



# IPL 2023

**The annual report on the most valuable and strongest Indian Premier League brands**  
December 2023

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# About Brand Finance.

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

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

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

## **We quantify the financial value of brands**

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

## **We offer a unique combination of expertise**

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

## **We pride ourselves on technical credibility**

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

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



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Understanding

Benefits

Contents



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates

# Brandirectory.com



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- + Track brand value, strength, and rating across publications and over time
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## Brand Finance Group.



**Brand Finance**<sup>®</sup>  
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**<sup>®</sup>



### **Brand Dialogue**

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

**vi360**

### **VI360**

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

Brand Finance®



# Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **38 countries** and **31 sectors** covered
- More than **150,000 respondents** surveyed annually
- We are now **in our 7<sup>th</sup> consecutive year** conducting the study

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or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



[enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

# Foreword.

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**David Haigh**  
Chairman,  
Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be ‘to make money’

Huge investments are made in design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

The world of professional sports, particularly Cricket and IPL T20, serves as a breeding ground for some of the most globally recognized brands. Esteemed clubs such as Mumbai Indians, Chennai Super Kings, Royal Challengers Bangalore, Gujarat Titans, and others rival the brand strength of entities like TikTok and Mercedes Benz, highlighting their remarkable stature. These top clubs not only command significant commercial and matchday income but also secure substantial funds through corporate sponsorships, a market that exhibits continuous growth.

Given the substantial financial stakes and the emergence of new opportunities within the industry, it becomes imperative to possess a comprehensive understanding of all facets of Cricket finance. This knowledge is pivotal for the success of all stakeholders involved. We trust you will find the insights generated in this report informative and useful in your endeavours, and we look forward to continuing the conversation with you in the future.

# IPL surges into decacorn territory with a 28% brand value growth, now exceeding \$10 Billion.

- + **Mumbai Indians** is the most valuable **IPL** brand, valued at \$87 million as it continues to expand its global presence with MI #OneFamily
- + The IPL continues to see a viewership explosion and global expansion
- + **Gujarat Titans** rapidly rises in brand value and strength since 2021 IPL debut
- + **Lucknow Super Giants** are the fastest growing IPL team
- + Introduction of **Women's Premier League (WPL)** ignites excitement
- + IPL sees immense overall brand value growth over the past 16 years
- + **Chennai Super Kings** is the strongest IPL brand, earning AAA- rating



A stack of papers is shown in a grayscale, slightly blurred perspective, receding into the distance. A dark blue rectangular box is overlaid on the top left portion of the image, containing white text.

# **Brand Value & Brand Strength Analysis.**

# Brand Value & Brand Strength Analysis.



In its 16<sup>th</sup> year, the **Indian Premier League (IPL)** has become a brand value Decacorn – with the total combined brand value of the IPL system reaching USD10.7 billion.

This significant achievement is attributed to factors including a media rights deal amounting to a staggering USD6.2 billion (INR 48,390 Crores), an increase in the central pool of IPL revenues, the addition of 2 Franchise teams, and the return to full stadium attendance in 2023 following the pandemic.

There are now more diverse media options available to advertisers, such as **Jio Cinema** and **Star TV**, while there has also been an upsurge in the use of devices for IPL consumption as well as multiple language streaming and commentary choices.

This, and immersive theme park activities, has helped increase engagement of a digital-savvy millennial audience consuming IPL content across various devices, further propelling the rapid growth of the IPL's brand value.

## Mumbai Indians is the most valuable IPL brand, valued at \$87 million

**Mumbai Indians (MI)** maintains its position as the top-ranking IPL Franchise in terms of brand value – coming in at USD87 million. Following behind, **Chennai Super Kings (CSK)** has leapfrogged into 2<sup>nd</sup> most valuable brand position with a brand value of USD81 million, while **Kolkata Knight Riders (KKR)** and **RCB** follow at USD78.6 million and USD69.8 million respectively.

**Gujarat Titans (GT)** have demonstrated a significant increase in brand value and ranking, securing 5<sup>th</sup> position - an impressive jump from 8<sup>th</sup> place last year. This achievement reflects a substantial 38% growth in brand value, while GT is also the 2<sup>nd</sup> Strongest IPL Franchise brand, surpassed only by Chennai Super Kings (CSK).

Every year, Brand Finance puts 6,500 of the biggest brands to the test, and publishes nearly 100 reports, ranking brands across all sectors and countries.

The analysis of the brand value of the IPL system and its participating franchises is included in this new Brand Finance IPL 2023 report.



**IPL 2023 is paving the way for a Global T20 business ecosystem! More and more Franchise owners will be taking their brand of cricket to newer potential markets in MEA, USA, APAC. Franchise owners are now seeing year-long commitment from players for various leagues played globally. IPL in India itself is transforming into a platform that is fuelling a wider growth in the sports economy.**

Ajimon Francis,  
Managing Director, Brand Finance India



Top 10 Most Valuable IPL Brands

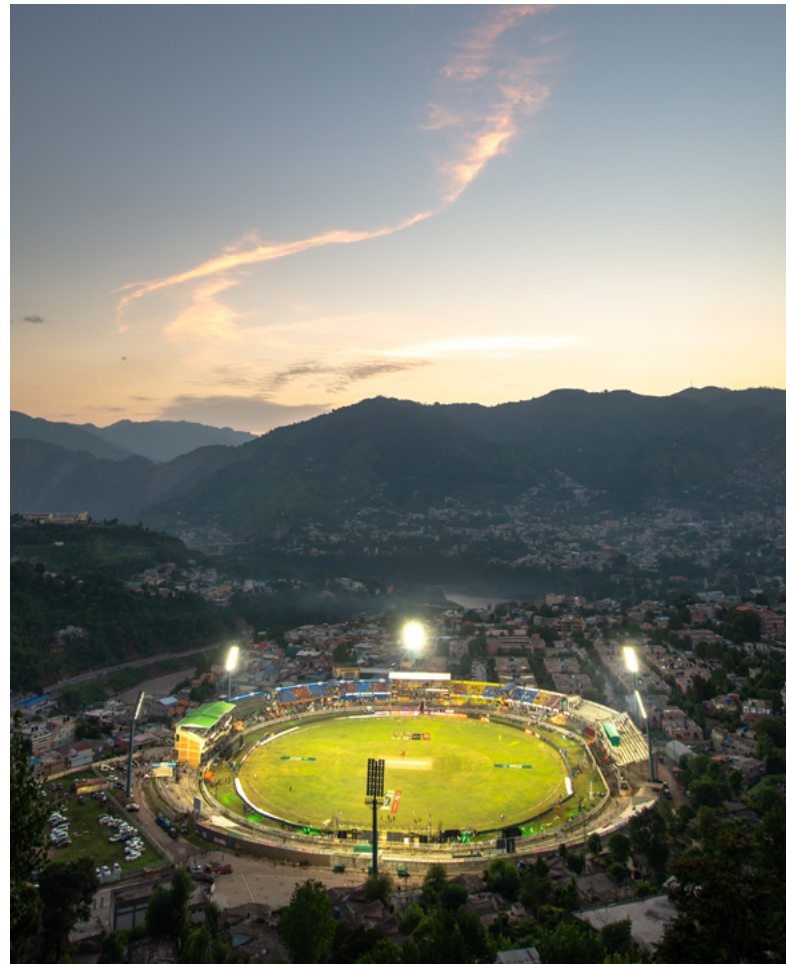
© Brand Finance Plc 2023

<p>1 ← 1</p>  <p>USD87.0 m +5%</p>	<p>2 ↑ 3</p>  <p>USD80.6 m +9%</p>	<p>3 ↓ 2</p>  <p>USD78.6 m +2%</p>	<p>4 ← 4</p>  <p>USD69.8 m +3%</p>	<p>5 ↑ 8</p>  <p>USD65.4 m +38%</p>
<p>6 ↓ 5</p>  <p>USD64.1 m +3%</p>	<p>7 ↓ 6</p>  <p>USD62.5 m +2%</p>	<p>8 ↓ 7</p>  <p>USD48.2 m -1%</p>	<p>9 ↑ 10</p>  <p>USD47.0 m +48%</p>	<p>10 ↓ 9</p>  <p>USD45.3 m +1%</p>

The IPL continues to see a viewership explosion and global expansion

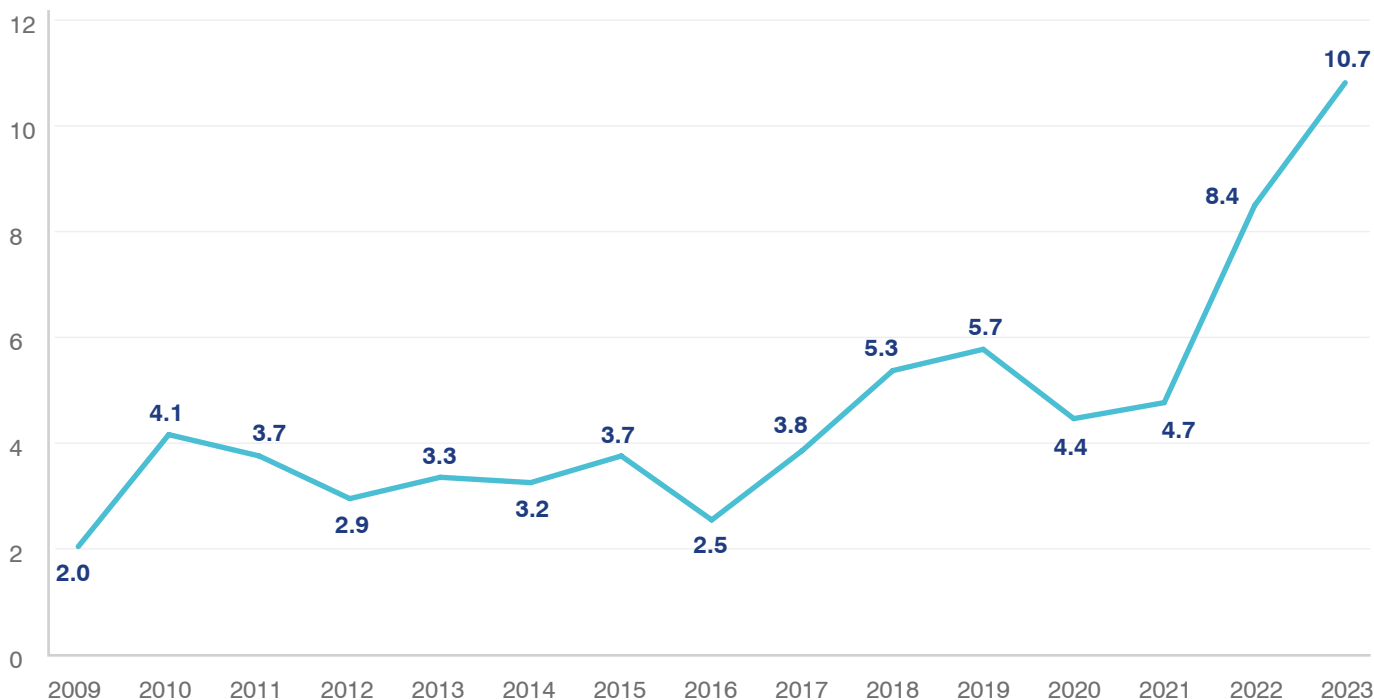
The introduction of **Jio Cinemas**, offering free-to-view access to all telecom users across devices in over 15 regional languages, has significantly enhanced the IPL viewership market. Jio Cinema's innovative approach includes analytics-backed flexible pricing for advertisers, ensuring sustained marketer interest throughout the season. The television audience on the Star platform faced stiff competition in attracting advertisers due to the matching regional language feeds. IPL maximized its engagement potential by offering a live match experience through stadium events and IPL theme parks in Tier 1 and 2 cities, creating a multiplier effect on food and beverage sponsor brands and merchandise sales.

IPL franchises are also continuing to expand their global presence, with each additional franchise ecosystem estimated to have a brand value of USD1 billion. This global outreach extends the IPL franchise brands' visibility throughout the year, emphasizing the growing importance of governance and financial discipline. As these franchises gain international prominence, the need for strategic oversight and financial prudence becomes paramount.



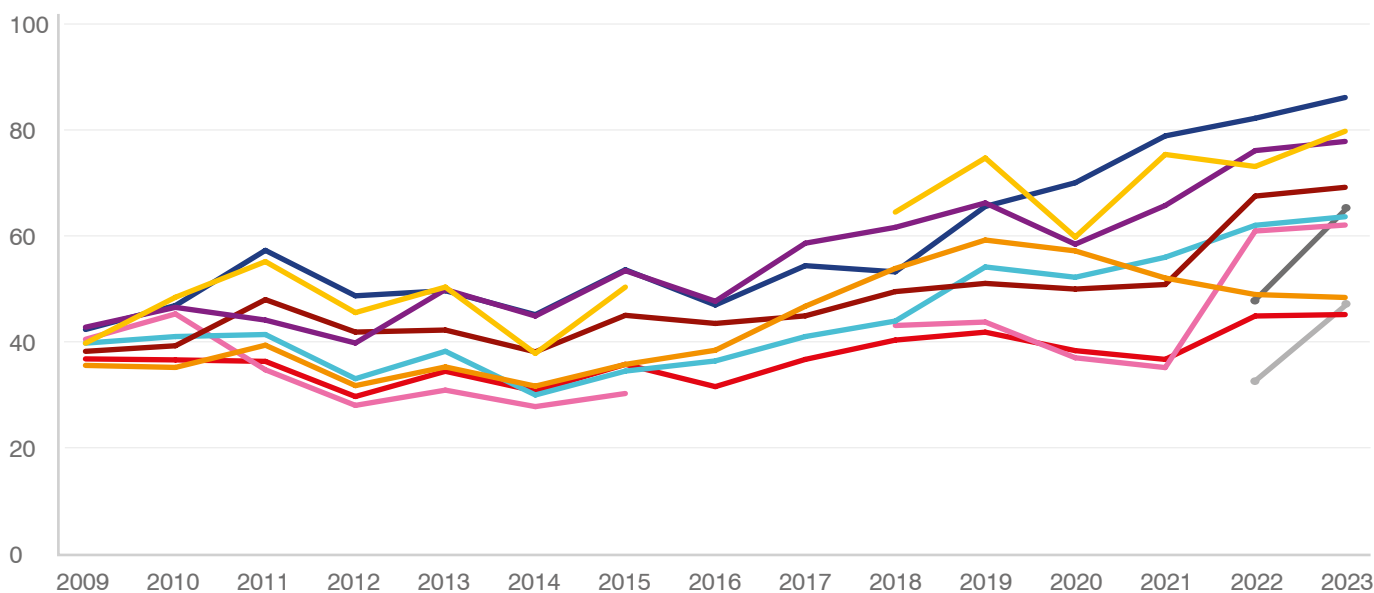
### IPL System Valuation 2009-2023 (USDbn)

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### Franchise Team Brand Value over time 2009-2023 (USDm)

© Brand Finance Plc 2023



- Chennai Super Kings
- Kolkata Knight Riders
- Sunrisers Hyderabad
- Mumbai Indians
- Royal Challengers Bangalore
- Delhi Capitals
- Rajasthan Royals
- Kings XI Punjab
- Lucknow Super Giants
- Gujarat Titans

*\*Note: BV is shown only in 2022 and 2023 for the 2 new teams (Lucknow Super Giants & Gujarat Titans) since they do not have historic BVs*

## Lucknow Super Giants are the fastest growing IPL team

Lucknow Super Giants (LSG), which secured 8<sup>th</sup> position with a brand value of USD47 million, was the fastest growing IPL brand, up an impressive 48%. Despite starting with a relatively lower base, LSG has made substantial strides in the valuation landscape.

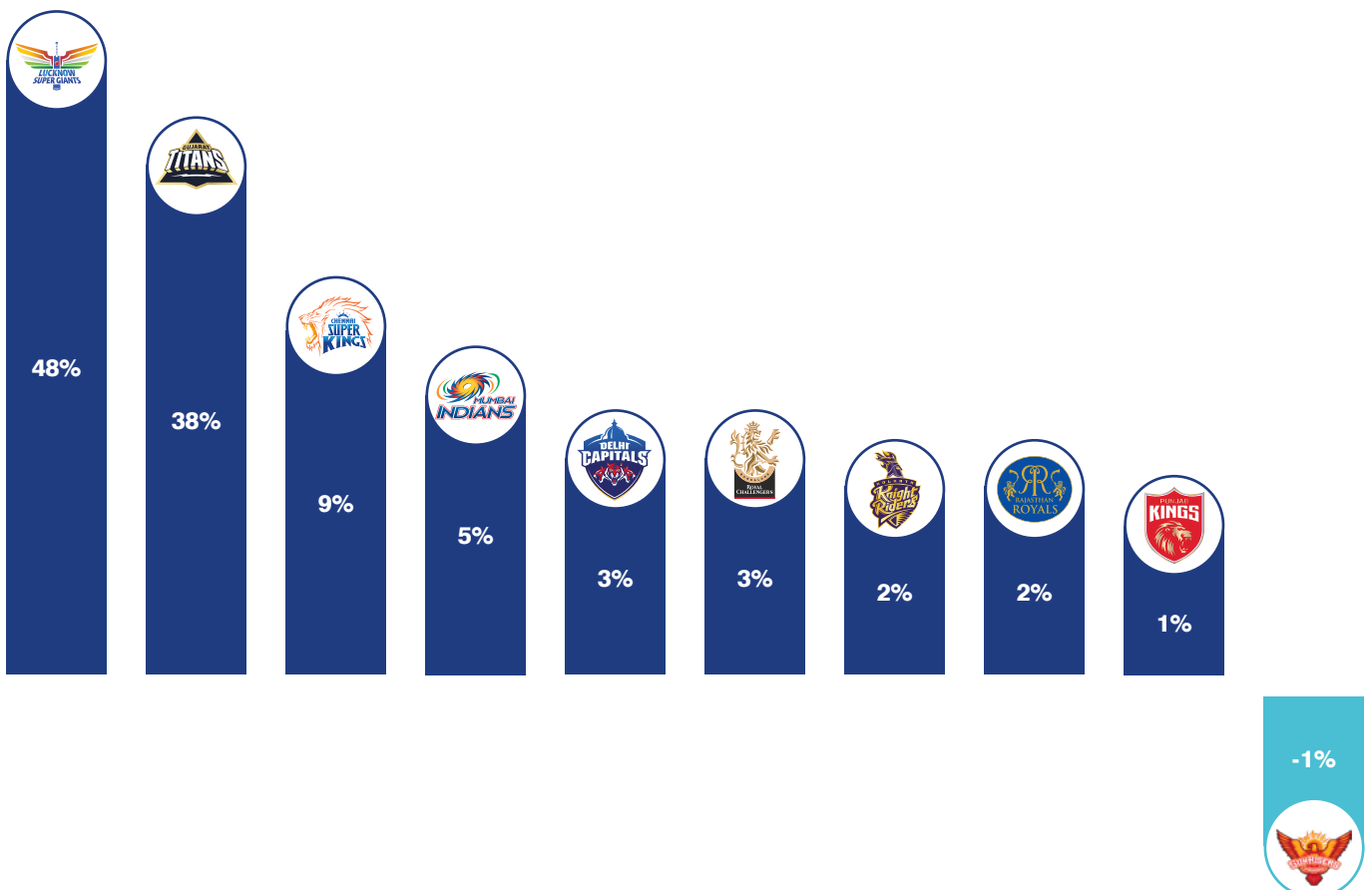
## Introduction of Women's Premier League (WPL) ignites excitement

The Women's Premier League (WPL) introduction has significantly boosted teams' brand values by addressing equity gaps and elevating IPL governance standards. Notable changes, including 52 matchdays, the Impact player rule, and the Decision Review System (DRS), bring renewed excitement to the IPL 2023 audience. These innovations reflect the league's dedication to continuous improvement and growth.



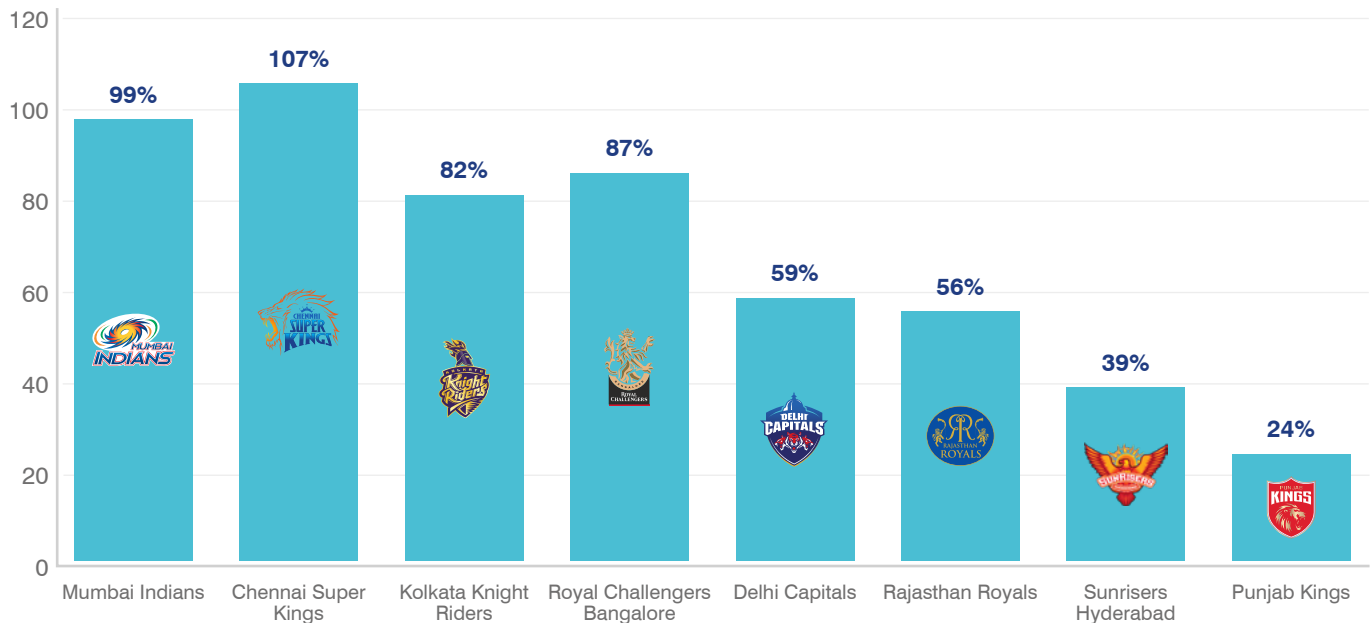
## Brand Value Change 2022-2023 (%)

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Growth in Brand Value since 2009

© Brand Finance Plc 2023



**IPL sees immense overall brand value growth over the past 16 years**

For the purposes of the brand valuation, this report tracks the IPL as a single commercial entity, encompassing business values of all its parts. The total income of the Board of Control for Cricket in India (BCCI) and the franchises was consolidated, with the exclusion of any cross-charged income and expenditure.

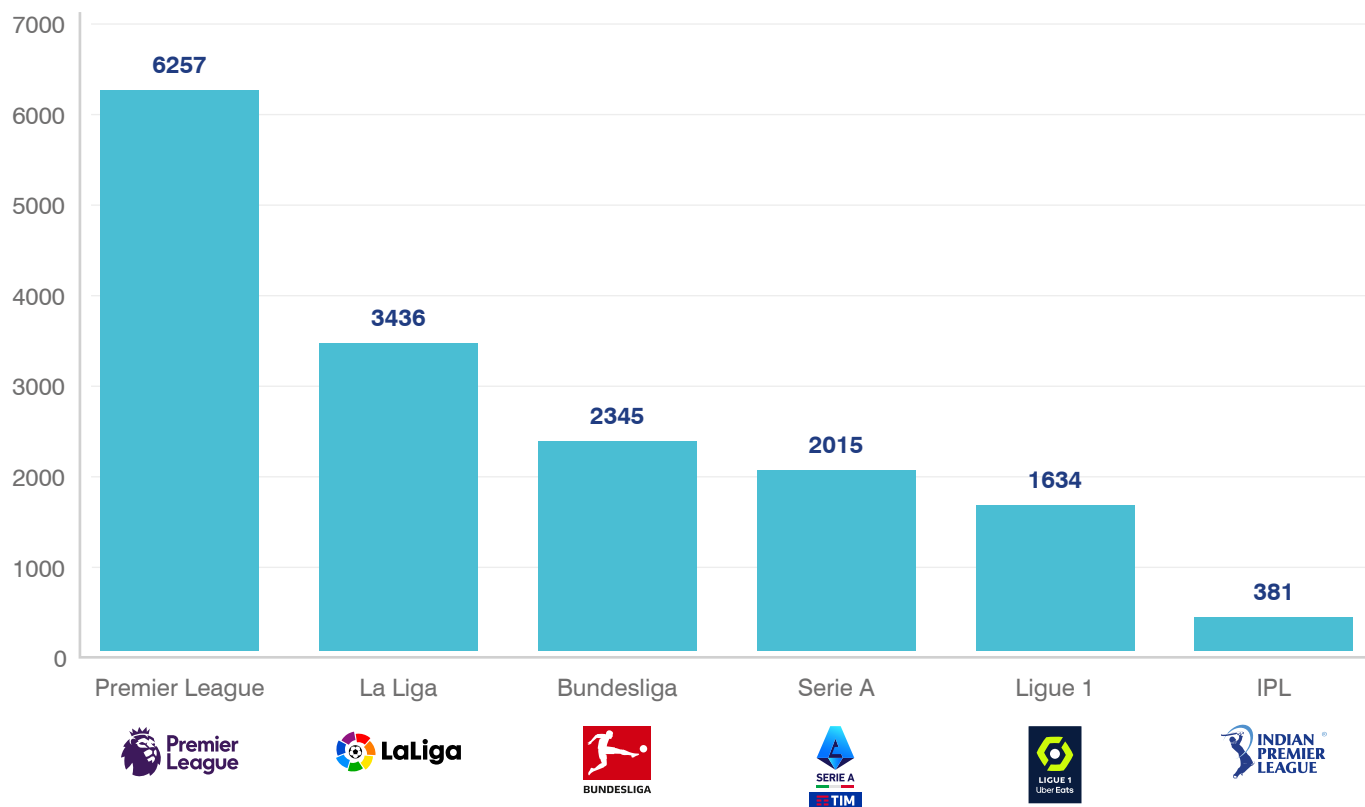
Brand Finance has calculated the brand value of the IPL and each of its teams annually since 2009. After a bumper 2023 season, the value of the IPL System grew 28% in 2023 to USD10.7 billion. This can be attributed to the triumphant return of the IPL to full capacity stadiums across India, the surge in viewer consumption on various devices, the diverse array of media partnerships, and the renewed confidence among mainstream advertisers and sponsors. The IPL is now, more than ever, a potent brand asset capable of reaching the largest audience base in India, making it an ideal platform to launch new products, initiatives, and more. Notably, the total IPL system brand value has experienced spectacular growth of 433% since its inaugural launch in 2008, underscoring its enduring popularity and influence in the market.

**The IPL brand stands as a guiding light to all other T20 leagues, illustrating how the business model can be successfully scaled up on a global level. Teams are proactively recruiting professionals to handle year-round player management, organize tournaments, and manage sponsor pools. The key to upholding the IPL brand lies in robust governance. The mother ship must remain steadfast and on course, ensuring a continuous commitment to value creation.**

Hugo Hensley,  
Head of Sports Services, Brand Finance London

### Brand Value of the Top 5 Teams (USDm)

© Brand Finance Plc 2023



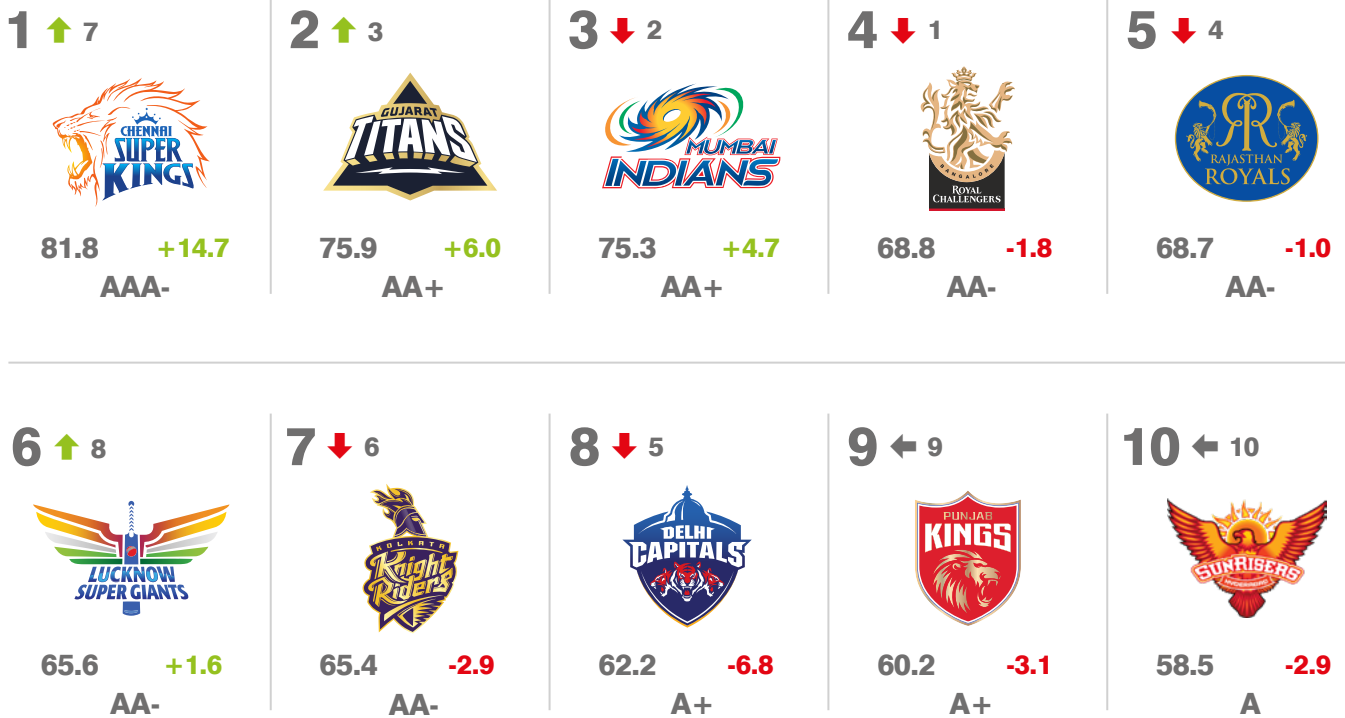
\*Note: Growth rate is not calculated for the 2 new teams (Lucknow Supergiants & Gujarat Titans) since they do not have historic BVs





Top 10 Strongest IPL Brands

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### Chennai Super Kings is the strongest IPL brand, earning AAA- rating

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, familiarity, loyalty, staff satisfaction, and corporate reputation.

Alongside revenue forecasts, brand strength is a crucial driver of brand value.

According to these criteria **Chennai Super Kings CSK** (brand value USD80.6 million) is IPL's strongest brand with a Brand Strength Index (BSI) score of 81.8 out of 100 and a corresponding AAA- brand strength rating.

This is a Brand Strength Index score (BSI) similar to that of **TikTok** and **Mercedes Benz**, highlighting the significant power in terms of brand equity that many IPL team brands now possess.

**Gujarat Titans** and **Mumbai Indians** come 2<sup>nd</sup> and 3<sup>rd</sup> respectively in Brand Strength.



**Chennai Super Kings (CSK)**, captained by the iconic 'Thala' Dhoni, orchestrated a spellbinding experience in terms of fan engagement throughout the IPL 2023 season. The resonance of fan following and spirited chanting at stadiums mirrored the fervour surrounding the CSK team.

The title as the strongest brand for 2023 is a testament to CSK's enduring fanbase, robust fan-engagement initiatives, sound merchandise policies, and a distinctive brand of cricket that sustains its vibrancy throughout the season.

**Gujarat Titans (GT)** has rapidly ascended in Brand Strength, claiming the 2<sup>nd</sup> strongest brand position in the 2023 ranking. This achievement can be attributed to the team's powerhouse performance and an attacking style of play, catalysing a swift increase in fan following and consistently filling stadiums to capacity.

GT's impressive track record includes twice reaching the finals within its two years of existence, culminating in a notable BSI score of 75.9/100 and an AA+ rating.

**Mumbai Indians** secure the 3<sup>rd</sup> strongest brand position, while the 4<sup>th</sup> rank is jointly held by **RCB** and **Rajasthan Royals**. The slight decline in RCB's ranking from the top spot last year raises considerations, while the commendable ascent of Rajasthan Royals in Brand Strength reflects its gradual and definitive climb.

Over the years, RR has evolved into a formidable brand, marked by their unique style of play and robust brand-building efforts. The Brand Strength metric effectively showcases a brand's ability to attract a fanbase, secure team sponsors, foster fan engagement, maximize stadium capacity, and execute a compelling brand-building program.



# Aramco Sponsorship in the IPL.



**Hugo Hensley**  
Valuation Director,  
Brand Finance London

## Key Points

- + In India, Cricket is by far the most popular sport, surpassing both football and tennis.
- + Aramco's recent partnership with the IPL puts the brands name on the Orange and Purple Caps, awards for individual excellence.
- + Brand Finance's data shows perceptions of Aramco have improved among Cricket Fans, particularly in areas such as "Trustworthy" and "Innovative."

## Introduction

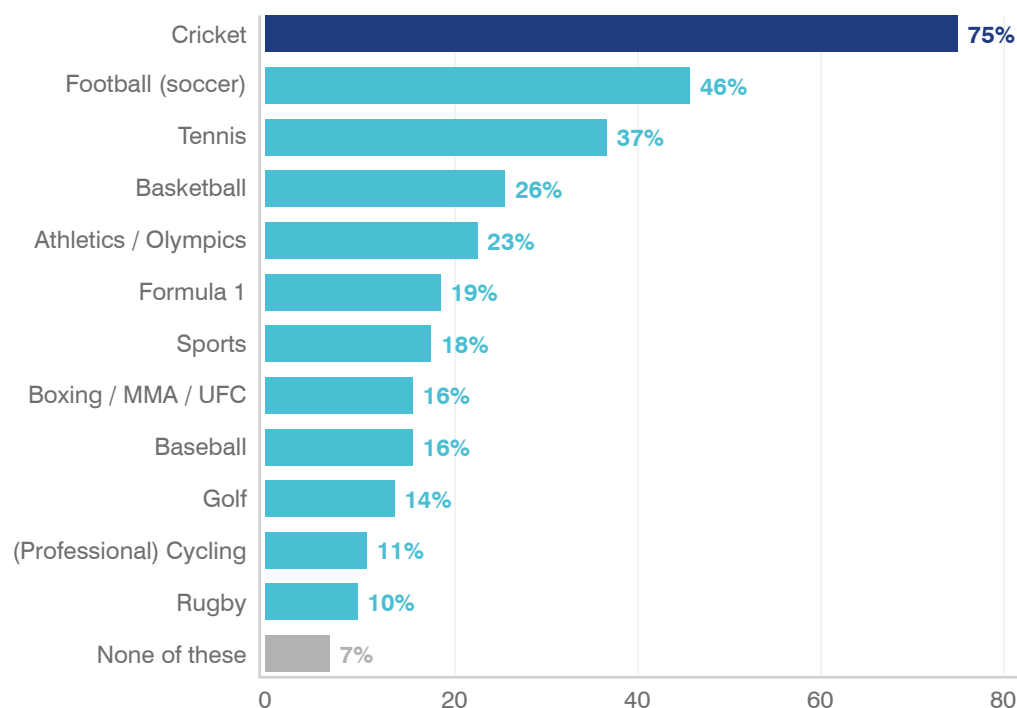
In India, 75% of people are interested in Cricket, putting it ahead of the likes of other sports such as football at 46%, and tennis at 37%, making cricket the number one sport of interest in India. In fact, cricket is so popular that it's estimated that over 1.5 billion US dollars are spent annually on the sport, amounting to ~85% of the total spending within the Indian sports industry.

The mass popularity and appeal bring huge television viewership, celebrity endorsements, and strong emotional appeal across a large part of the Indian society. In fact, over 16 thousand hours of cricket content was shown in India alone in 2022.

Brands can capitalize on the exposure through sponsorships, with the objective of boosting stakeholder recognition, enhancing perceptions and ultimately influencing their behaviours.

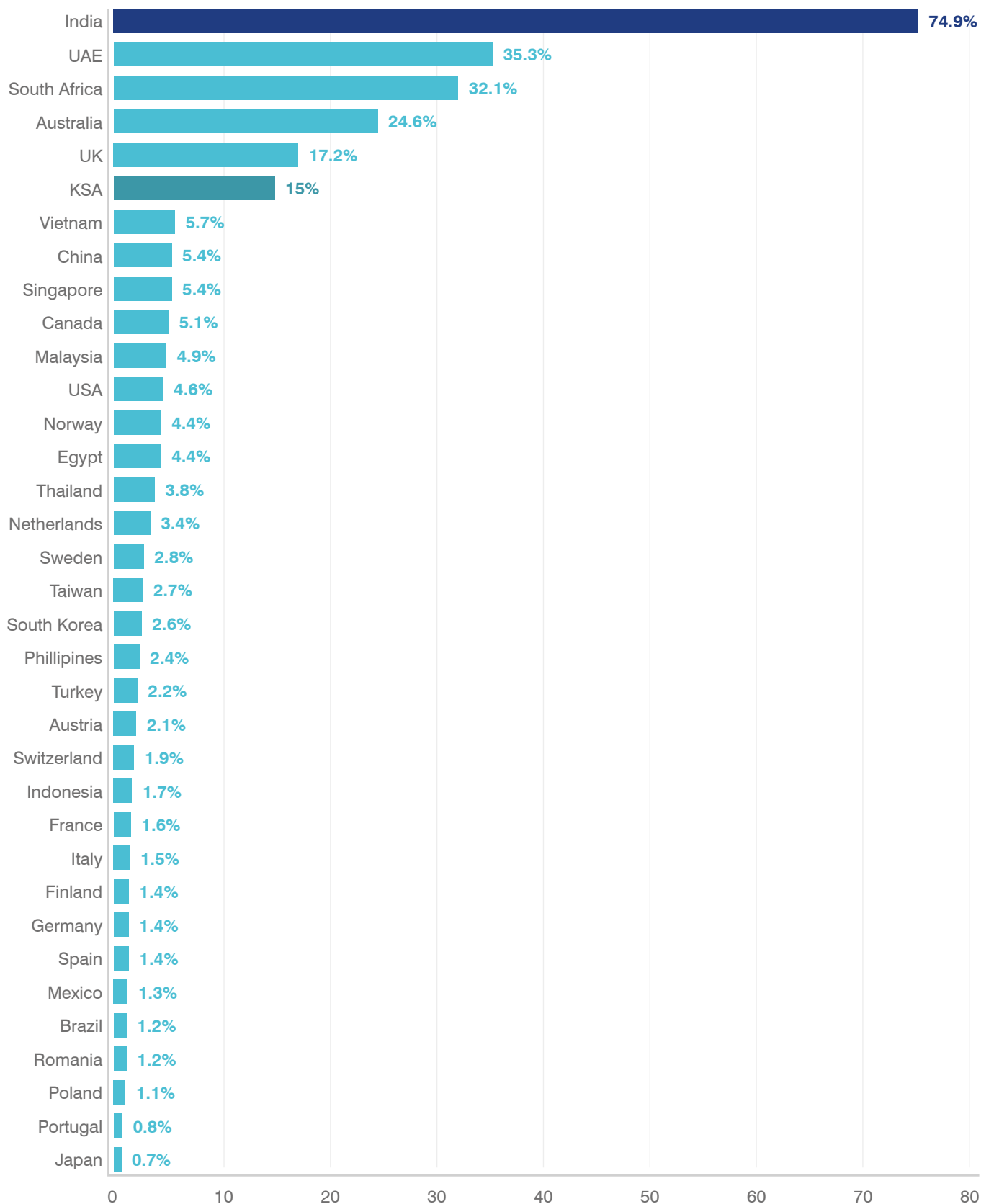
## India Sports and Topics of Interest

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### Cricket Popularity across the World

© Brand Finance Plc 2023



## Aramco Partnership with IPL

In 2022, the **Indian Premier League (IPL)** announced a partnership with **Aramco** which would see the Saudi company become the first-of-its-kind sponsor of the Orange and Purple Caps, awarded to the tournament's highest run scorer and wicket-taker respectively. The agreement spans from January 2022 to December 2023 currently, with a reported cost of £6.5m (Rs 65 crore) per year. Aramco is one of the first petrochemical companies to sponsor the IPL - which has an abundance of other brand partnerships such as **Tata, PepsiCo** and **DLF** - to introduce itself to an audience who make up the fastest growing markets for energy solutions.

By lending the Aramco name through the Orange Cap and Purple Cap, Aramco hopes to drive a message of a company pursuing excellence as ambitiously as some of the best athletes in the sport. With a combined viewership exceeding 400 million on television and an additional 250 million on social media, the IPL serves as a platform to attempt to bolster Aramco's efforts in building brand awareness within the Indian and KSA markets.

Aramco has already yielded a 9% increase in awareness compared to non-Cricket Fans, as measured by Brand Finance's latest research study.

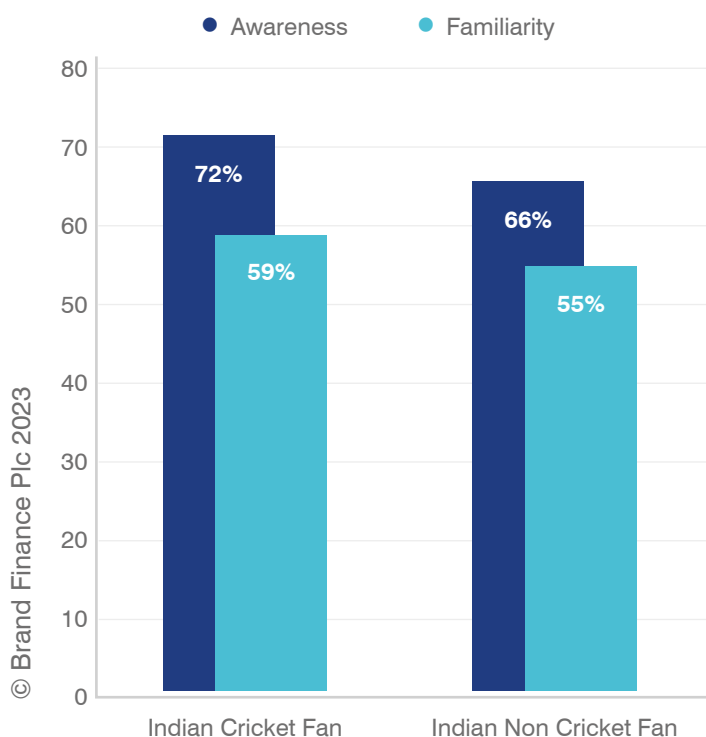
This is driven by the exposure of the brand at award ceremonies, ongoing online discussion of the leading players throughout the tournament, both Aramco and IPL marketing channels through player media & broadcasting, and the referencing of the title name at IPL related events.

The impressive reach of the IPL has also seen another Saudi company, **Saudi Tourism**, sponsor the league and deepen ties between Saudi Arabia and India. This partnership designates the Saudi Tourism Authority as an Official Partner, facilitating increased recognition.

Through this affiliation, Saudi Arabia aims to offer millions of Indian visitors expanded access to explore the country and provide support to Indian travelers.

Similar to Aramco, the sponsorship's objective is to raise awareness about the opportunities arising from Saudi Arabia and improve the country's image attributes among the Indian cricket fan demographic.

## Aramco Awareness and Familiarity



## Sponsorship Effectiveness on Image Attributes

The effectiveness of a sponsorship hinges on its influence on consumer behavior and attitudes.

Aramco’s partnership with the IPL over the last 2 years has established the brand as being seen as more ‘Trustworthy’, ‘Innovative’, and ‘Modern’ in cricket fans.

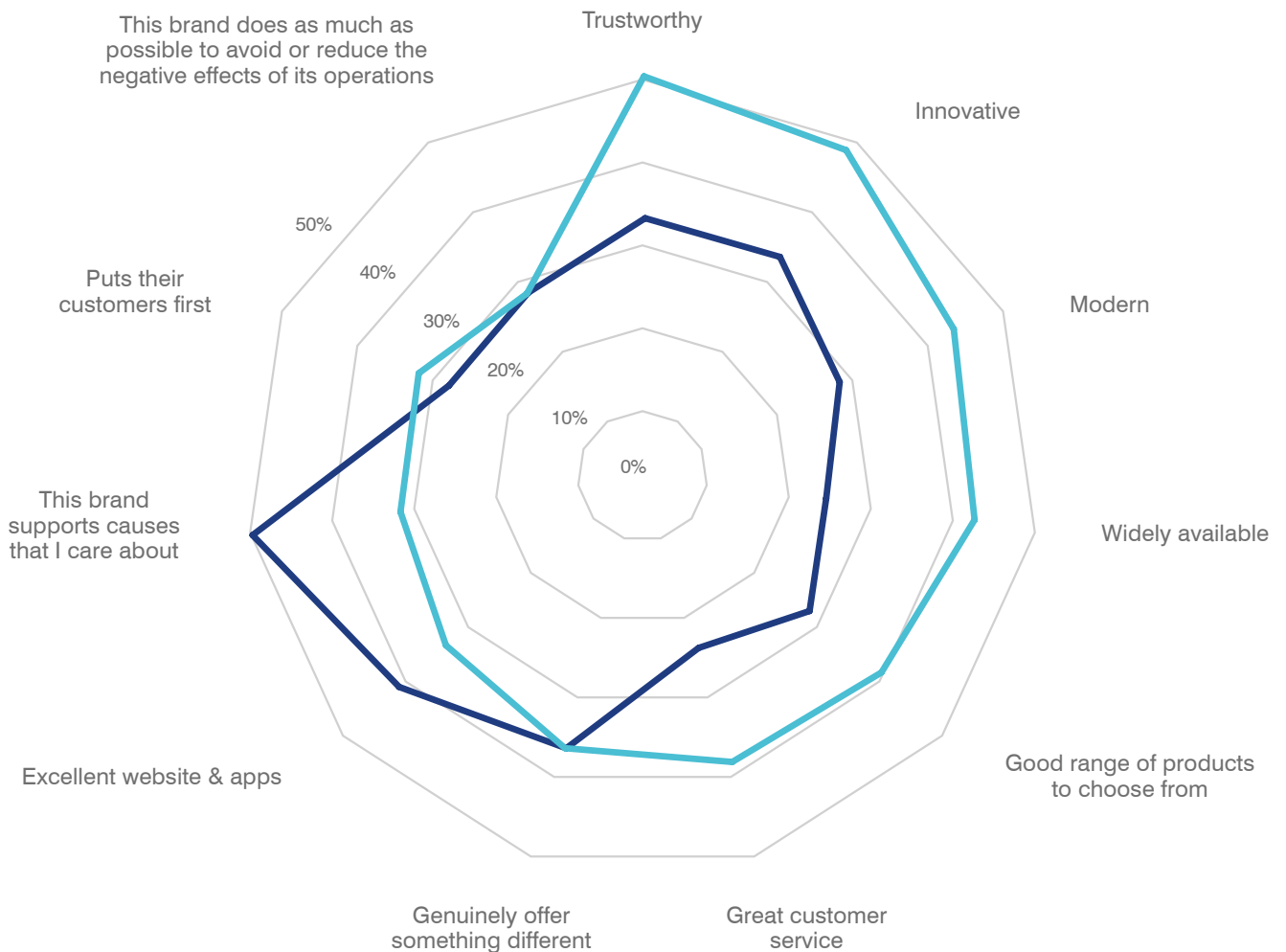
These attributes align with Aramco’s stated mission statement; to enhance communities, advance human progress, and transform lives through energy.



## Aramco Brand Attributes

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● Indian Cricket Fans    ● Indian Non Cricket Fans



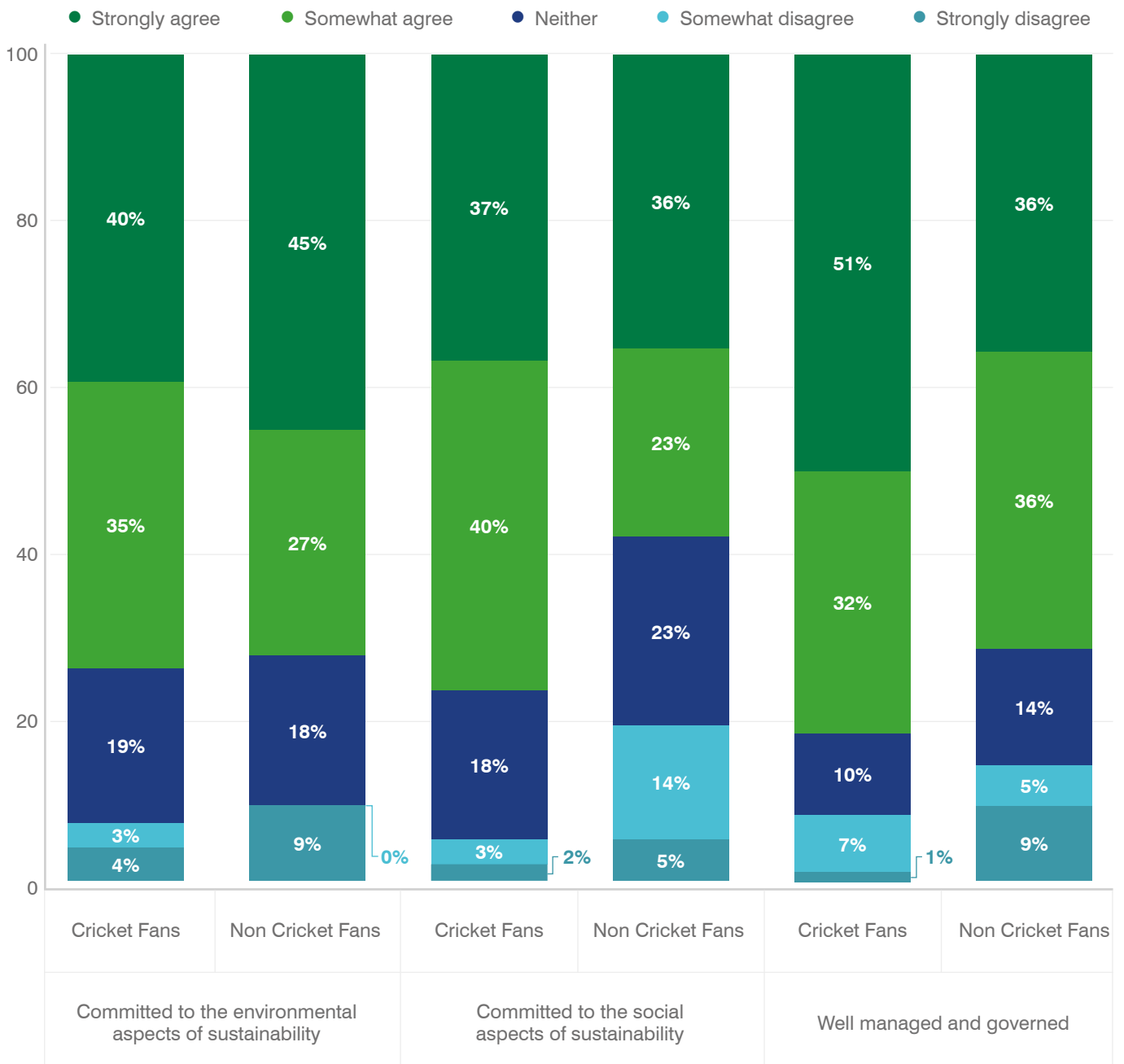
## Sustainability

An additional noteworthy outcome has been the enhancement of **Aramco's** ESG credentials. The sponsorship has seen a heightened perception of Aramco as 'a well-managed and governed brand' with 83% agreeing or strongly agreeing, compared to 72% non-cricket fans in India.



## Aramco ESG Perceptions

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## **Conclusion**

The **IPL** is an effective strategic tool for brands to find opportunities to connect and grow with a fast growing and lucrative Indian cricket fan demographic.

**Aramco's** penetration and uplift in key brand funnel metrics, as well as image attributes and ESG scores indicate that sponsorships in the IPL can provide a positive return of investment for brands.

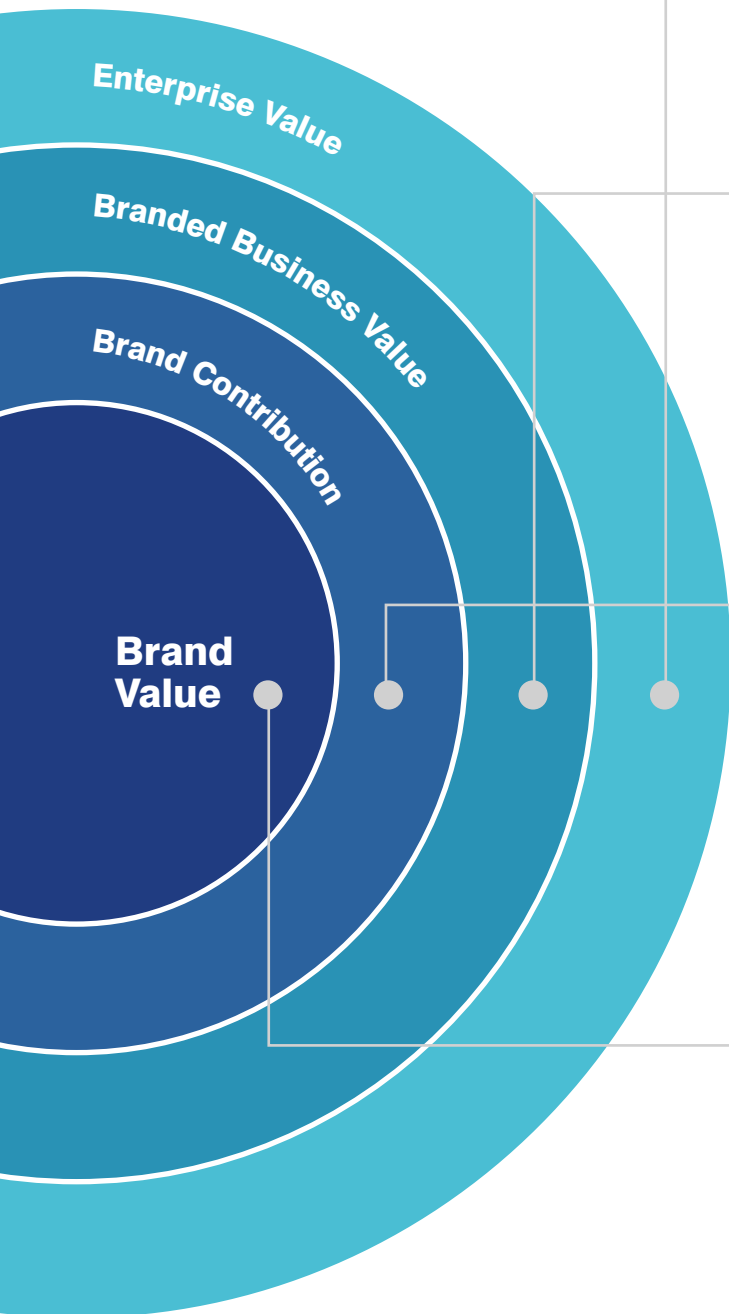






# Methodology.

# 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.

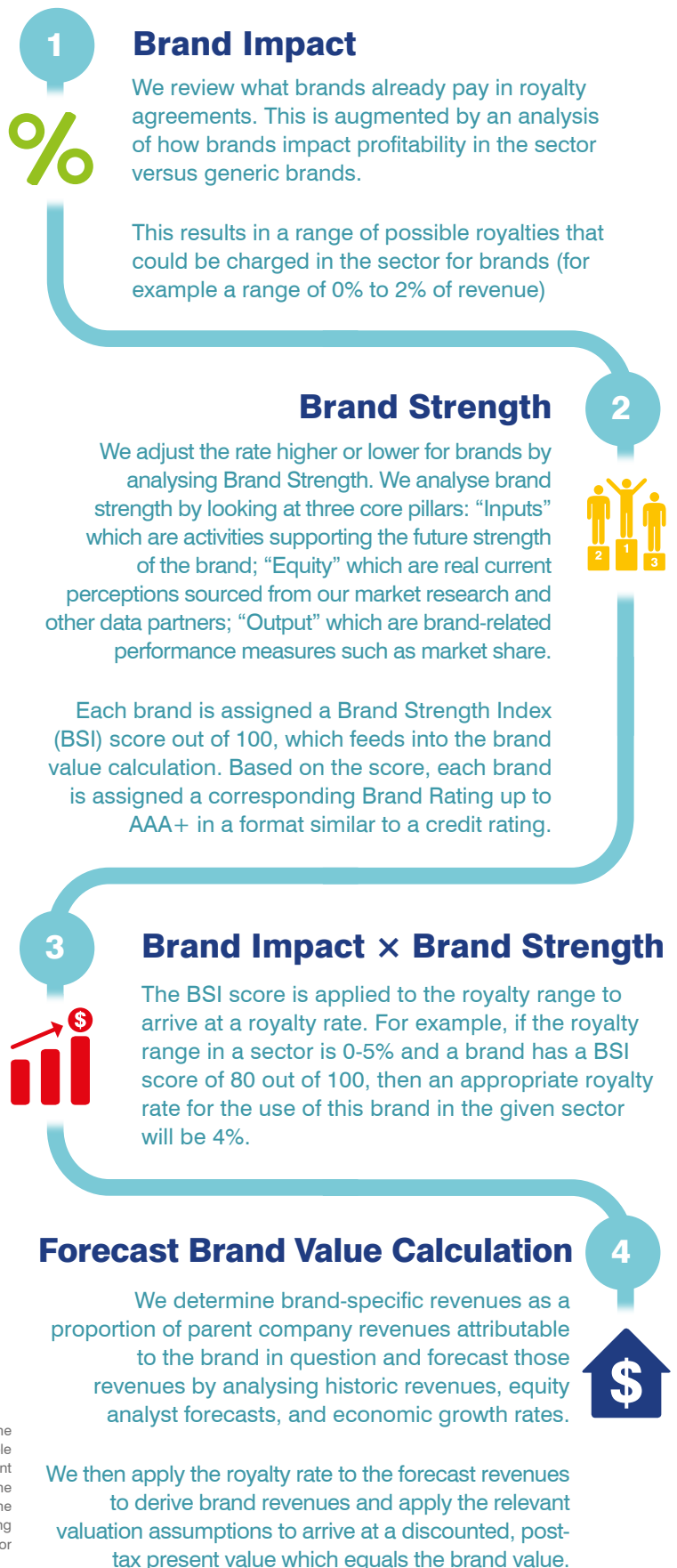
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

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.



# 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 into 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.

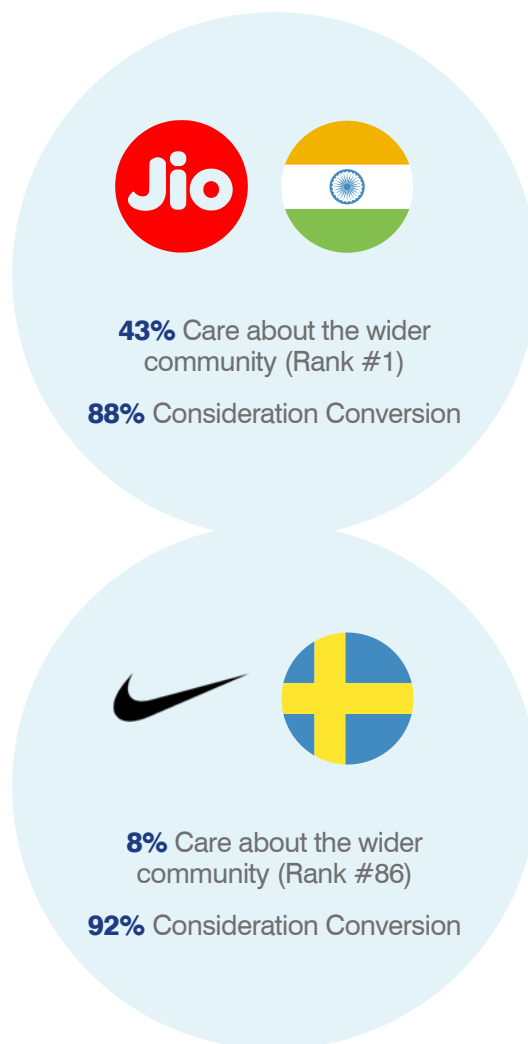
## Who's the coolest cat?

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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**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 2<sup>nd</sup>-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 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
	 PORSCHE	<b>Jeep</b>	
	 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



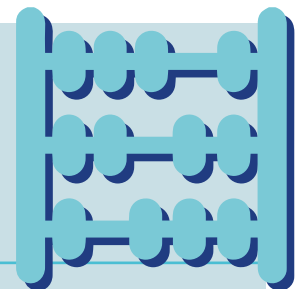
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### 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



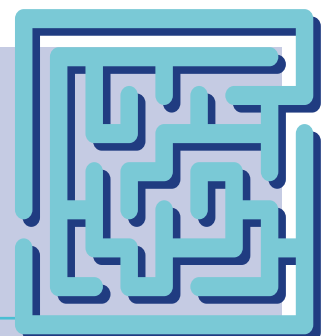
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

### 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).

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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

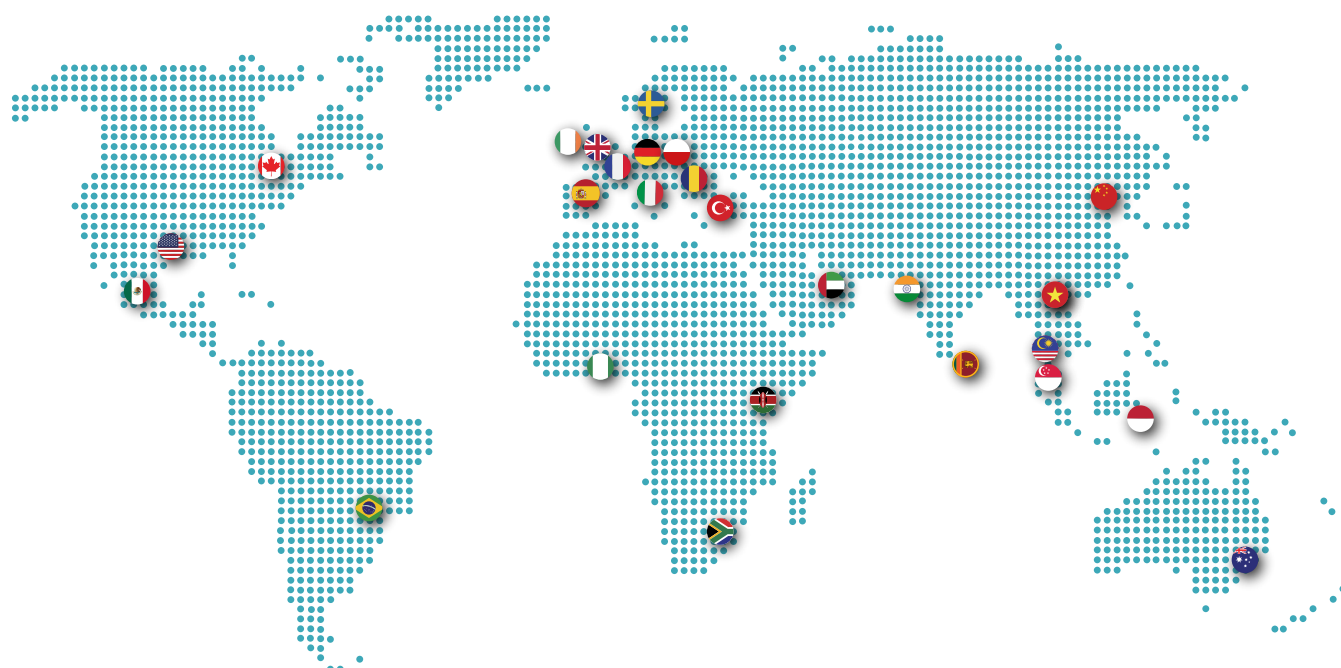
- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)



# Brand Finance Network.

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