



# IPL 2021

**The annual report on the most valuable and strongest IPL brands**  
February 2022

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# About Brand Finance.

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

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

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

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

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

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

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

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

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

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



# Get in Touch.

**For business enquiries, please contact:**

### **Savio D'Souza**

Valuation Director  
s.dsouza@brandfinance.com

### **Ajimon Francis**

Managing Director, Brand Finance India  
a.francis@brandfinance.com

**For media enquiries, please contact:**

### **Konrad Jagodzinski**

Communications Director  
k.jagodzinski@brandfinance.com

**For all other enquiries:**

enquiries@brandfinance.com  
+44 207 389 9400  
www.brandfinance.com



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

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

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



Insight



Strategy



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Education

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Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Communication



Understanding

Contents



Competitor Benchmarking

# Brandirectory.com



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

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

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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**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6<sup>th</sup> consecutive year** conducting the study

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



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

# Foreword.

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**David Haigh**  
Chairman & CEO,  
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 the 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.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

# Indian Premier League Overcomes Lockdown – Brand Value Up 7%.

- + IPL's brand value has risen by 7% year on year despite 4-month delay and relocation to Dubai, reaching US\$4.7 billion
- + **Mumbai Indians** continues as no. 1 IPL franchise brand in Brand Finance IPL 2021 ranking, following 13% increase in brand value despite pandemic
- + Ahead of 15<sup>th</sup> edition auctions introducing two new IPL franchises, all eyes are on ranking's no. 2 and fastest-growing brand this year **Chennai Super Kings**, up 27%
- + With massive turn around in Dubai leg of the season, **Kolkata Knight Riders** are 3<sup>rd</sup> most valuable brand, brand value up 13%



A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text 'Executive Summary.' in a bold, white, sans-serif font. The papers in the background are stacked and slightly offset, creating a sense of depth and volume.

# Executive Summary.

# Brand Value & Brand Strength Analysis.



The globally followed and highly anticipated annual 20-20 cricket tournament, Indian Premier League (IPL), has recorded a 7% increase in brand value to US\$4.7 billion.

Every year, Brand Finance puts 5,000 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 IPL and its participating franchises is included in the new Brand Finance IPL 2021 report.

The IPL 2021 was unusual as it was played in two parts with a four-month gap. The brand has gained value primarily due to its reliability that the stakeholders can invest in the tournament and expect high returns. Although viewership waned in second leg, media partners got their share of eyeballs through the multiple avenues offered. Merchandisers suffered due to no physical audiences in the stadiums, but franchises continued to engage heavily on digital and social media. TV and mobile viewership have held steady with viewership. The IPL is growing in stature as global sports promoters are showing greater interest in investing in the brand – either as a franchise owner or as a media partner – as the brand continues to offer entertainment and reliability each year.

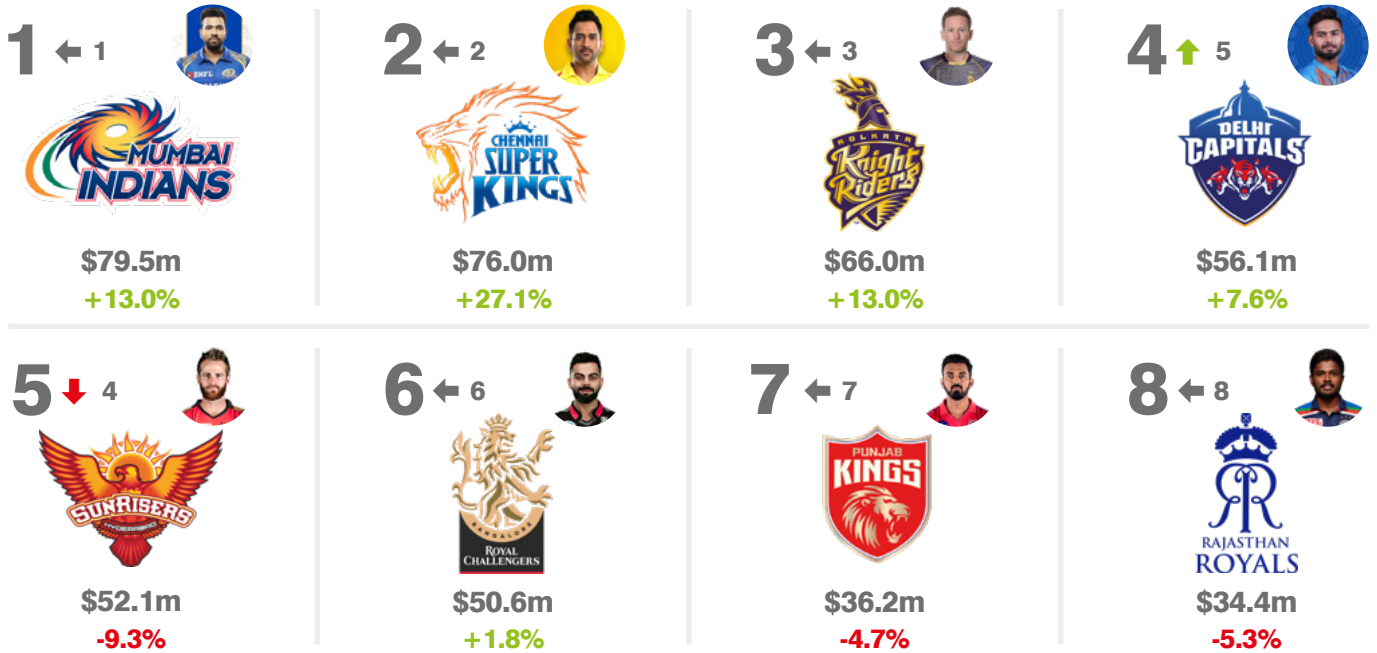
The IPL sponsorships saw a massive inflow of cryptocurrency players – exchanges, advisors, enablers – as all found the IPL platform the quickest way to reach the Indian viewers. Fintech brands continued to play a dominant role in sponsorships during the season. IPL platform is being increasingly perceived as a good ROI because of its 45-to-60-day window to reach a massive audience. Although the audience interest waned due to the four-month gap between the first and second phase, towards the playoffs the numbers stacked up.

**The Indian Premier League in 2021 was a come-what-may tournament. Organisers displayed a healthy stubbornness to ensure that lockdown, bio-bubbles, and social distancing protocols did not prevent it from completing the entire league. Teams and advertisers did lose out on momentum and re-start did not help some teams with their winning run of the first half. Audience interest waned towards the end of the tournament. The IPL governing council has shown doggedness in doing what it intends to do, thereby giving assurance to current and prospective stakeholders that their ROIs will be secured.**

**Ajimon Francis**  
Managing Director of Brand Finance India

IPL Franchise Team Brand Value

© Brand Finance Plc 2022



IPL continues to attract the best global talent like the LaLiga and the English Premier League (EPL) have both accomplished in the soccer space.

**The IPL brand has shown that it stands for continuity. Despite lockdown, quarantine restrictions, and global cricket calendar, IPL found a way to complete the tournament. That gives reassurance to all stakeholders that they can trust the brand with their involvement. The expansion in franchises, higher media rights, stickiness of viewers, new title sponsor, and the multiplicity of modes of viewing is all a result of the brand showing grit and consistency.**

**Savio D'Souza**  
Valuation Director, Brand Finance

The Tata Group has won the title sponsorship for IPL, making a bold statement of their corporate strategy by backing new age businesses in online retail, pharmacy, and the recently acquired iconic airline brand Air India. There is also a big draw for media sponsorship fight ensuing. Disney, Sony, Reliance's Jio, and the streaming giants Google and Meta are all in the run for media and broadcasting rights for the IPL.

**IPL's immense brand value growth over past 14 years**

For the purposes of the brand valuation, IPL has been treated as a single commercial entity, encompassing business values of all its parts. The income of the Board of Control for Cricket in India (BCCI) and the franchises was aggregated. All cross-charged income and expenditure has been ignored. In addition, the Brand Finance IPL 2021 report ranks the most valuable IPL franchise brands over the years.

Brand Finance has calculated the brand value of the IPL and each of its teams annually since 2009. After a determined 2021 season, the value of the IPL System grew 7% in 2021 to US\$4.7 billion. This can be attributed to the stakeholders' renewed confidence in the IPL governing council's ability to conduct and complete IPL tournaments ensuring all stakeholders get their returns, all driving up the interest and participation in the tournament. It is key to note that the IPL brand has witnessed spectacular growth of 134% since its launch in 2009.

## Expect complete overhaul in 15<sup>th</sup> Auction with 10 teams in the league

IPL stuck to its promises of adding two more franchises to the 8-team tournament. This auction is a Mega Auction – which means barring few retained players and six players signed by the two new franchises, Lucknow and Ahmedabad, the rest of the players will be up for a bid by all the teams. Team owners have already made significant moves to secure their core players and zeroed in on prospects. This upcoming auction will ensure many team owners incorporate some young blood from the ongoing Under-19 world cup tournament.

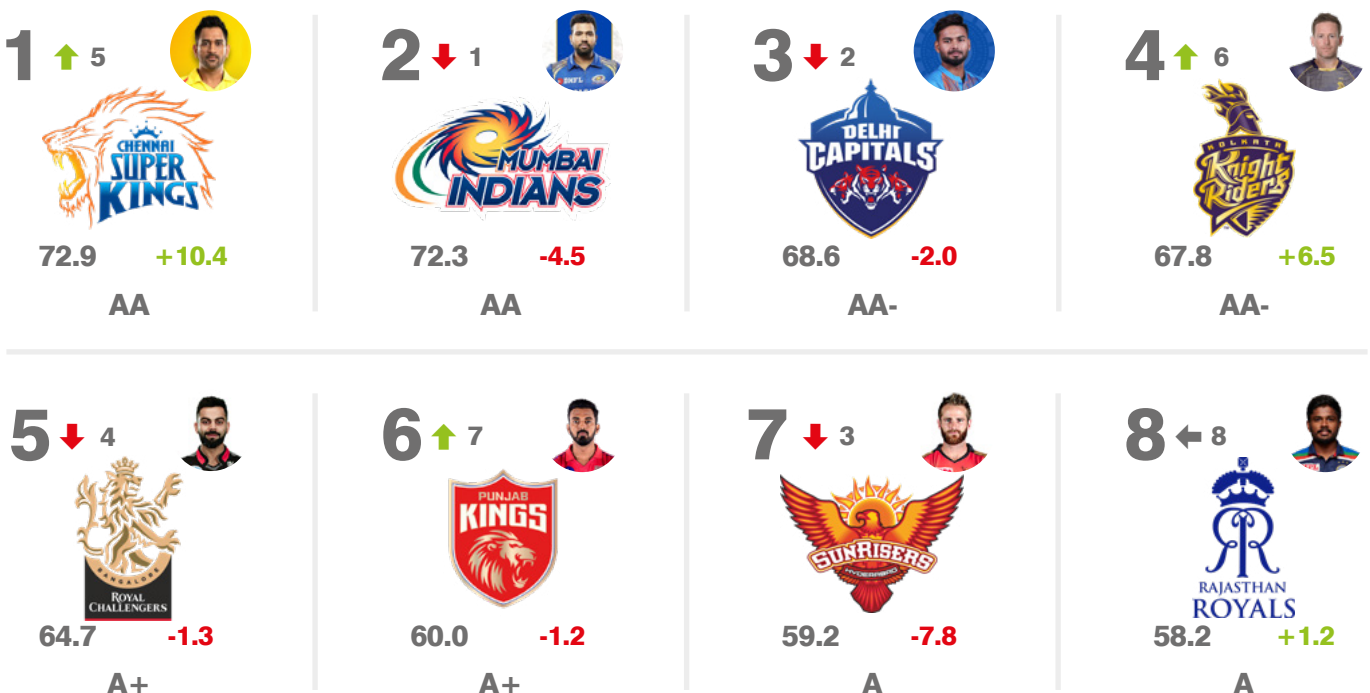
## Leading the way in 20-20 leagues

Over the past 14 years, the IPL has surely become a brand in cricket to contend with – both in terms of execution capability and the ability to generate impressive revenues. Although the power of IPL is loathed by many cricketing boards – for obvious reasons – it has continued to encourage young talent across India. IPL is much anticipated as a springboard into recognition – even for overseas players in South Africa, West Indies, Australia etc.



## Franchise Team Brand Strength Index

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With India under-19 team winning the world cup, recently concluded in the West Indies, plenty of opportunities are going to be available for young talent. Women’s cricket is getting a huge push and IPL is encouraging a whole lot of leagues to spring up within India and at global level as well. Sports like badminton, kabaddi, volleyball (launching soon) are following the IPL format to find much needed recognition and conduct leagues profitably. IPL also has shown that good governance can create trust with all stakeholders. In the recent years, global sports promoters are increasingly showing interest in being part of IPL or launching formats like IPL – including the launch of Dubai T10 League recently.

IPL 2021 also witnessed an influx of cryptocurrency exchanges using the tournament to reach the masses as well as ride the wave of crypto interest among the millennials and GenZ. Advertisement revenue shot up before the ban on crypto ads was brought in by the regulators – following complaints of distorted communication of making ‘easy money’ was being conveyed in all advertisements. What followed was an official ban on franchises getting associated with any crypto exchanges – who were willing to offer a 15% to 40% premium. What it certainly did was to establish IPL platform as the quickest way to reach the masses in India, that too in a short span of 40 to 60 days.

With the media rights open for bidding, the upcoming IPL players auction is going to be the beginning of cricket dominating in all forms of digital media. It

creates a build-up to the extended IPL 2022 tournament with 10 teams, starting in April 2022.

### Formidable brand built – Mumbai Indians demonstrated consistency

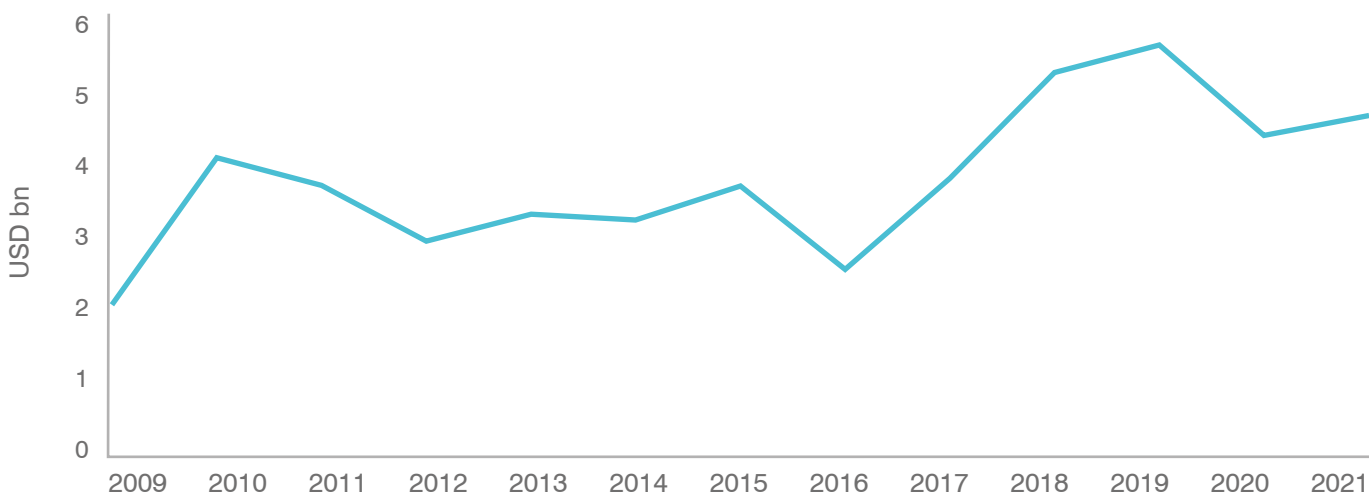
**Mumbai Indians** have topped the ranking as the most valuable IPL brand this year, following a 13% brand value increase to US\$79.5 million. The remarkable growth in brand value over the past 14 years seen by Mumbai Indians, up an impressive 91% from US\$41.6 million in 2009, is a real testament to the popularity of the players, team, management, and ability to overcome difficulties along the way.

MI has a string of team sponsors who have stayed loyal to the franchise – making MI the top revenue generators from team sponsors. Although merchandising opportunities diminished due to the pandemic, MI continues to leverage their creative digital campaigns and maintain engagement with their fiercely loyal fan base.

The team’s strength revolves around their brand of cricket – full of confidence and with a pack of players who know their roles very well, ready to step up when required to take the team through. The Dubai leg of IPL 2021 was not very encouraging for MI as it failed to qualify for the playoffs but each of their matches were fiercely fought. The team’s core fans continued to root for the team with very little dispersion observed in their loyalties.

### IPL Business Valuation 2009-2021 (USDbn)

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MI lost their top spot in Brand Strength Index (BSI), with a score of 72.3 out of 100 ranking at the second position. MI brand continues to be a formidable brand with its consistent performances.

### Chennai Super Kings – ‘Dad’s Army’ showed that experience counts

Once mocked as ‘Dad’s Army’ **Chennai Super Kings** proved their mettle with their consistency by defeating Kolkata Knight Riders in the final to win the IPL 2021 for the fourth time. CSK grew the highest in brand value by a significant 27% this year to US\$76 million. The team’s BSI is 72.9 out of 100 topped the charts as the strongest IPL brand in year 2021.

CSK’s formidable IPL 2021 performance was a result of good mix of young and old in the team with Ruturaj Gaikwad as the leading scorer of the tournament, bowlers who knew their roles and a captain who could absorb the pressure of the playoffs. The team has a formidable core built carefully over a decade and showed their ability to perform in both domestic as well as overseas cricketing conditions.

### Kolkata Knight Riders – Resurgent and never die spirit

**Kolkata Knight Riders** were at the bottom rung of the table at the end of phase 1. UAE saw a different face of KKR. The team found their mojo marching all the way into the finals. KKR are ranked third this year, the team’s brand value growing 13% to US\$66 million. KKR’s brand strength grew to be ranked at 4<sup>th</sup> strongest brand, its BSI score growing 6 points this year to 67.8 out of 100.

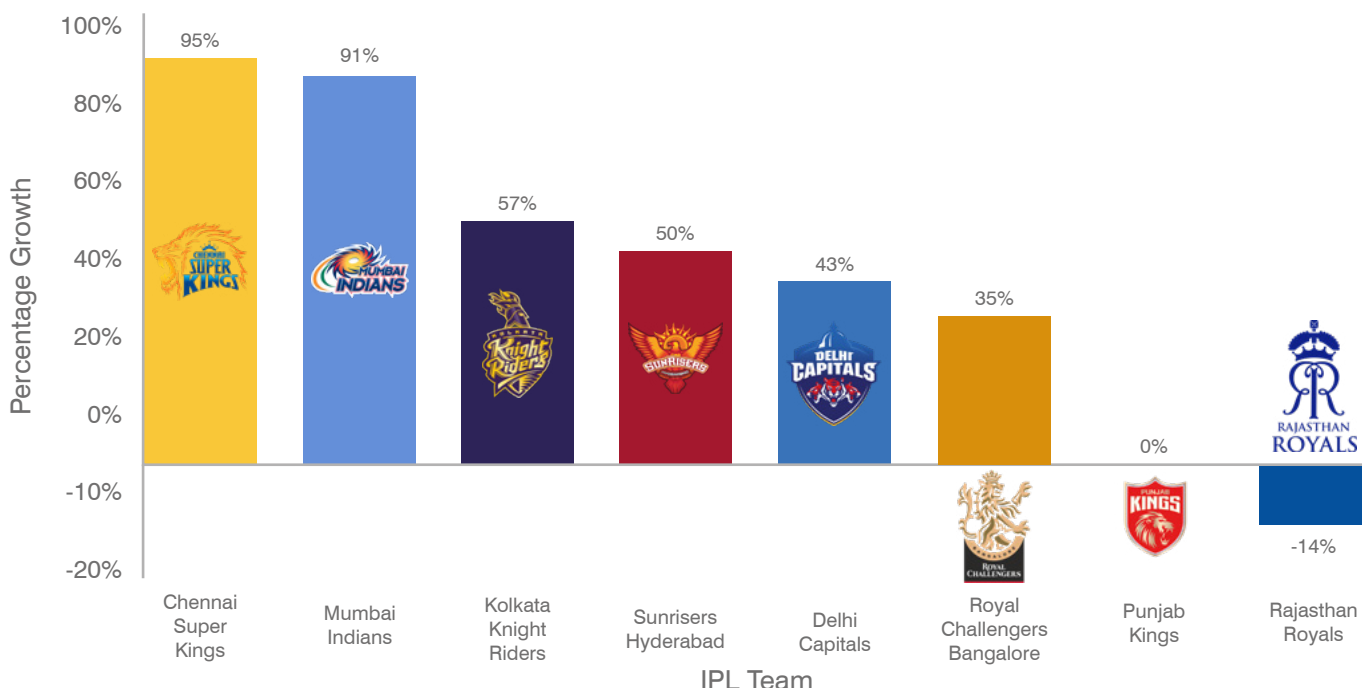
With the consistency provided by captain Morgan, KKR discovered their confidence and gradually climbed up the ranks as the stage was set for the final play offs. KKR has always been a team that swelled in the support of its fan clubs, full stadiums, and the whole euphoria around the IPL. The empty stadiums and missing fans affected the team significantly.

### Delhi Capitals – Led from the front

**Delhi Capitals** is ranked in 4<sup>th</sup> position, following a healthy 8% brand value increase to US\$56.1 million. DC is IPL 2021’s most exciting brand, climbing up the ranks and creating a strong pan-India fan following, much like MI and CSK. DC is 3<sup>rd</sup> strongest team in the ranking, with a BSI score of 68.6 out of 100.

### Growth in Brand Value since 2009

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With an exciting bunch of young Indian core of players, Delhi is developing a style of their own – enjoyable team play on and off the field. DC was on top of the points table at the end of phase 1 and were a clear title favourite. They continued to build a fan base that cut across franchise loyalties. DC is a brand to watch out for – both as trophy favourites as well as top 2 in brand strength.

### Sunrisers Hyderabad – A team that is recalibrating itself

Ranked in 5<sup>th</sup> position, **Sunrisers Hyderabad's** brand value has declined 9% to US\$52.1 million. The team's performance, confusion among players, losing easily winnable matches and continuous shuffle of players meant that the fans were falling off the brand's influence space – SRH dropped in both its brand value as well as brand strength – ranked 7<sup>th</sup> in brand strength with a score of 59.2 out of 100.

So steep the fall was for SRH that it finished the IPL 2021 at the bottom of the points table – which has been the team's worst performance in its history. The team's performance also had an impact on its social media following, digital marketing effectiveness and the ability to create excitement in its online fan clubs.

### Royal Challengers Bangalore – Finished on 3<sup>rd</sup> spot in points table and the team fell apart

**Royal Challengers Bangalore** continues to be 6<sup>th</sup> most valuable brand by brand value with a brand value of US\$50.6 million (up 2%) and their brand strength shrunk by 2% with a score is 64.7 out of 100.

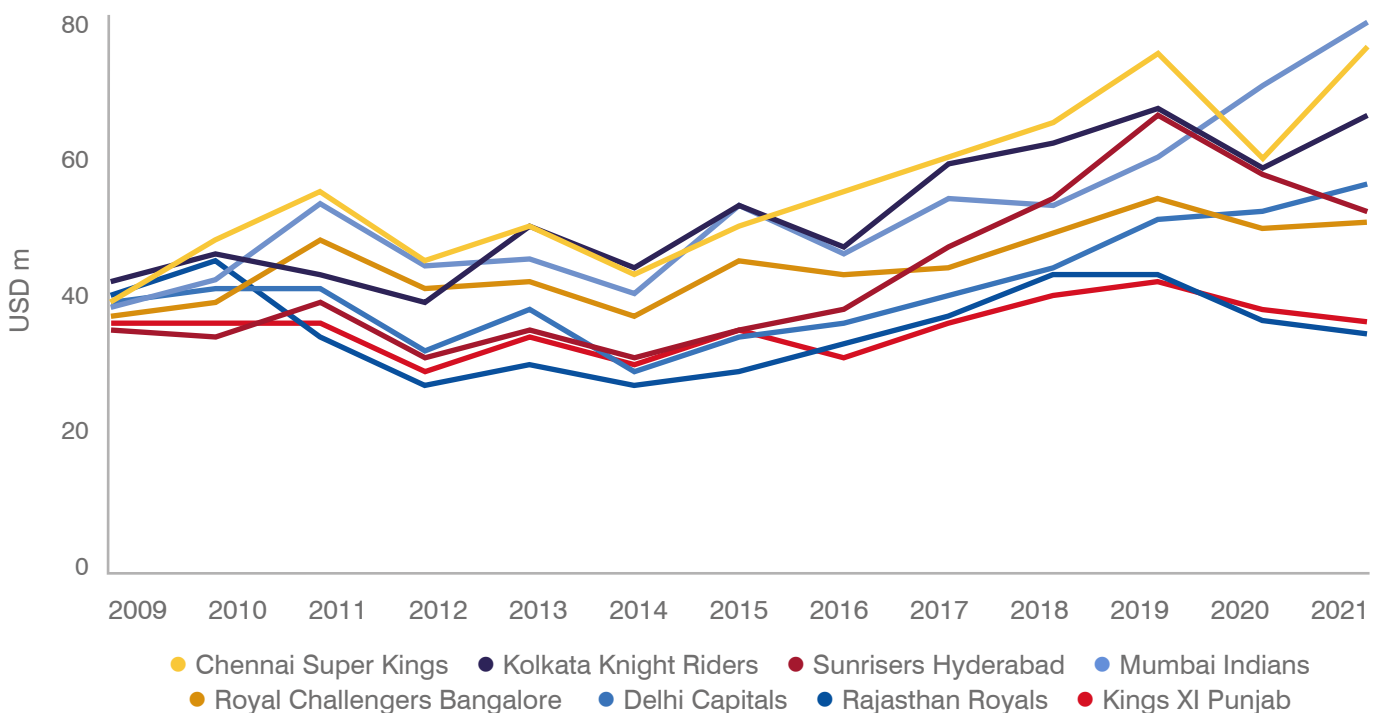
The RCB continues to depend on few stalwarts and falls apart when they don't perform. This added with the aggression in attitude, the brand is gradually pushing itself into a corner of being unliked. In its heydays, RCB had one of the most passionate fan followers, fan clubs, merchandising range and fantastic connect with its home fans in Bangalore. With the constantly changing venues, stoppages of tournament, lockdown restrictions are quickly eroding the RCB wave.

### Punjab Kings – Strong starts and fading away

**Punjab Kings** claim 7<sup>th</sup> spot, with a brand value of US\$36.2 million down by 5%. Their BSI is down 2% with a score of 60 out of 100.

## Brand Value over Time 2009-2021 (USDm)

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Punjab Kings is a brand that brings in a lot of jazz to the field. The team is still building its core and with the passing years, the team is facing opposition with an aggression that was little known in the past. Team coherence is emerging under the new leadership, exhibiting a brand of play that's very attacking and the fan base is becoming a force.

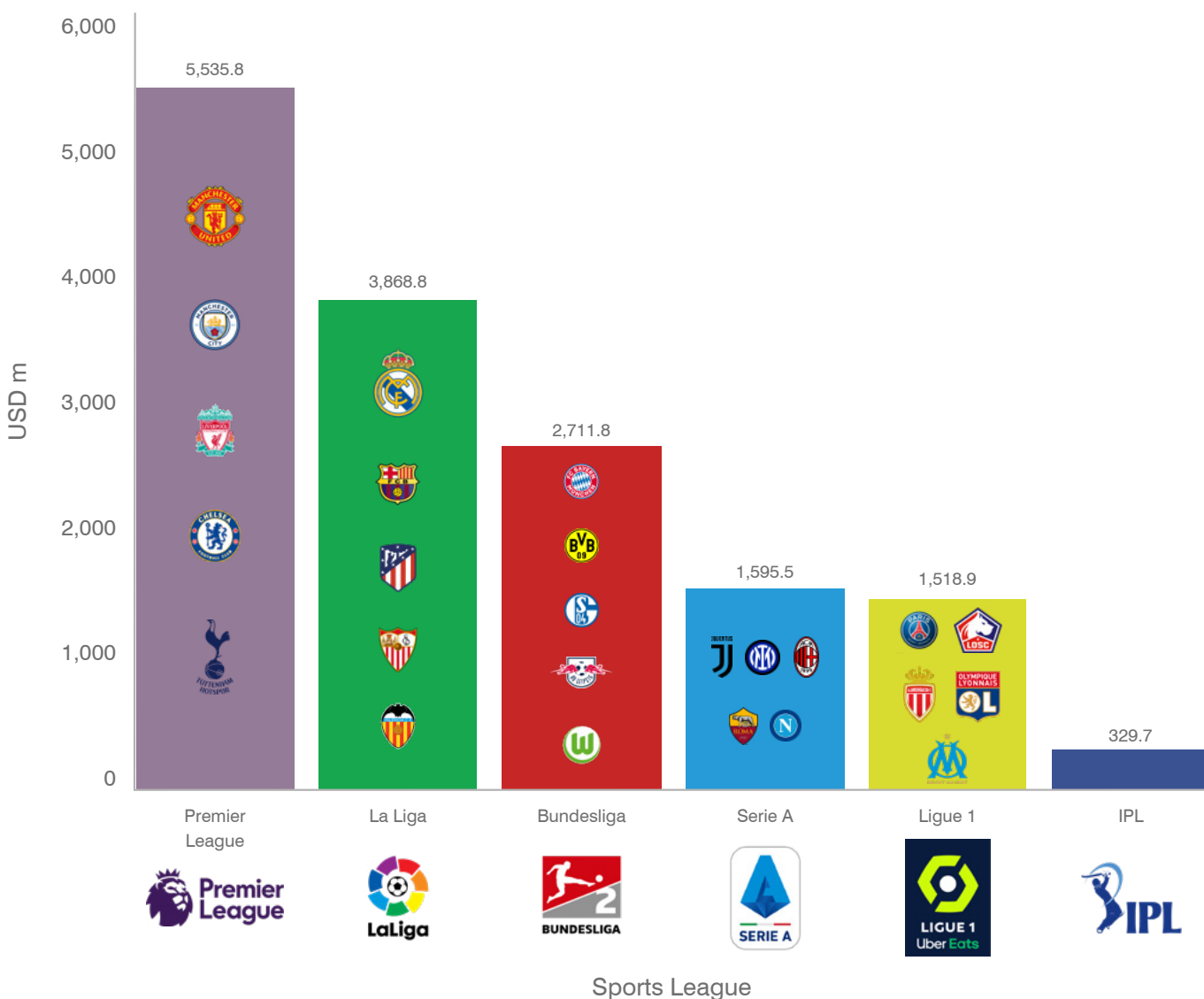
### Rajasthan Royals – Team that depended on foreign players

Rajasthan Royals' ranked 8<sup>th</sup> in brand value ranking, eroded its brand value by 5% to US\$34.4 million and their BSI score is 58.2 out of 100.

Dependence on overseas players and their absence in the phase 2 in UAE cost Rajasthan Royals heavily. The team went rapidly to the bottom of the points table, finishing 7<sup>th</sup> in IPL 2021. The passionate fans of RR in India who ensured high merchandise sales and filled up stadiums were missing with the pandemic restrictions. RR brand is finding its rhythm of the longest time now. The team couldn't sustain its brilliance, and they blew hot and cold throughout the tournament.

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

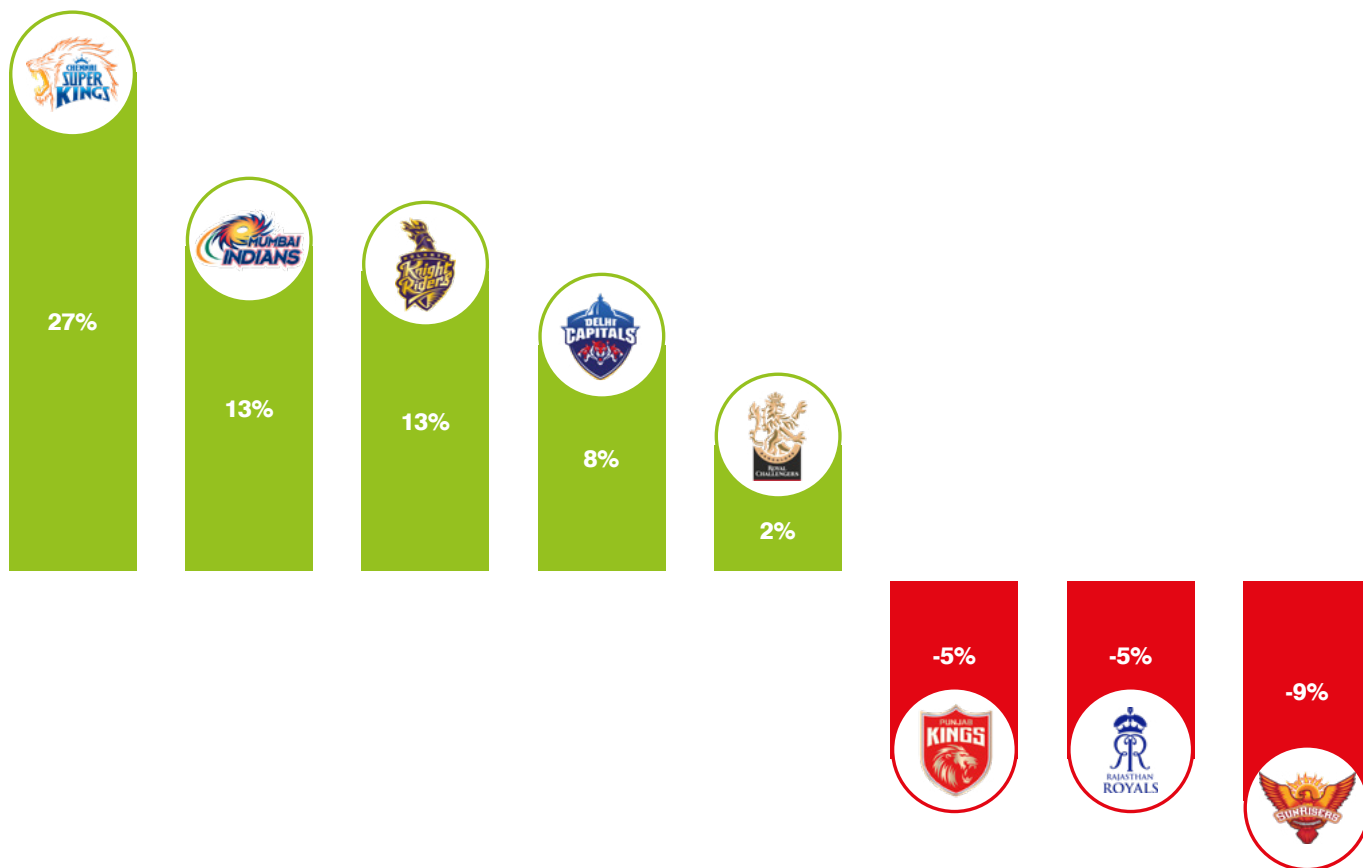
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Brand Value Change 2020-2021 (%)

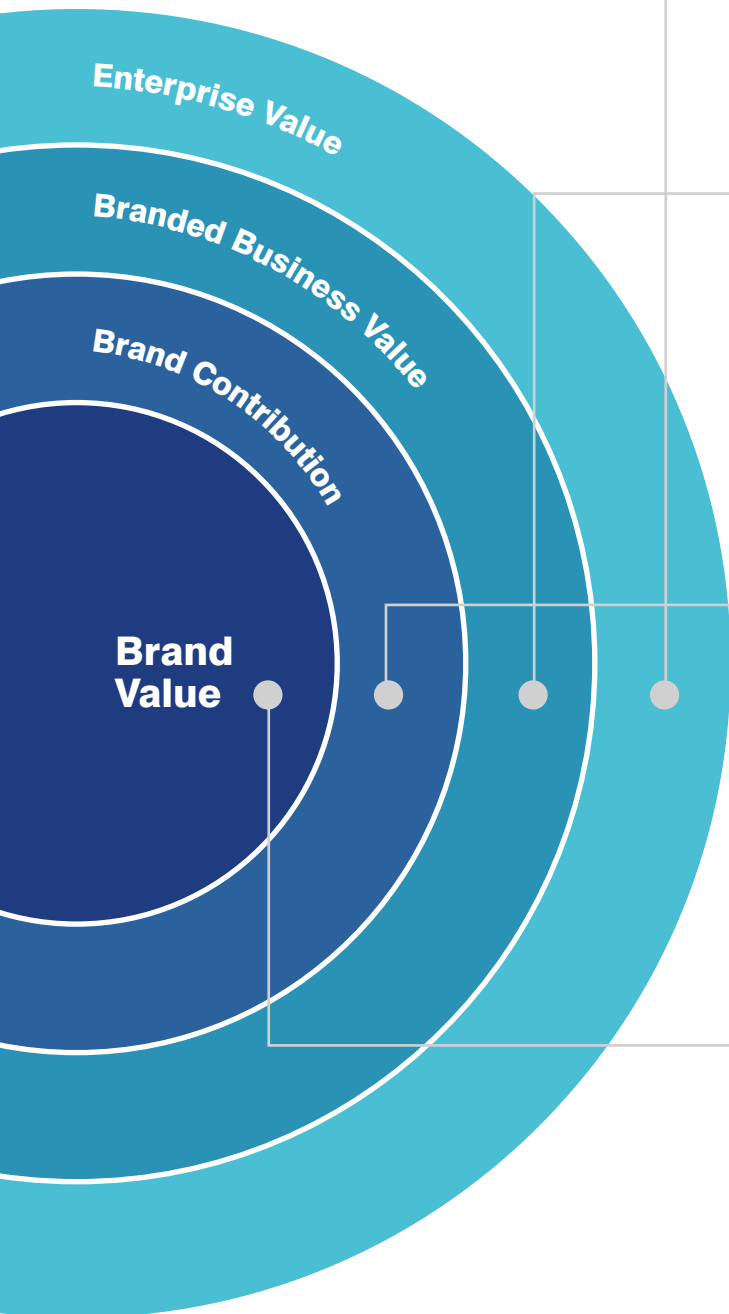
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# Methodology.

# 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 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 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.

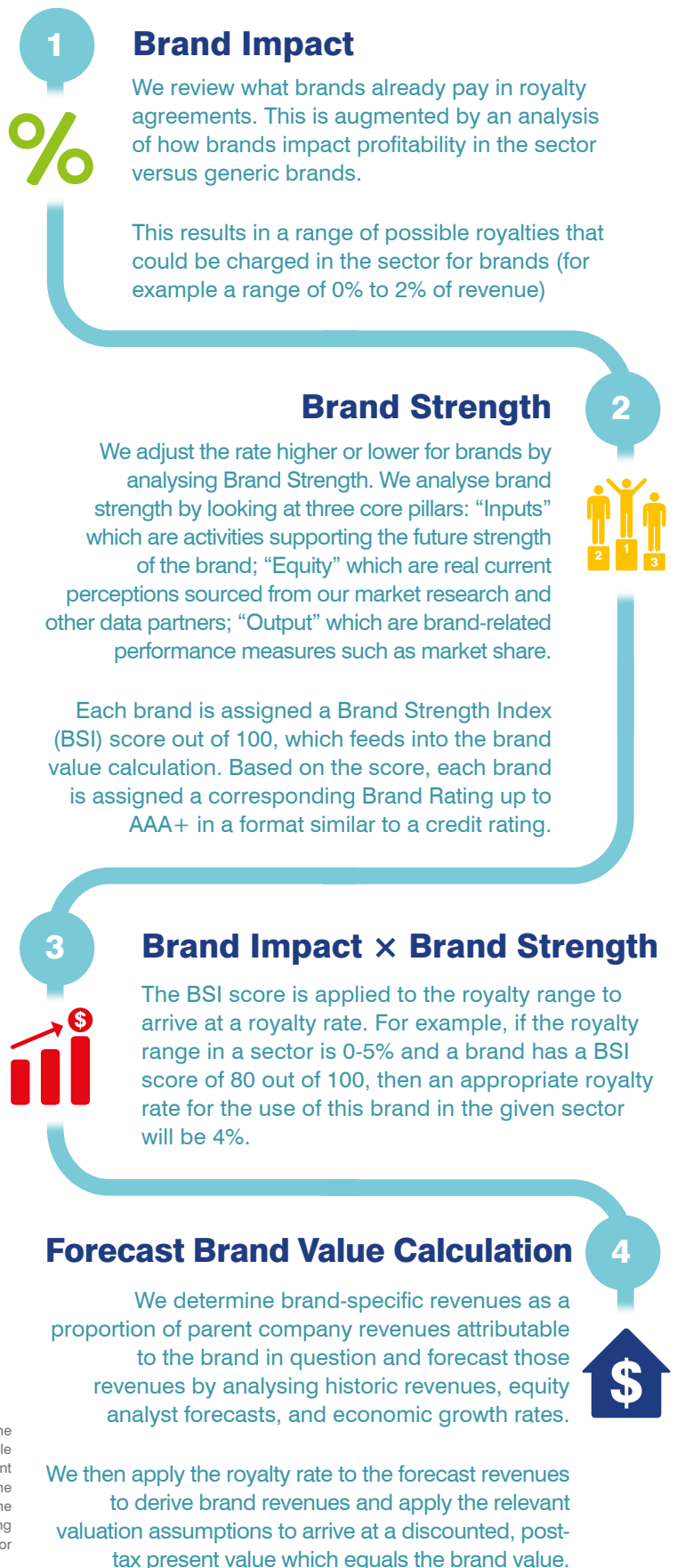
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

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 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.

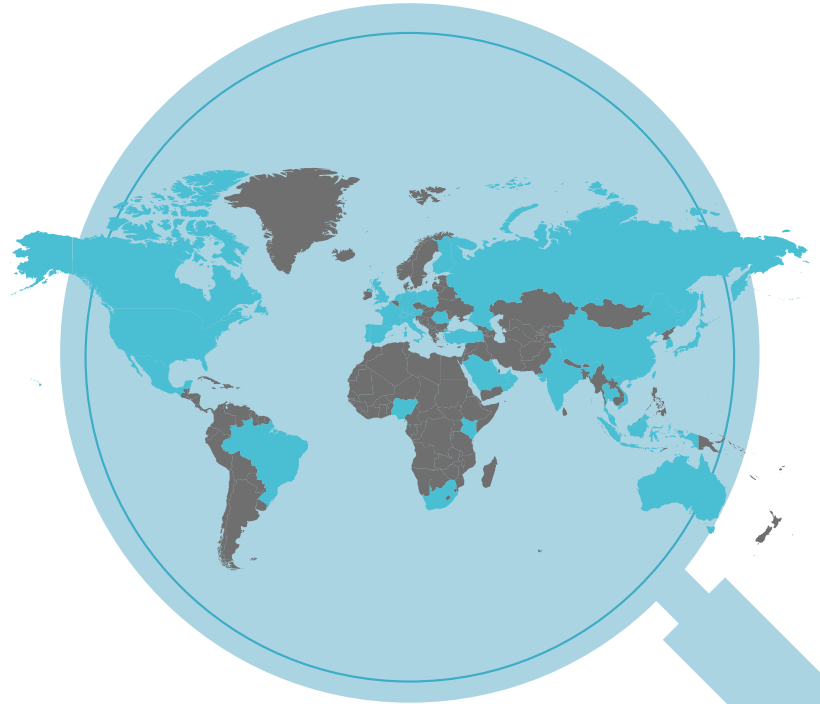
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

## 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

# **Our Services.**



# Consulting Services.

## Make branding decisions using hard data

### Brand Research

#### *What gets measured*

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

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



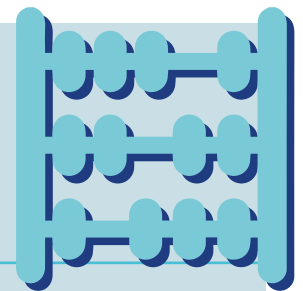
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### Brand Valuation

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

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

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



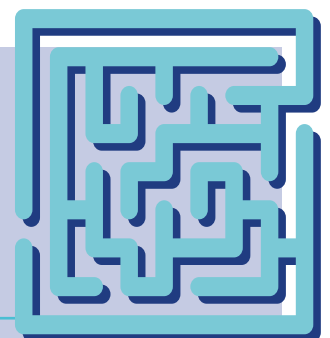
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

### Brand Strategy

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

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

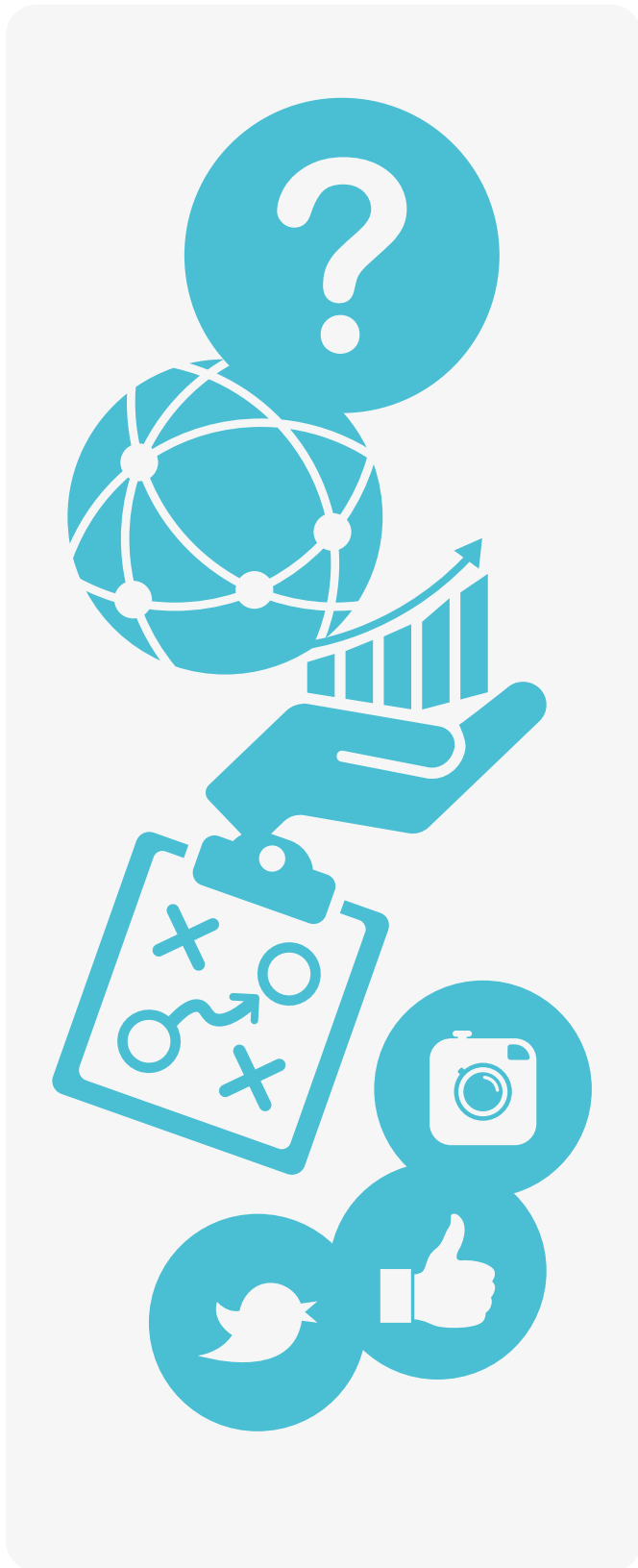
- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



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



# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



Brand Finance®  
Awards

TOP 8  
IPL  
BRAND



Brand Finance®  
Awards

MOST VALUABLE  
IPL  
BRAND



Brand Finance®  
Awards

STRONGEST  
IPL  
BRAND



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



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



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



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



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



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

# Brand Dialogue®



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

Our approach is integrated, employing tailored solutions for our clients across PR 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<sup>®</sup> Institute

## Brand Finance Institute

*Learn how to build, protect and measure brand value*

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

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

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

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For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com) or visit [brandfinanceinstitute.com](http://brandfinanceinstitute.com)

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



# Brand Finance Network.

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

| Market                      | Contact                | Email  | Telephone            |
|-----------------------------|------------------------|--|----------------------|
| Africa                      | Jeremy Sampson         | <a href="mailto:j.sampson@brandfinance.com">j.sampson@brandfinance.com</a>               | +27 82 885 7300      |
| Asia Pacific                | Samir Dixit            | <a href="mailto:s.dixit@brandfinance.com">s.dixit@brandfinance.com</a>                   | +65 906 98 651       |
| Australia                   | Mark Crowe             | <a href="mailto:m.crowe@brandfinance.com">m.crowe@brandfinance.com</a>                   | +61 282 498 320      |
| Brazil                      | Eduardo Chaves         | <a href="mailto:e.chaves@brandfinance.com">e.chaves@brandfinance.com</a>                 | +55 (16) 9 9161 7075 |
| Canada                      | Charles Scarlett-Smith | <a href="mailto:c.scarlett-smith@brandfinance.com">c.scarlett-smith@brandfinance.com</a> | +1 514 991 5101      |
| China                       | Scott Chen             | <a href="mailto:s.chen@brandfinance.com">s.chen@brandfinance.com</a>                     | +86 186 0118 8821    |
| East Africa                 | Walter Serem           | <a href="mailto:w.serem@brandfinance.com">w.serem@brandfinance.com</a>                   | +8254 733 444 969    |
| France                      | Bertrand Chovet        | <a href="mailto:b.chovet@brandfinance.com">b.chovet@brandfinance.com</a>                 | +33 6 86 63 46 44    |
| Germany/Austria/Switzerland | Ulf-Brun Drechsel      | <a href="mailto:u.drechsel@brandfinance.com">u.drechsel@brandfinance.com</a>             | +49 171 690 6828     |
| India                       | Ajimon Francis         | <a href="mailto:a.francis@brandfinance.com">a.francis@brandfinance.com</a>               | +91 989 208 5951     |
| Indonesia                   | Jimmy Halim            | <a href="mailto:bf.id@brandfinance.com">bf.id@brandfinance.com</a>                       | +62 215 3678 064     |
| Ireland                     | Declan Ahern           | <a href="mailto:d.ahern@brandfinance.com">d.ahern@brandfinance.com</a>                   | +353 85 132 5903     |
| Italy                       | Massimo Pizzo          | <a href="mailto:m.pizzo@brandfinance.com">m.pizzo@brandfinance.com</a>                   | +39 02 303 125 105   |
| Mexico & LatAm              | Laurence Newell        | <a href="mailto:l.newell@brandfinance.com">l.newell@brandfinance.com</a>                 | +52 55 9197 1925     |
| Middle East                 | Andrew Campbell        | <a href="mailto:a.campbell@brandfinance.com">a.campbell@brandfinance.com</a>             | +971 508 113 341     |
| Nigeria                     | Tunde Odumeru          | <a href="mailto:t.odumeru@brandfinance.com">t.odumeru@brandfinance.com</a>               | +234 012 911 988     |
| Romania                     | Mihai Bogdan           | <a href="mailto:m.bogdan@brandfinance.com">m.bogdan@brandfinance.com</a>                 | +40 728 702 705      |
| Spain                       | Teresa de Lemus        | <a href="mailto:t.delemus@brandfinance.com">t.delemus@brandfinance.com</a>               | +34 654 481 043      |
| Sri Lanka                   | Ruchi Gunewardene      | <a href="mailto:r.gunewardene@brandfinance.com">r.gunewardene@brandfinance.com</a>       | +94 11 770 9991      |
| Sweden                      | Anna Brolin            | <a href="mailto:a.brolin@brandfinance.com">a.brolin@brandfinance.com</a>                 | +44 7585 191818      |
| Turkey                      | Muhterem Ilgüner       | <a href="mailto:m.ilguner@brandfinance.com">m.ilguner@brandfinance.com</a>               | +90 216 352 67 29    |
| UK                          | Richard Haigh          | <a href="mailto:rd.haigh@brandfinance.com">rd.haigh@brandfinance.com</a>                 | +44 207 389 9400     |
| USA                         | Laurence Newell        | <a href="mailto:l.newell@brandfinance.com">l.newell@brandfinance.com</a>                 | +214 803 3424        |
| Vietnam                     | Lai Tien Manh          | <a href="mailto:m.lai@brandfinance.com">m.lai@brandfinance.com</a>                       | +84 90 259 82 28     |





## Contact us.

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**The World's Leading Brand Valuation Consultancy**

**T:** +44 (0)20 7389 9400

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

[www.brandfinance.com](http://www.brandfinance.com)