finance but customers and other stakeholders that decide how valuable a brand is. They do this by voting with their minds and feet to choose which brands are their favourites.

With this in mind, Brand Finance's brand valuation study starts with a deep review of what people think about brands. We study the views of over 100,000 respondents worldwide including over 25,000 in the Asia Pacific region covering brand awareness, consideration and many measures of brand reputation. This produces an understanding of a brand strength.

Given that at Brand Finance, our reason for being is to "bridge the gap between marketing and finance" to help communicate the benefits of marketing and branding to financial teams the next step is to combine this analysis of brand perceptions with financial analysis of the business the brand is used for. This enables us to define the brand value.

By conducting these two phases together, we as brand managers are able to identify what are the root causes of brand value in order to guide brands' positioning, their promotional activities, their products, services and prices and their approach for all other manner of marketing tool.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits.

Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? How do you know how much to spend behind each brand?

Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

And answering them is particularly important in our region. Understanding the value that brands bring and maximising it will help bring growth, profitability and worldwide popularity.

We hope you find this study and its associated analyses interesting, and that it enables you to explain and improve the value of brands in businesses you are working in or advising. If you need any help in doing so, the team and I are here to continue the conversation with you.

Indonesia's mining brands hit pay dirt with rising energy and oil demand

- + Indonesia's mining brands posted brand value increases of at least 5% with **Bayan Resources** seeing the fastest growth at 34%
- + **BRI** is Indonesia's most valuable brand with a brand value of \$4.3 billion
- + **BCA** defends position as Indonesia's strongest brand
- + **Indah Kiat Pulp & Paper** (up 48%) claims fastest growing brand in Indonesia title

Ranking Analysis.



Ranking Analysis.



Indonesia's mining brands posted brand value increases of at least 5% with Bayan Resources seeing the fastest growth at 34%

Mining brands in Indonesia yielded much harvest in their brand values as demand for energy and oil increased due to fallout from the Ukraine conflict. All brands posted brand value increases of at least 5%, with all but one either seeing improvements to or maintaining their rank positions.

Bayan Resources saw its brand value rise by 34% to \$178.76 million, jumping eight places to 44th position. With a brand strength rating of A-, its brand performance was driven by strong financial performance along with higher selling prices of coal. Riding on this momentum, the brand aims to increase production and become the largest and most profitable coal company in Indonesia.

Being one of the country's largest coal producers, Bayan Resources is highly committed to practicing sustainable business practices such as the consistent implementation of Good Mining Practices and environmental management during mining practices.

Adaro Energy recorded an outstanding 32% increase in brand value to \$177.07 million, gaining six positions to reach 45th position and retaining a brand strength rating of AA-. Its strong performance was attributed to higher coal prices which boosted the selling prices of the brand's products.

Adaro Energy is committed to decarbonisation efforts through joint ventures in power plants. In acknowledgement of its sustainability efforts, its subsidiary **Adaro Indonesia** won the PROPER Gold Award — the highest recognition in environmental management from the Ministry of Energy and Mineral Resources of Indonesia (MoEMR) in 2022.

Indika Energy charted a growth of 10% in brand value to \$101.65 million and maintained its ranking at 64th place. With a brand strength rating of A-, its growth continues to flourish as coal prices increase. The brand plans to develop the nation's electric vehicle ecosystem with the launch of ALVA One, an electric two-wheelers vehicle via its subsidiary **PT Ilectra Motor Group (IMG)**. Indika Energy has made inroads in sustainability through the incorporation of energy-saving processes such as the installation of solar panels and the use of biodiesel for operations.

United Tractors saw its brand value increase by 5% to \$93.48 million, and an increase in its brand strength rating from A+ to AA-. Additionally, it was able to retain its 67th position. This growth is mainly attributed to stronger revenue which is supported by higher contracting revenues and sales of construction machinery. United Tractors plans to improve operational efficiency. For instance, United Tractors is currently focused on optimising coal production from mines belonging to **PT Asmin Bara Bronang**, **PT Telen Orbit Prima**, and **PT SuprabariMapanindo Mineral**.

Indo Tambangraya Megah (ITM) saw an increase in brand value by 7% to \$73.83 million while retaining a brand strength rating of A. The brand saw its ranking decrease by one position to 73rd position. ITM's growth was mainly driven by stronger revenue fuelled by higher coal prices. The brand plans to increase its sustainability capabilities through further development of its ethical mining practices culture and digital infrastructure. On the ethics front, ITM received 11 awards for ethical mining practice from *Bisnis Indonesia Daily* and *Investor* magazine in 2022. This enabled ITM to further its reputation as an ethical brand

within the Indonesian community. On the digitalisation front, ITM launched SIGAP (Sustainability, Information, Governance Apps), which enabled it to reduce mining waste through improved data analytical methods.

Bukit Asam posted an increase in its brand value by 10% to \$71.08 million along with a 2-place rank improvement to 76th position. With a corresponding brand strength rating of A-, its brand performance can be attributed to stronger revenue driven by global and national economic recovery and increased demand and prices of coal.

Bukit Asam plans to improve its sustainability capabilities through innovative practices and active collaboration with other organisations. On innovative practices, the brand digitalised its coal handling facilities in 2022 based on 4.0 technology which led to a decrease in emissions by up to 7352tCO₂e. On the collaboration front, Bukit Asam and **China Huadian Cooperation** signed a memorandum of understanding in the same year to explore the development of renewable energy in South China. This enabled Bukit Asam to increase its sustainability research capacity.

Top 10 Most Valuable Indonesian Brands

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1 ↑ 2  USD4.3 bn +15%	2 ↓ 1  USD4.0 bn -15%	3 ↑ 5  USD3.7 bn +27%	4 ↓ 3  USD3.4 bn +7%	5 ↑ 7  USD3.1 bn +8%
6 ↓ 4  USD2.9 bn -3%	7 ↓ 6  USD2.8 bn -3%	8 ← 8  USD2.4 bn -5%	9 ↑ 10  USD1.7 bn +16%	10 ↓ 9  USD1.5 bn -7%

BRI is Indonesia's most valuable brand with a brand value of \$4.3 billion

BRI inched a place forward to claim the title of Indonesia's most valuable brand this year. The banking brand saw its brand value increase by 15% to \$4.3 billion while retaining a brand strength rating of AAA. The increase in brand value was mainly attributed to an improvement in financial performance. BRI had reported a net profit of Rp39.31 trillion (\$2.5 billion) in the third quarter of 2022, representing a significant year-on-year growth of 106.14%.

In 2022, BRI acquired **Danareksa Investment Management**, with the aims of establishing itself as a one-stop financial services provider. BRI captured the digital needs of its customer base with the 2022 launch of QLola, an Integrated Corporate Solution Platform that offered users a single sign-on login to various banking services. It also teamed up with its subsidiary – **Bank Raya Indonesia (Bank Raya)** – to

integrate Bank Raya's registration portal into its flagship mobile banking application, BRIimo. This integration saw the expansion of BRI's customer base to include workers in the gig economy. By the end of 2022, the BRIimo app became the nation's most used banking app. It achieved an exponential increase in downloads by 68.46% year-on-year, accumulating more than 23.8 million total users.

BRI remains dedicated in its pledge to sustainability with the close alignment of its business practices with environmental, social and governance (ESG) principles. The brand implemented financing policies for various sub sectors, encouraging customers to adopt sustainability-based business processes.

By December 2022, the brand had pumped Rp78.8 trillion (\$5.26 billion) into the green sector. To minimise carbon footprint, BRI also opened its own Public Electric Vehicle Charging Station (SPKLU) and provided electric vehicles for its offices throughout the nation.



Top 10 Strongest Indonesian Brands

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1 ← 1   92.9 -1.1 AAA+	2 ↑ 3   85.3 -3.9 AAA	3 ↑ 7   83.9 -1.7 AAA-	4 ↓ 64   83.4 +15.9 AAA-	5 ↑ 52   83.3 +13.4 AAA-
6 ↓ 2   83.1 -6.5 AAA-	7 ↓ 4   82.6 -5.5 AAA-	8 ↓ 5   82.5 -5.0 AAA-	9 ↓ 6   82.1 -4.1 AAA-	10 ↑ 11   81.6 +1.7 AAA-

BCA defends position as Indonesia's strongest brand

BCA retained its title of being Indonesia's strongest brand with an outstanding brand strength rating of AAA+, although its brand value dipped by 3% to \$2.9 billion. However, we note that this decline in brand value was mainly due to the depreciation of the Indonesian Rupiah against the US Dollar. The banking brand had made enormous gains in 2022, achieving a total loan growth of 11.7% year-on-year, driven by recovery in all of its loan segments.

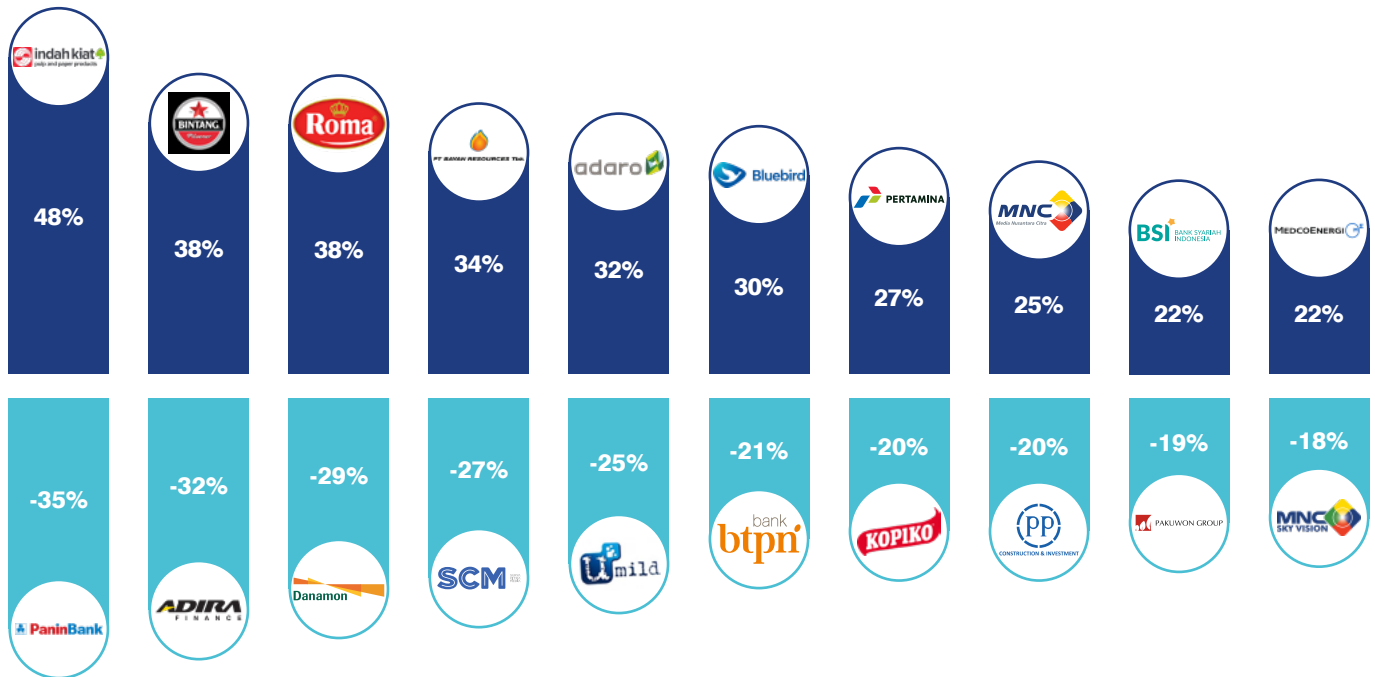
In 2022, the brand organised strategic events such as BCA Expoversary, BCA UMKM Fest 2022, and BCA Wealth Summit 2022. This contributed to its performance and resulted in a mortgage portfolio exceeding Rp108 trillion (\$6.9 billion) for the first time. One of its events, BCA Expoversary, showcased various flagship products and promotions which attracted thousands of visitors to the event. Various special interest rate programs were offered, with one of its highlights offering tiered KPR interest rates for customers who desired to own properties. These interest rates were customisable to the diverse financial characteristics of customers, helping to fulfil their property ownership needs.

On the ESG front, BCA ramped up its sustainability efforts with increasing participation in sustainable financing and management of waste from business operations. By December 2022, the brand saw credit disbursements to sustainable sectors increase by 14.9% year-on-year to reach Rp183.2 trillion (\$12.3 billion), contributing 25.4% to BCA's total financing portfolio. The brand has also introduced a waste management programme to significantly reduce its carbon footprint where it has processed 518 tonnes of waste in total, potentially minimising 348.9 tonnes of CO₂ emissions. The programme also helped generate funds to finance scholarships for the underprivileged local community.



Brand Value Change 2023-2022 (%)

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Indah Kiat Pulp & Paper (up 48%) claims fastest growing brand in Indonesia title

Indah Kiat Pulp & Paper is the fastest growing brand in Indonesia in our rankings as its brand value surged by 48% to \$367 million, propelling it 11 places to 23rd place. The engineering & construction brand garnered a brand strength rating of AA, decreasing slightly from AA+ last year. Its brand performance was driven by impressive financial performance, with a consolidated net profit increase of 62.9% to \$857.5 million in 2022. This increase was due to higher selling price of the

brand's products, which include cultural paper and pulp products, industrial paper and tissue.

With increasing global demand for industrial paper, Indah Kiat Pulp & Paper sets its sights on expanding its manufacturing facilities to accommodate greater production capacity. In 2023, the brand announced plans to inject Rp54.25 billion (\$3.63 billion) in funds for the building of a new paper factory and accompanying facilities in West Java. This new plant is expected to churn out an annual production capacity of 3.9 million tonnes of industrial paper, boosting its current production capacity of 2.2 million tonnes.

The brand is resolute in its commitment to sustainability with the implementation of energy efficiency programmes in its production processes. Overall, it aims to reduce greenhouse gas emissions through energy efficiency processes in both paper production processes and power plant operations. In the past three years, it has reduced energy usage by 2.9% for electricity and 3% for steam. The brand has also actively incorporated ESG principles into its business practices. As such, Indah Kiat Pulp & Paper was presented with the Indonesia Green and Sustainable Companies Award (IGSCA) 2023 in the Natural Resource-based Industry category to recognise its sustainability efforts.



Sector Analysis.



Banking

Banking brands in Indonesia posted solid growth in 2022. In the first half of 2022, they experienced improved profitability that was primarily driven by wider net interest margins (NIMs). This widening of NIMs was due to declining funding costs and lower credit costs. In addition, consumer demand has been increasing post-pandemic following the nation's accelerated economy - with a 5.03% growth in Q1 2023. The strength of banking brands is helping them to leverage these advantageous factors and their overall profitability is expected to remain healthy, supported by stronger loan growth and improving asset quality.

Banking brands are the largest contributor to our rankings. The combined brand value from all 17 banking brands listed improved from \$14.5 billion to \$14.8 billion, making up approximately 31% of total brand value of all 100 brands listed in our rankings.

The top five most valuable banking brands in Indonesia are **Bank Rakyat Indonesia (BRI)**, **Bank Mandiri**, **BCA**, **Bank Negara Indonesia (BNI)** and **Bank Syariah Indonesia** – with the brand value of these five banking

brands amounting to \$12.5 billion, approximately 85% of the sector's brand value.

BRI posted a 15% brand value increase to \$4.3 billion, moving up one position to clinch the title of Indonesia's most valuable brand this year. It was also able to maintain its brand strength rating of AAA. BRI's increase in brand value was mainly attributed to an improvement in financial performance. This performance was due to an increase in year-on-year profits, assets, total loans and financing in 2022.

BRI plans on achieving widespread financial inclusion through digitalisation. For instance, the brand initiated in 2022 the Ultra Micro (UM) holdings development that sought to integrate databases from BRI, **Pegadaian** and **Permodalan Nasional Madani (PNM)**. This development allowed for the data integration of more than 34 million customers which enabled more personalised and coordinated financial services.

Bank Mandiri's brand value increased by 7% to \$3.4 billion. However, it saw a decrease in brand strength rating from AAA+ to AAA- and a drop in ranking by one position to 4th place. Bank Mandiri's increased



brand value was mainly attributed to improved financial performance, which included an increase in net interest income and maintaining levels of NIMs.

Bank Mandiri plans on improving customers' experiences through a brand building strategy that focuses on increased integration of its financial offerings. For instance, the brand actively collaborates with various brands across industries to create an integrated financial ecosystem. Some of the brands Mandiri has partnered with are **Telkomsel**, **PT Garuda Indonesia** and **Indomart**.

BCA is the strongest brand in our rankings this year. The brand saw a decrease in brand value of 3% to \$2.9 billion and a decline in its ranking by two spots to 6th place while maintaining its AAA+ ranking. The decline in brand value was mainly due to the depreciation of the Indonesia Rupiah against the US Dollar. However, BCA was still able to make gains that were driven by a recovery in all loan segments. It plans on improving its wealth management system and client engagement. For instance, BCA partnered with wealth management technology services provider **Avaloq** to improve back-office operations and front-office interfaces for its investment services. This partnership revolves around the adoption of Avaloq's Process-as-a-Service model which seeks to improve back-office efficiency and user experience through a high degree of automation.

BNI's brand value decreased by 7% to \$1.5 billion. Moreover, it also saw a deterioration in brand strength rating from AAA to AAA- and a drop in ranking by one spot to 10th position. As with BCA, BNI's brand value decline was mainly due to the negative impacts arising

from the depreciation of Indonesia Rupiah against the US Dollar.

BNI plans on improving its business model through digitalisation and financial initiatives. On the digitalisation front, the brand stresses on upgrading its digital infrastructure through collaboration and technical upgrades. For instance, BNI and integrated augmented reality technology provider **WIR Group** have been actively developing metaverse and digital banking service innovations. With regards to financial initiatives, BNI actively focuses on initiatives targeting foreign markets to create improved financial products and widen its customer base. It improved operations in Japan in 2022 by opening a Tokyo office in the Nurihiko building. This would allow BNI to promote superior financial services and facilitate better business matching between buyers from Japan and sellers from Indonesia.

Bank Syariah Indonesia recorded an increase in brand value of 22% to \$495.57 million, improving its ranking by four places to 16th position. Additionally, it saw an increase in brand strength rating from A to A+. The increase in brand value was mainly driven by better financial performance led by an increase in financing disbursement and fee-based income, which resulted in higher year-on-year profits.

Bank Syariah Indonesia plans to utilise tech disruption to enhance its business operations and service offerings, with this approach mainly revolving around strategic collaboration with technology providers. For instance, the brand partnered with **Magnus Digital** in 2022 with aims of bringing about widespread awareness and user acquisition for its Superapp.

Top 5 Most Valuable Indonesian Banking Brands

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Engineering & Construction

The E&C sector is a keystone of Indonesia's economy, being the fourth-largest contributor to the country's gross domestic product. In 2023, the sector grew as the government focused on developing infrastructure to enhance connectivity throughout the archipelago. However, its growth is expected to slow down in 2023 due to factors such as high building material prices and elevated interest rates. Nevertheless, the industry continues to receive Rp392 trillion (\$25 billion) in funding from the government for infrastructure development.

E&C brands collectively form the 7th largest contributor of brand value in our rankings, posting a total brand value of \$1.68 billion. This makes up approximately 4% of the total brand value of all brands listed. Compared

to the previous year, the total brand value of E&C brands declined slightly by 1% to \$1.68 billion. The top five most valuable E&C brands in Indonesia are **Semen Indonesia, Indah Kiat Pulp & Paper, Wika, Indocement** and **PP Construction & Investment**.

Semen Indonesia, Indonesia's largest cement producer, saw its brand value decrease by 11% to \$432.08 million. Although its ranking declined by four positions to 20th place, its brand strength rating improved from AA+ to AAA-.

The decrease in brand value was due to weaker business performance as the domestic demand for cement slowed. To optimise profitability, the brand implemented multibrand and dynamic pricing strategies by leveraging premium brands in key markets and conducting price increases.



Semen Indonesia has also strengthened sustainability initiatives through the replacement of fossil fuels with alternative fuels and the use of solar panels.

Indah Kiat Pulp & Paper – the fastest growing brand in our rankings – posted a brand value increase of 48% to \$367 million, leaping 11 places in brand ranking to attain 23rd place. Its brand strength rating decreased slightly from AA+ to AA. With increased selling prices of its products, Indah Kiat Pulp & Paper recorded stellar financial performance that bolstered its brand performance.

The brand had recorded an increase in net profits of 62.9% to \$857.5 million in 2022. In recognition of its sustainability efforts, Indah Kiat Pulp & Paper won the 2022 Indonesia Green Awards in the Integrated Waste Management Development category.

Wika's brand value increased by 11% to \$228.04 million. It improved four positions to 35th place while retaining a brand strength rating of AA-. Wika's brand performance was due to strong financial performance, where it gained a 20.61% increase in total net revenue amounting to Rp21.48 trillion (\$1.36 billion). This growth in revenue was driven by the brand securing new contracts valued at Rp6.49 trillion (\$0.4 billion).

In recognition of its sustainability efforts, Wika bagged three awards in the Indonesia CSR Excellence Award (ICEA) 2022 held by First Indonesia Magazine — Best CSR Global Program, Best CSR in MSME (UKM) Program, and The Best Leadership Focus in CSR Program.

Indocement recorded a 7% decrease in brand value to \$198.52 million. It dropped two places in rankings to 39th place while retaining a brand strength rating of AA+. The brand recorded weaker financial performance as the Indonesian cement industry faced oversupply issues and slowing domestic demand. To address this, Indocement plans to utilise alternative fuels in cement production for cost efficiency and sustainability purposes.

In 2022, the brand signed a memorandum of understanding with DKI Jakarta Provincial Government's Environmental Agency to harness urban waste from **TPST Bantargebang** as an alternative fuel.

PP Construction & Investment's brand value decreased by 20% to \$196.97 million, falling seven places to 42nd position as it experienced slower revenue growth. Despite this decrease, the brand improved its brand strength rating from AA- to AA.

PP Construction & Investment made significant breakthroughs in construction projects last year, with its Mandalika Circuit Project winning the Innovator of the Year category at the ASEAN Innovation Awards 2022. It also successfully completed the development of Komodo Airport facilities, with its inauguration ceremony graced by Indonesian President Joko Widodo in July 2022.

On the ESG front, the brand's construction of the Menara Danereksa Tower in Jakarta was awarded the Gold Green Building certification by the Green Building Council Indonesia (GBCI).

Top 5 Most Valuable Indonesian Engineering & Construction Brands



Brand Value Ranking (USDm).

Top 100 most valuable Indonesian brands 1-50

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	2	↑	BRI	Banking	4,258	+15%	3,698	AAA	AAA
2	1	↓	Telkom Indonesia	Telecoms	4,008	-15%	4,691	AAA-	AAA
3	5	↑	Pertamina	Oil & Gas	3,691	+27%	2,914	AAA-	AAA
4	3	↓	Bank Mandiri	Banking	3,375	+7%	3,146	AAA-	AAA+
5	7	↑	Sampoerna	Tobacco	3,092	+8%	2,854	AA-	AA-
6	4	↓	BCA	Banking	2,881	-3%	2,965	AAA+	AAA+
7	6	↓	Gudang Garam	Tobacco	2,783	-3%	2,871	A+	A+
8	8	↔	A Mild	Tobacco	2,374	-5%	2,492	AAA-	AAA
9	10	↑	PLN	Utilities	1,732	+16%	1,493	AAA-	AAA-
10	9	↓	BNI	Banking	1,532	-7%	1,657	AAA-	AAA
11	12	↑	Dji Sam Soe	Tobacco	█	█	█	█	█
12	-	New	Gojek	Car Rental Services	█	█	█	█	█
13	11	↓	IM3	Telecoms	█	█	█	█	█
14	14	↔	Indomie	Food	█	█	█	█	█
15	15	↔	XL	Telecoms	█	█	█	█	█
16	20	↑	Bank Syariah Indonesia	Banking	█	█	█	█	█
17	21	↑	Bimoli	Food	█	█	█	█	█
18	17	↓	Astra International	Automobiles	█	█	█	█	█
19	13	↓	U Mild	Tobacco	█	█	█	█	█
20	16	↓	Semen Indonesia	Engineering & Construction	█	█	█	█	█
21	22	↑	Indomilk	Food	█	█	█	█	█
22	18	↓	SGM	Food	█	█	█	█	█
23	34	↑	Indah Kiat Pulp & Paper	Engineering & Construction	█	█	█	█	█
24	23	↓	CIMB Niaga	Banking	█	█	█	█	█
25	30	↑	Medco Energi	Oil & Gas	█	█	█	█	█
26	26	↔	Indofood	Food	█	█	█	█	█
27	29	↑	PGN	Utilities	█	█	█	█	█
28	24	↓	Energen	Food	█	█	█	█	█
29	19	↓	Bank Danamon	Banking	█	█	█	█	█
30	36	↑	Garuda Indonesia	Airlines	█	█	█	█	█
31	27	↓	Bank BTN	Banking	█	█	█	█	█
32	28	↓	Kereta Api	Logistics	█	█	█	█	█
33	43	↑	Roma	Food	█	█	█	█	█
34	31	↓	Jasa Marga	Logistics	█	█	█	█	█
35	39	↑	Wika	Engineering & Construction	█	█	█	█	█
36	38	↑	Alfa Mart	Retail	█	█	█	█	█
37	42	↑	AKR Corporindo	Logistics	█	█	█	█	█
38	25	↓	Panin Bank	Banking	█	█	█	█	█
39	37	↓	Indocement	Engineering & Construction	█	█	█	█	█
40	32	↓	BTPN	Banking	█	█	█	█	█
41	33	↓	Kopiko	Food	█	█	█	█	█
42	35	↓	PP Construction & Investment	Engineering & Construction	█	█	█	█	█
43	44	↑	Bank Mega	Banking	█	█	█	█	█
44	52	↑	Bayan Resources	Mining, Metals & Minerals	█	█	█	█	█
45	51	↑	Adaro Energy	Mining, Metals & Minerals	█	█	█	█	█
46	40	↓	Bank OCBC NISP	Banking	█	█	█	█	█
47	47	↔	Matahari Department Store	Retail	█	█	█	█	█
48	48	↔	BJB	Banking	█	█	█	█	█
49	49	↔	Chandra Asri Petrochemical	Chemicals	█	█	█	█	█
50	58	↑	Bintang	Beers	█	█	█	█	█

Top 100 most valuable Indonesian brands 51-100

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
51	46	↓	Waskita Karya	Engineering & Construction	₹	₹	₹	₹	₹
52	55	↑	Kalbe Farma	Pharma	₹	₹	₹	₹	₹
53	59	↑	Media Nusantara Citra	Media	₹	₹	₹	₹	₹
54	57	↑	Lippo Karawaci	Real Estate	₹	₹	₹	₹	₹
55	41	↓	Surya Citra Media	Media	₹	₹	₹	₹	₹
56	54	↓	Gajah Tunggal	Tyres	₹	₹	₹	₹	₹
57	56	↓	Bank Permata	Banking	₹	₹	₹	₹	₹
58	53	↓	Mayora Indah	Food	₹	₹	₹	₹	₹
59	60	↑	Citilink	Airlines	₹	₹	₹	₹	₹
60	50	↓	Torabika	Food	₹	₹	₹	₹	₹
61	45	↓	Adira Finance	Banking	₹	₹	₹	₹	₹
62	61	↓	Adhi Karya	Engineering & Construction	₹	₹	₹	₹	₹
63	62	↓	Bumi Serpong Damai	Real Estate	₹	₹	₹	₹	₹
64	64	←	Indika Energy	Mining, Metals & Minerals	₹	₹	₹	₹	₹
65	68	↑	Erajaya	Retail	₹	₹	₹	₹	₹
66	66	←	Smartfren	Telecoms	₹	₹	₹	₹	₹
67	67	←	United Tractors	Mining, Metals & Minerals	₹	₹	₹	₹	₹
68	65	↓	BFI	Banking	₹	₹	₹	₹	₹
69	72	↑	Blue Bird	Car Rental Services	₹	₹	₹	₹	₹
70	63	↓	LinkNet	Telecoms	₹	₹	₹	₹	₹
71	70	↓	Silver Queen	Food	₹	₹	₹	₹	₹
72	71	↓	MPM	Automobiles	₹	₹	₹	₹	₹
73	77	↑	Bank Jatim	Banking	₹	₹	₹	₹	₹
74	73	↓	ITM	Mining, Metals & Minerals	₹	₹	₹	₹	₹
75	76	↑	Japfa	Food	₹	₹	₹	₹	₹
76	78	↑	Bukit Asam	Mining, Metals & Minerals	₹	₹	₹	₹	₹
77	69	↓	Protelindo	Tech	₹	₹	₹	₹	₹
78	81	↑	Enseval	Pharma	₹	₹	₹	₹	₹
79	80	↑	Astra Agro Lestari	Food	₹	₹	₹	₹	₹
80	74	↓	Sinar Mas Multiartha	Insurance	₹	₹	₹	₹	₹
81	79	↓	Tower Bersama	Telecoms	₹	₹	₹	₹	₹
82	84	↑	Ramayana	Retail	₹	₹	₹	₹	₹
83	86	↑	Charoen Pokphand	Food	₹	₹	₹	₹	₹
84	75	↓	Pakuwon	Real Estate	₹	₹	₹	₹	₹
85	87	↑	Smart (Sinar Mas Agro Res & Tech)	Food	₹	₹	₹	₹	₹
86	91	↑	Kimia Farma	Pharma	₹	₹	₹	₹	₹
87	82	↓	Choki Choki	Food	₹	₹	₹	₹	₹
88	94	↑	Mitra Keluarga	Healthcare Facilities	₹	₹	₹	₹	₹
89	93	↑	Supermi	Food	₹	₹	₹	₹	₹
90	92	↑	Hypermart	Retail	₹	₹	₹	₹	₹
91	89	↓	Sarimi	Food	₹	₹	₹	₹	₹
92	90	↓	Siloam Hospital	Healthcare Facilities	₹	₹	₹	₹	₹
93	83	↓	MNC Sky Vision	Media	₹	₹	₹	₹	₹
94	85	↓	Beng-Beng	Food	₹	₹	₹	₹	₹
95	-	New	Citra Marga Nusaphala Persada	Commercial Services	₹	₹	₹	₹	₹
96	88	↓	Tempo ScanPacific	Pharma	₹	₹	₹	₹	₹
97	97	←	Elnusa	Oil & Gas	₹	₹	₹	₹	₹
98	95	↓	CSA	Logistics	₹	₹	₹	₹	₹
99	-	New	Tunas Ridean	Automobiles	₹	₹	₹	₹	₹
100	96	↓	MNC Investama	Media	₹	₹	₹	₹	₹



Sustainability.

Sustainability Perception Values (SPV)

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1		2		3		4		5	
									
USD356 m 4.00		USD320 m 4.42		USD307 m 4.34		USD222 m 4.53		USD220 m 3.83	
6		7		8		9		10	
									
USD184 m 4.78		USD116 m 5.82		USD109 m 4.18		USD43 m 3.72		USD26 m 4.24	

Top Sustainability Perceptions Score and Value for 2023

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

Gojek has the highest Sustainability Perceptions Score

New entrant **Gojek** has the highest SPS among brands listed in our rankings at 5.82 out of 10. The on-demand car rental services brand, under its parent company GoTo, is making significant strides towards a sustainable future by aligning its sustainability strategy with the ambitious “Three Zeros by 2030” commitments. These commitments include Zero Emissions, Zero Waste, and Zero Barriers by 2030. Through its various brands, such as Gojek, **GoTo** is actively working towards reducing emissions, transitioning to renewable



energy sources for its offices, exploring innovative methods to extract value from waste within its ecosystem, and developing new financial products to improve the well-being of its driver-partners.

In line with its sustainability goals, **Gojek** is also forging partnerships across the electric vehicle value chain, aiming to establish a fully electric fleet by 2030. Additionally, besides reduction efforts, the brand plans to offset any unavoidable emissions through the implementation of its GoGreener Carbon Offset feature. By collaborating with carbon management platform **Jejak.in**, Gojek users can calculate their carbon emissions from daily transportation and household appliance usage and then determine the number of trees required to offset their carbon footprint. By promoting and communicating these sustainability initiatives and commitments to all stakeholder groups, Gojek has successfully built high sustainability perceptions amongst its stakeholders, as reflected in its SPS standing.

Telkom Indonesia has the highest Sustainability Perceptions Value

As well as being Indonesia's second most valuable brand, **Telkom Indonesia** also has the highest SPV among brands listed in our rankings at \$356 million. It is important to note that this value is not an assessment of the brand's overall sustainability performance. Rather, SPV indicates how much brand value Telkom Indonesia

has that is tied up in sustainability perceptions among stakeholders.

Telkom Indonesia has undertaken a number of sustainability initiatives, including implementing measures to reduce energy consumption at its data centres – which account for the brand's largest energy consumption. This is achieved by adjusting the temperature and humidity of cooling devices and adopting energy-efficient technologies.

Furthermore, Telkom Indonesia has incorporated clean and environmentally friendly energy sources, such as solar cells and fuel cells, in its Base Transceiver Stations. In terms of social aspects, Telkom Indonesia remains committed to the development of training and education programs aimed at creating a skilled workforce capable of adapting to digital technology. Additionally, the brand continues to contribute to the connectivity and expansion of digital-based telecommunication infrastructures across Indonesia, aligning with the growth of the digital economy in the country.

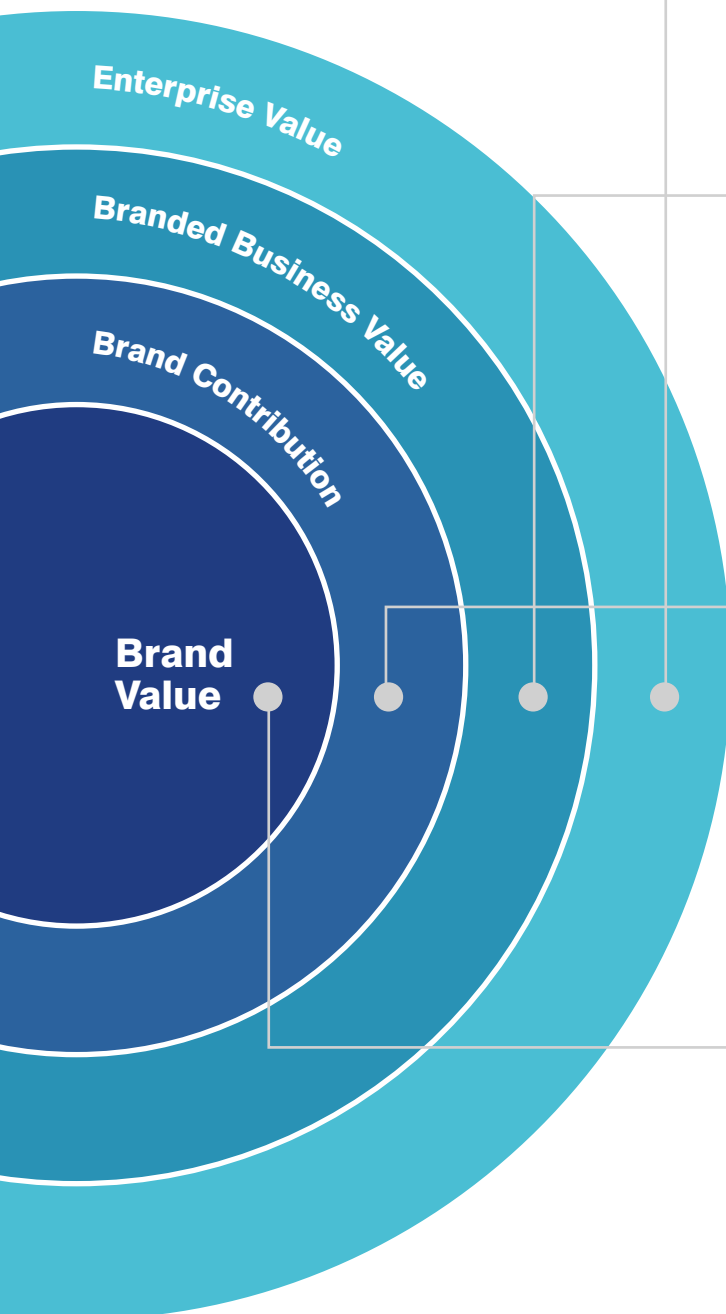
While Telkom Indonesia has made positive strides in its sustainability initiatives, there is room to further enhance its efforts and improve communication regarding its sustainability practices. By doing so, the brand can strengthen stakeholders' perceptions of its sustainability commitments and make continued progress towards a more sustainable future.





Methodology.

Definitions.



Brand Value

+ 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'.



+ 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.



+ 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.



+ Brand Value

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

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



Brand Valuation Methodology.

Definition of Brand

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions produced in this study are based only on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable in the event that the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the report are not to be construed as providing investment or business advice. Brand Finance does not intend the report to be relied upon for any reason and excludes all liability to any body, government or organisation.

1



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)

2

Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



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

3



Brand Impact × Brand Strength

The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.

Forecast Brand Value Calculation

4

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.



We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1

Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2

Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



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.

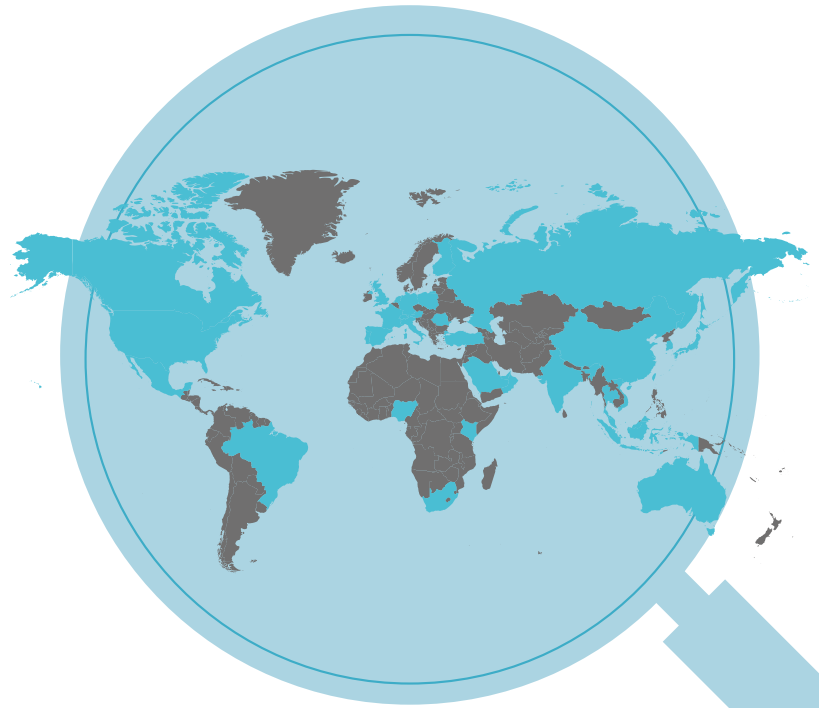
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

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

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43% Care about the wider community (Rank #1)

88% Consideration Conversion



8% Care about the wider community (Rank #86)

92% Consideration Conversion

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

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

Get your brand talked-about

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

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



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

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	1 st	2 nd	3 rd
	  PORSCHE	Jeep	
	 		
	  CONVERSE		 PORSCHE
	 	 PORSCHE	 UNDER ARMOUR

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

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

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

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



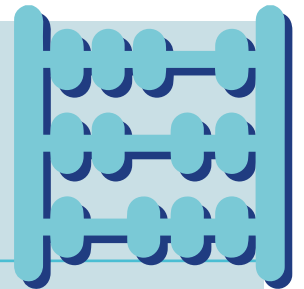
Brand Valuation

Make your brand's business case

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

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

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



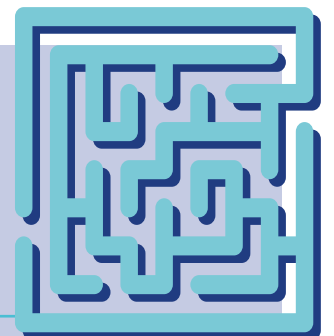
Brand Strategy

Make branding decisions with your eyes wide open

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

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

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



Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across over 38 markets in 31 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

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

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

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

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

How can I improve return on marketing investment?

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

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

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

Brand Dialogue®



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

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

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



Research, Strategy & Measurement

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



Public Relations & Communications

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



Marketing & Events

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



Content Creation

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



Strategic Communications

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



Brand Finance Network.

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

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