



Kenya 25 2023

The annual report on the most valuable and strongest Kenyan brands
April 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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Request your own Brand Value Report

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

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

Visit brandirectory.com/request-a-valuation or email enquiries@brandfinance.com



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Benefits



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



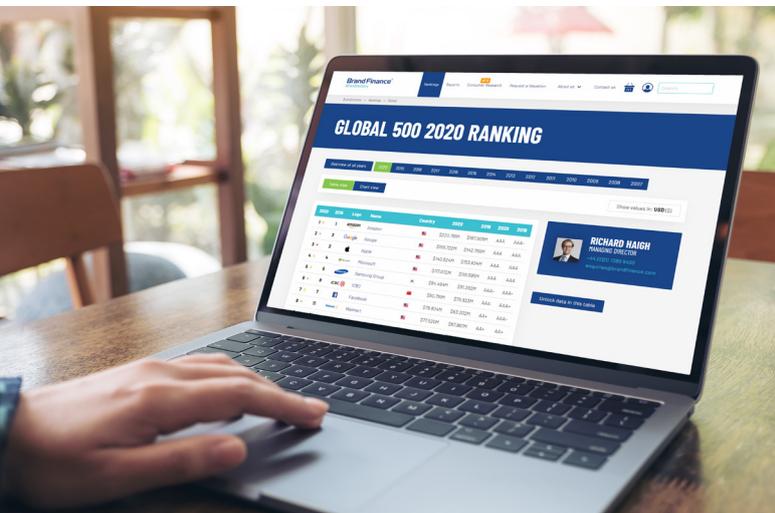
Customer Research Findings



Competitor Benchmarking

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Brandirectory.com



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

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

Visit brandirectory.com to find out more.

Brand Finance Group.



Brand Finance[®]
Institute

Brand Finance Institute

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

Brand Dialogue[®]



Brand Dialogue

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

vi360

VI360

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

Brand Finance®



Global Brand Equity Monitor

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

Visit brandirectory.com/consumer-research
or email enquiries@brandfinance.com



Foreword.



David Haigh
Chairman & CEO,
Brand Finance

Brand valuation helps companies understand the value of their brand and how it contributes to the overall value of the company. This important understanding can inform decision-making related to marketing and branding efforts, as well as provide a benchmark for future performance. It can also be used to help attract investors and secure financing, as a strong brand can be a valuable asset.

Additionally, brand valuation can be useful in the event of a merger or acquisition, as it can help determine the value of the brand being acquired. Overall, brand valuation helps organisations understand the worth of their brand and how it fits into their overall business strategy.

A strong brand can lead to improved business returns in several ways. First, a strong brand can help a company differentiate itself from its competitors and establish a unique identity in the market, which can lead to increased customer loyalty and retention. This, in turn, can lead to higher sales and revenue. A strong brand can also help a company command a higher price for its products or services, as consumers are willing to pay more for a brand they perceive as high-quality and trustworthy. In addition, a strong brand can help a company attract top talent, as employees may be more attracted to work for a well-known and reputable brand. Finally, a strong brand can provide a company with a competitive advantage and help it weather economic downturns or industry disruptions.

This year, Brand Finance has invested more in researching and understanding customer perception of brands across the world than ever before, with original research taking place in dozens of jurisdictions globally. The report you are reading is based on this extensive original research, with the findings representing a catalyst for further conversations.

If you want to help build a stronger brand, or if you want to better understand the value of your brand, please contact the Brand Finance team and I anytime. I look forward to the conversation and helping to build a more profitable future for your brand.

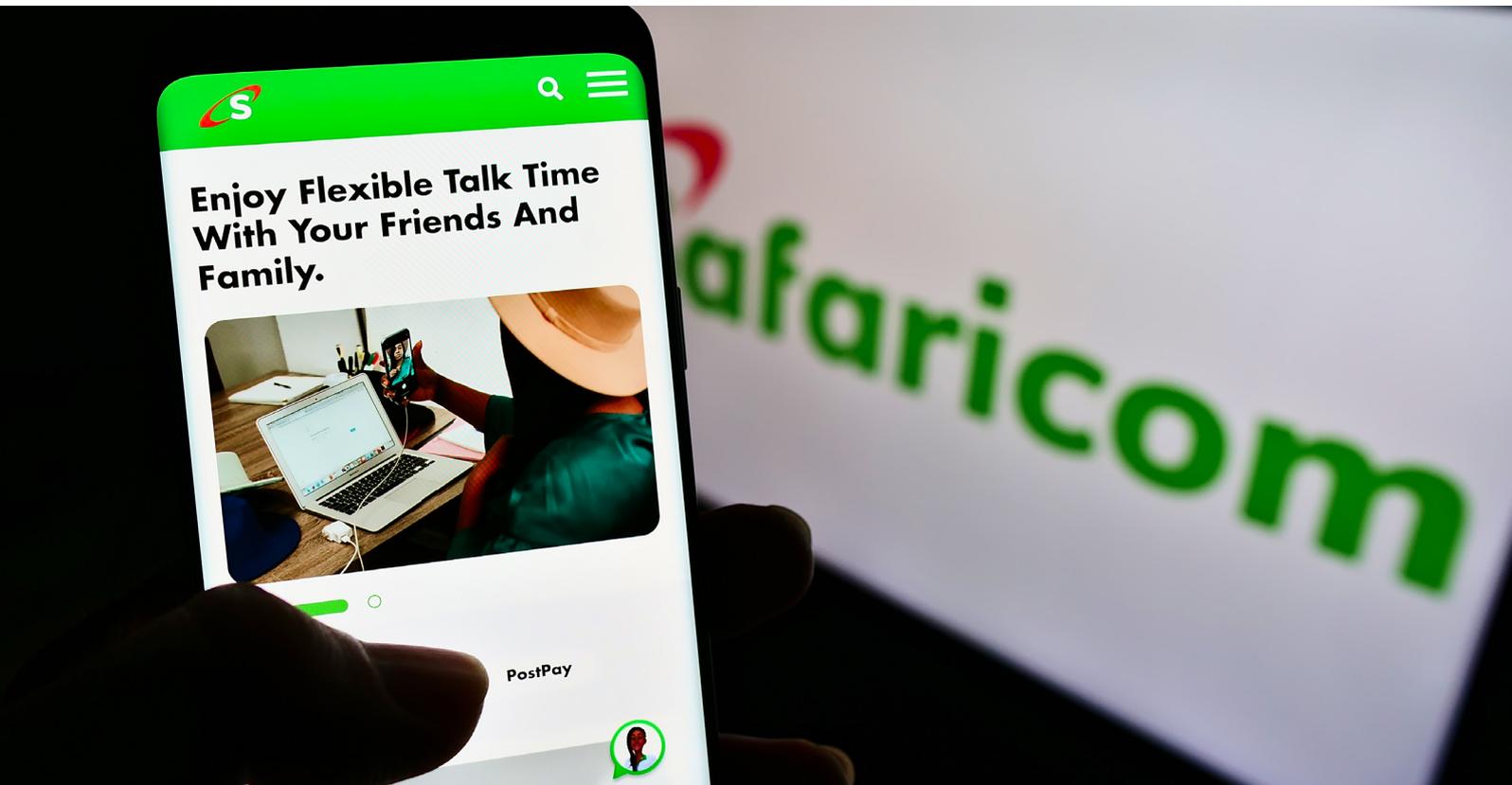
Safaricom maintains status as Kenya's most valuable brand, while banking brands see healthy brand value increases.

- + **Safaricom** is the most valuable Kenyan brand, valued at KES87 billion
- + **Equity Bank** and **Kenya Commercial Bank** are the second and third most valuable brands and top-two strongest brands with AAA+ ratings
- + **Crown Paints Kenya** is the fastest-growing Kenyan brand, up 70%
- + **Safaricom** has highest Sustainability Perceptions Value, valued at KES12.5 billion

Ranking Analysis.



Ranking Analysis.



Safaricom is the most valuable Kenyan brand, valued at KES87 billion

Safaricom (brand value up 14% to KES87 billion) is Kenya's most valuable brand according to a new report from leading brand valuation consultancy, Brand Finance.

Safaricom has shown considerable resilience during difficult operating conditions over the past year. These include high inflation, a volatile global geopolitical environment, and disrupted supply chains. Despite this, the brand has achieved revenue growth, while successfully completing the first two years of its five-year strategy. This strategy is guided by the purpose of transforming the lives of stakeholders and the communities that it serves.

Safaricom has grown into Ethiopia, a market it hopes it can expand to reach the level of its Kenya operation within ten years. Safaricom Ethiopia has already penetrated approximately 10% of the population, a positive sign of the uptake for its services from customers in the region.

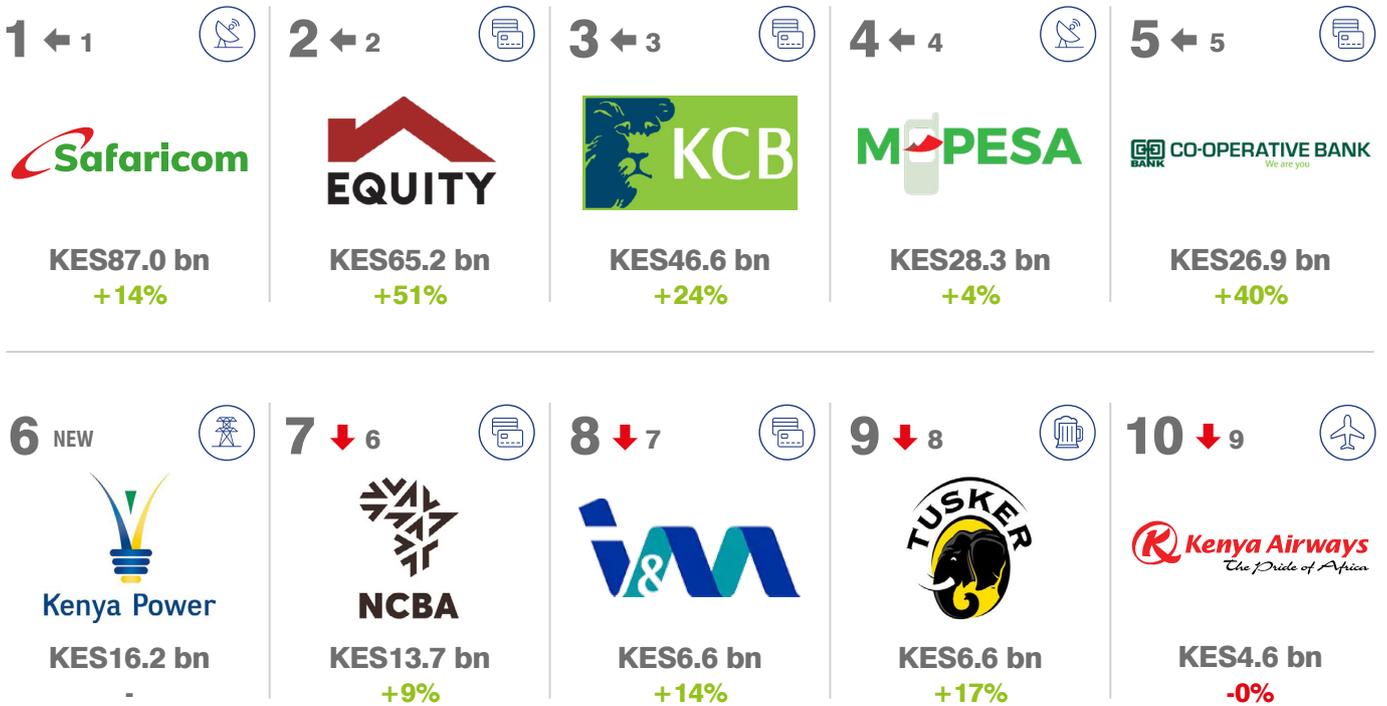
Kenya's top brands have demonstrated some considerable resilience over the past year, clearly shown by the brand value growth achieved by all the top-five most valuable brands in the ranking. This is all-the-more impressive considering the difficult operating conditions that Kenyan brands have faced over the past few years.

Walter Serem

Regional Director, East Africa, Brand Finance

Top 10 Most Valuable Kenyan Brands

© Brand Finance Plc 2023



Equity Bank and Kenya Commercial Bank are the second and third most valuable brands and top-two strongest brands with AAA+ ratings

The banking sector was the most valuable in the Kenya 25 2023 ranking. It accounted for 7 of the brands included, with a combined value of KES161.6 billion. This was 49% of the total brand value in the ranking and was up a total 31% year-on-year. This is a sign that Kenya’s banking brands are very much alive and kicking, despite a challenging economic environment.

Equity bank has had a successful year in which it saw 51% brand value growth to KES65.2 billion. This helped it maintain its position as Kenya’s second most valuable brand, closing the gap with **Safaricom** at the top of the ranking.

Following geographical regional diversification, Equity bank now has a presence in six African countries, and a commercial representative office in Ethiopia. This means Equity now covers a population of approximately 438 million people. This has helped the bank achieve record net profits this year, up 15% year-on-year, driven by a 28% growth in total income. These

positive financial results are one of the key contributing factors to Equity Bank’s brand value growth.

In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Compliant with ISO 20671, Brand Finance’s assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in 38 countries and across 31 sectors.



Ranking Analysis.

As well as being Kenya's second most valuable brand, **Equity Bank** is also the strongest with a Brand Strength Index score of 92 out of 100, earning it an elite AAA+ brand rating for the second consecutive year.

Equity Bank has focused on the efficiency of its offering to customers, successfully transitioning to a more digitally focused bank. 97% of all the Group's transactions are now customer self-service on own devices. This has helped drive efficiency gains, ease, and convenience to customers. The Group has also developed Pay with Equity, a digital e-Commerce payments platform, catering to the wave of mobile and internet banking usage by customers. Equity Bank's efforts to create a seamless customer experience has positively impacted stakeholders' perceptions of the brand, contributing to its country-leading score for brand strength.

Kenya Commercial Bank (KCB) (brand value up 24% to KES46.6 billion) was the only other brand in the ranking to achieve AAA+ status, with a Brand Strength Index score of 90 out of 100. This was a 3-point year-on-year increase. It was also Kenya's third most valuable brand in 2023.

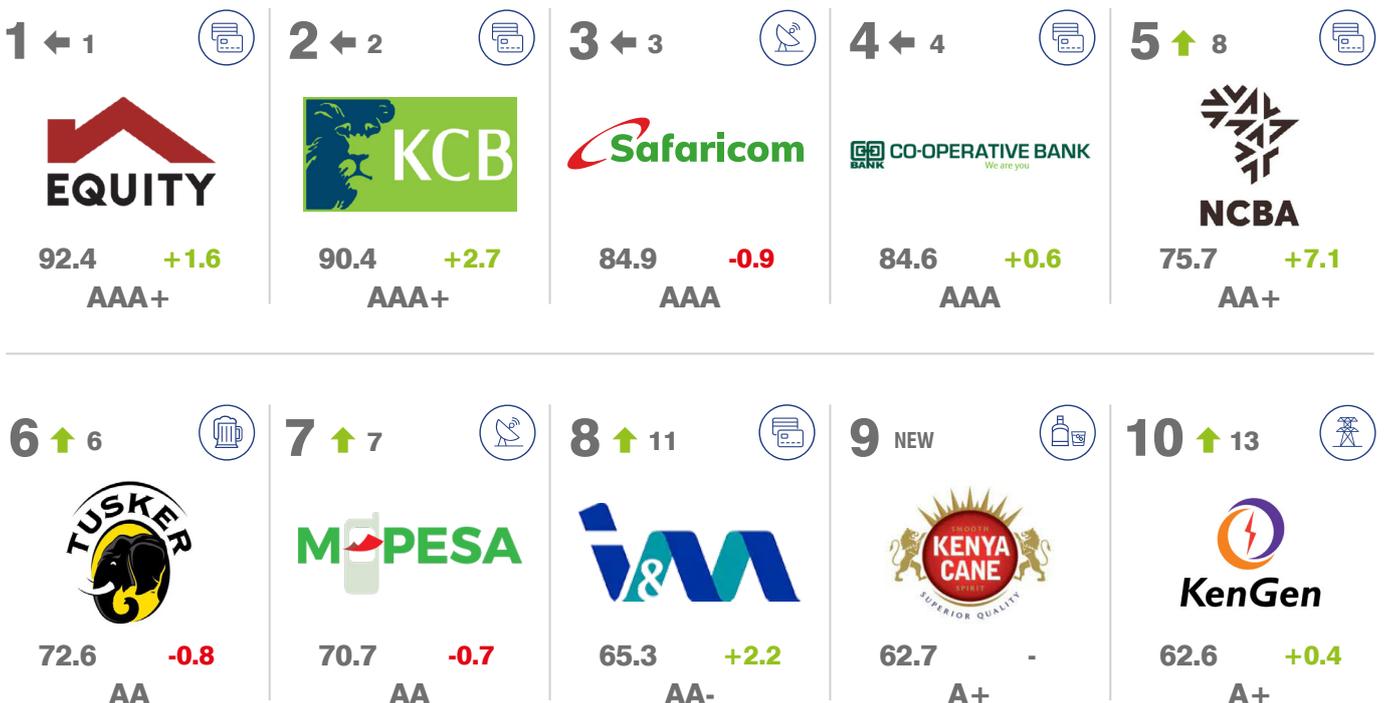
In 2021, KCB acquired DRC Congo's Trust Merchant Bank (TMB). TMB now holds 13.5 percent of the bank's total assets. It is just one example of KCB's regional expansion, following the more recent acquisition of Banque Populaire du Rwanda (BPR). This continued expansion strategy has helped the brand reach more customers and ultimately boost its brand value growth.

Co-Operative Bank of Kenya (brand value up 40% to KES26.9 billion), in fifth position in the ranking, was the third of the trio of brands that made the top-five of the Kenya 25 2023 ranking.



Top 10 Strongest Kenyan Brands

© Brand Finance Plc 2023



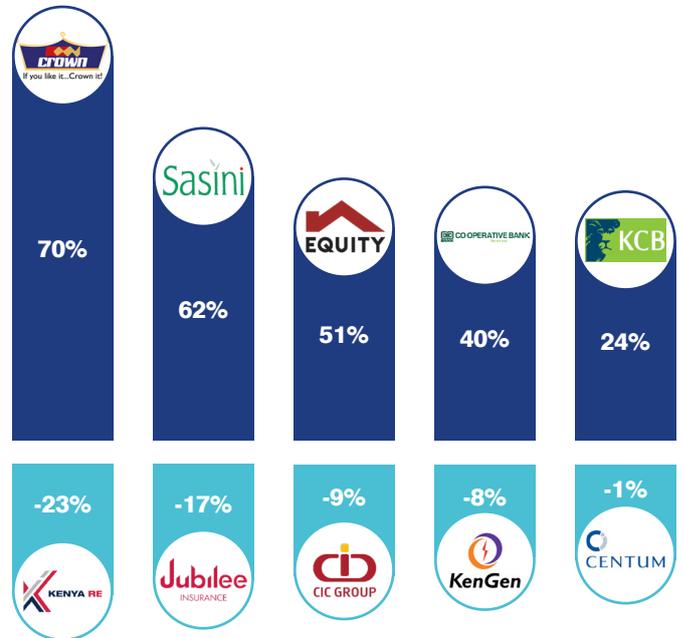
Crown Paints Kenya is the fastest-growing Kenyan brand, up 70%

Crown Paints Kenya is the fastest growing brand, up 70% to KES2.1 billion. With additional regional operations in Uganda, Tanzania and Rwanda, Crown Paints Kenya has benefitted from the phasing out of pandemic-induced restrictions in East Africa over the past year.

As the construction industry in the region has begun to pick up, there has been an increase in demand for its products, contributing to a jump in revenues. This has positively impacted its brand value. This re-bounce has however been slightly slowed by the rising costs of raw materials and volatility in foreign exchange rates.

As the financial outlook continues to look uncertain, it is yet to be seen if Crown Paints Kenya can sustain a high level of growth amid a potential re-bounce for East African construction.

Brand Value Change 2022-2023 (%)



© Brand Finance Plc 2023



Safaricom has highest Sustainability Perceptions Value, valued at KES12.5 billion

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

As well as being the most valuable brand, **Safaricom** also has the highest Sustainability Perceptions Value at KES12.5 billion. It is important to note that Safaricom's position at the top of the Sustainability Perceptions Value table is not an assessment of its overall sustainability performance. Instead, it highlights the value that Safaricom has tied up in the sustainability perception of stakeholders.

Safaricom also has a high Sustainability Perceptions Score of 6.46 out of 10. The brand has particularly focused on leveraging its connectivity, platforms, and technology to partner with others and realise its strategy of transforming Safaricom into a purpose-led organisation by 2025.

The brand has also committed to becoming Net Zero by 2050, continuing to invest heavily in solar energy, modernising power systems and phasing out its use of fossil fuels. It is doing this against the backdrop of rapidly rising energy costs, highlighting the benefits to the brand from both a financial and environmental perspective.

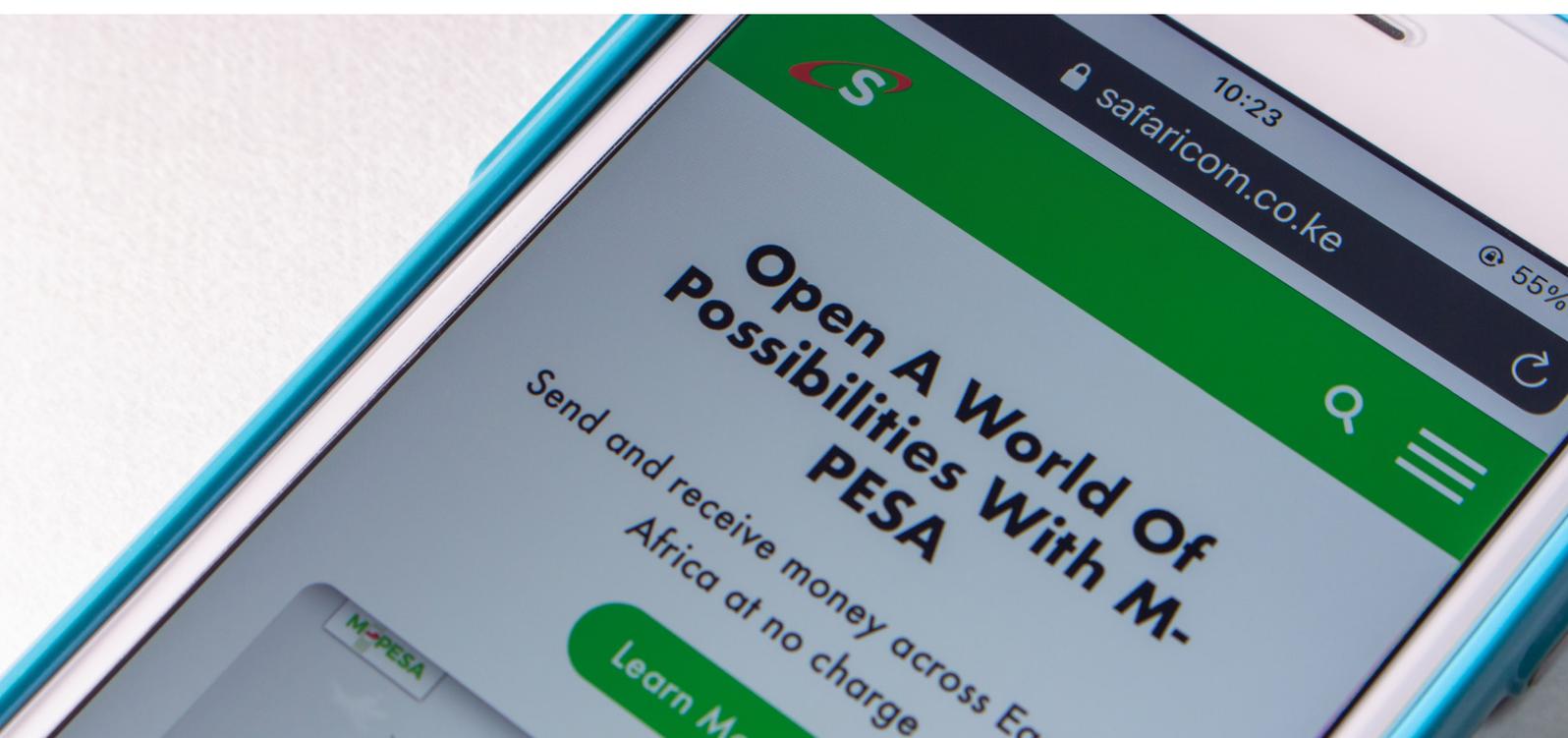
The Safaricom Foundation has also likely positively contributed to the brand's high sustainability ratings. The Foundation works towards helping locals in its markets access healthcare, education, skills, and sustainable employment, benefitting stakeholders and local communities throughout Safaricom's markets.



Brand Value Ranking (KESm).

Top 25 most valuable Kenyan brands 1-25

| 2022 Rank | 2021 Rank | | Brand | Sector | 2022 Brand Value | Brand Value Change | 2021 Brand Value | 2022 Brand Rating | 2021 Brand Rating |
|-----------|-----------|-----|----------------------------|---------------------|------------------|--------------------|------------------|-------------------|-------------------|
| 1 | 1 | ← | Safaricom | Telecoms | 87,007 | +14% | 76,532 | AAA | AAA |
| 2 | 2 | ← | Equity Bank | Banking | 65,157 | +51% | 43,064 | AAA+ | AAA+ |
| 3 | 3 | ← | Kenya Commercial Bank | Banking | 46,574 | +24% | 37,519 | AAA+ | AAA |
| 4 | 4 | ← | M-pesa | Telecoms | 28,346 | +4% | 27,292 | AA | AA |
| 5 | 5 | ← | Co-Operative Bank of Kenya | Banking | 26,945 | +40% | 19,281 | AAA | AAA- |
| 6 | - | New | Kenya Power & Lighting Ltd | Utilities | 16,206 | - | - | A+ | - |
| 7 | 6 | ↓ | NCBA | Banking | 13,665 | +9% | 12,557 | AA+ | AA- |
| 8 | 7 | ↓ | I&M | Banking | 6,647 | +14% | 5,827 | AA- | A+ |
| 9 | 8 | ↓ | Tusker | Beers | 6,567 | +17% | 5,610 | AA | AA |
| 10 | 9 | ↓ | Kenya Airways | Airlines | 4,640 | -0% | 4,648 | A | AA- |
| 11 | 10 | ↓ | Diamond Trust bank | Banking | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 12 | 11 | ↓ | KenGen | Utilities | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 13 | - | New | Britam Holdings Limited | Insurance | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 14 | 12 | ↓ | Kenya Reinsurance Corp | Insurance | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 15 | - | New | Kane Extra | Spirits | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 16 | 16 | ← | Crown Paints Kenya | Chemicals | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 17 | - | New | Kenya Cane | Spirits | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 18 | 14 | ↓ | Jubilee Holdings | Insurance | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 19 | 17 | ↓ | Sasini | Soft Drinks | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 20 | - | New | WPP Scangroup | Commercial Services | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 21 | - | ↑ | Unga Group Ltd | Food | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 22 | 15 | ↓ | CIC Insurance Group | Insurance | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 23 | 18 | ↓ | Nation Media Group | Media | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 24 | 19 | ↓ | Centum | Banking | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |
| 25 | 20 | ↓ | Nairobi Stock Exchange | Exchanges | 🔒 | 🔒 | 🔒 | 🔒 | 🔒 |





Methodology.

Definitions.



Brand Value



[META]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



[FACEBOOK]

+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



[FACEBOOK]

+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[FACEBOOK]

+ Brand Value

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

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

Brand Valuation Methodology.

Definition of Brand

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

Brand Value

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

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

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

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

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

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

Disclaimer

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



Brand 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.

2



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.



3

Global Brand Equity Monitor.

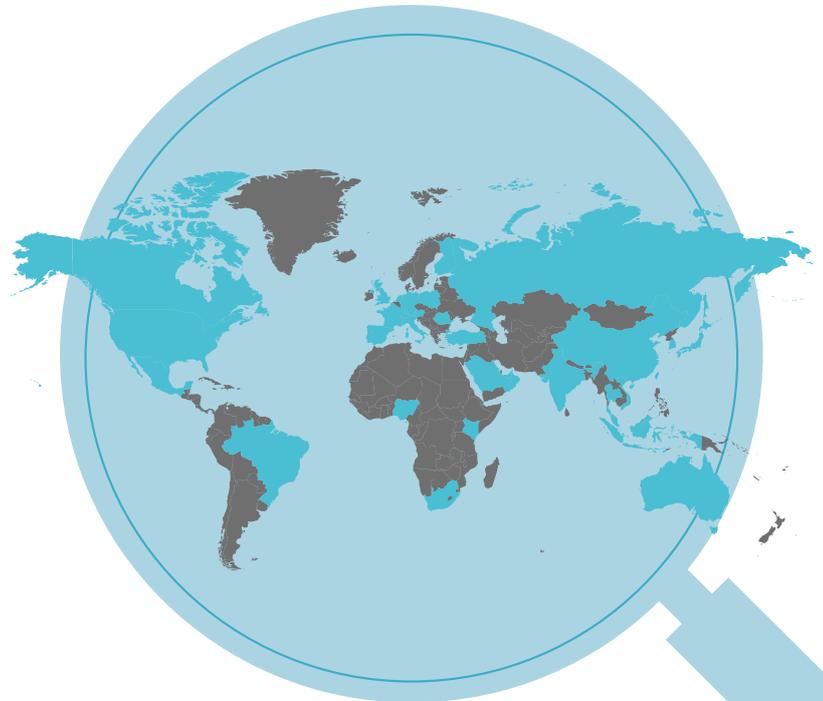
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

Tier 1

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

Tier 2

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



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

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

What makes a brand great?

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

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

Does brand purpose deliver?

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

Who's the coolest cat?

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

Selected Rankings for Amazon – All Non-Luxury Brands

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

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43% Care about the wider community (Rank #1)
88% Consideration Conversion



8% Care about the wider community (Rank #86)
92% Consideration Conversion

Highlights from the Global Brand Equity Monitor.

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

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

Get your brand talked-about

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

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



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

© Brand Finance Plc 2023

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

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

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

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



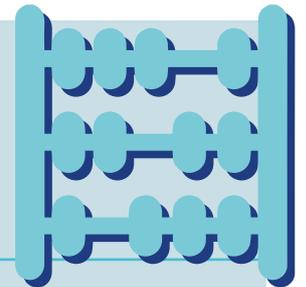
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

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

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



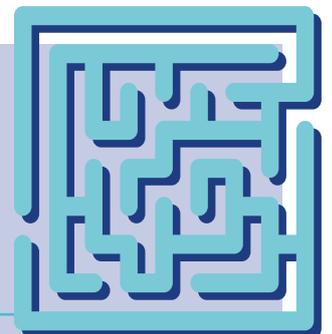
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

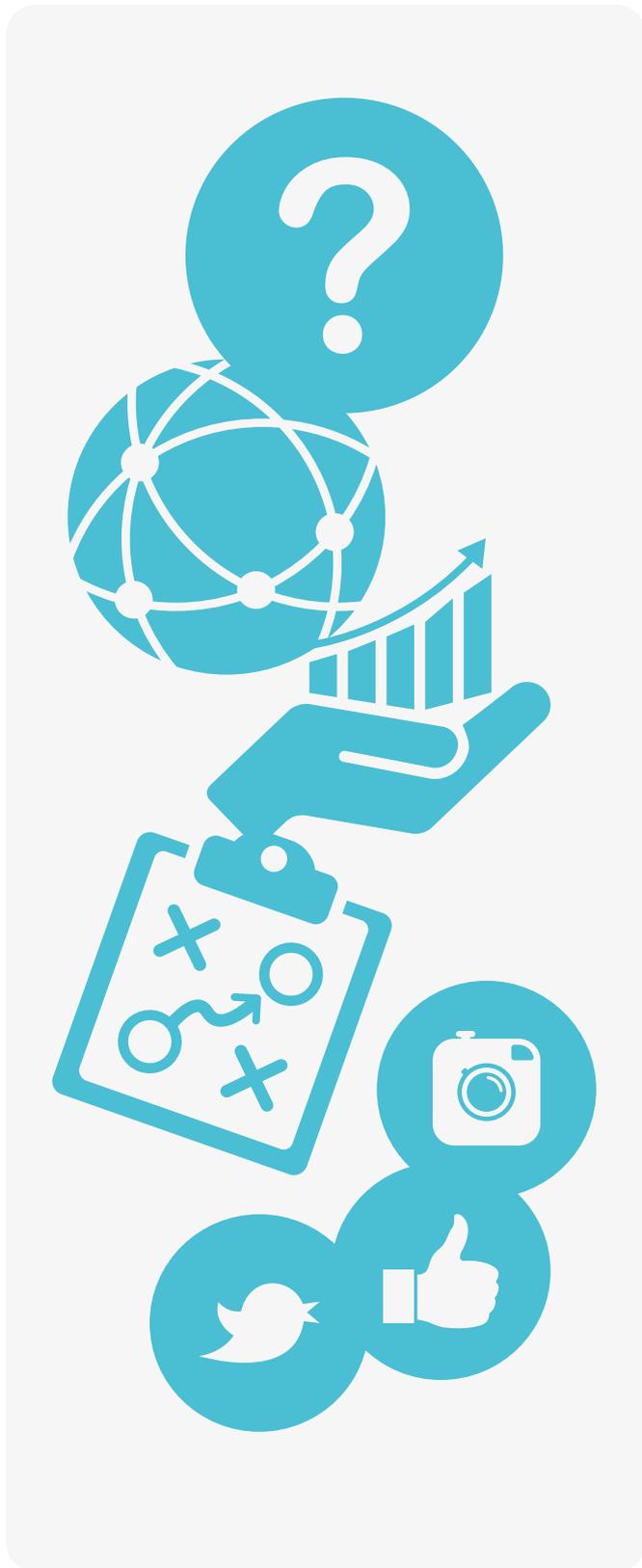
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

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



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

Brand Evaluation Services.



How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 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.

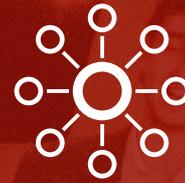
How can I improve return on marketing investment?

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.

Brand Dialogue[®]



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

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

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



Research, Strategy & Measurement

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



Public Relations & Communications

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



Marketing & Events

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



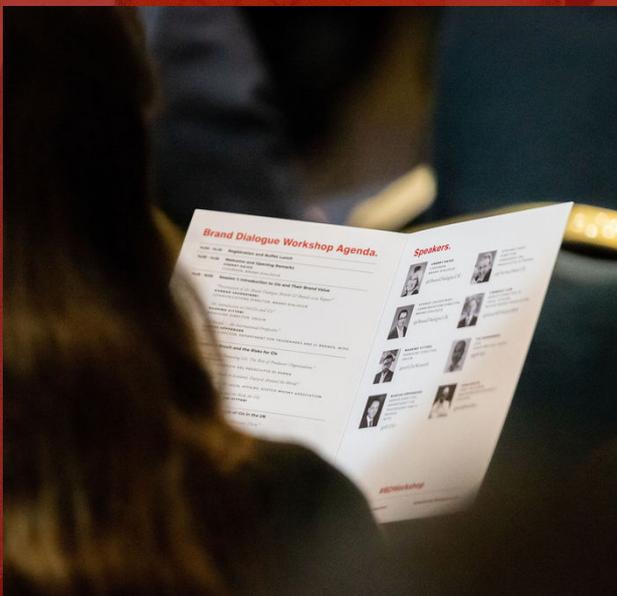
Content Creation

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



Strategic Communications

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



Brand Finance Network.

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

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