



Luxury & Premium 50 2022

The annual report on the most valuable and strongest luxury & premium brands
September 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.



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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

Contents

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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**
- **36 countries** and over **29 sectors** covered
- More than **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

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



enquiries@branddirectory.com

Foreword.



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.

PORSCHE IS MOST VALUABLE LUXURY BRAND

- + **Porsche** retains pole position as the most valuable luxury brand in the world, valued at US\$33.7 billion
- + **Louis Vuitton** is 2nd most valuable luxury brand valued at US\$23.4 billion
- + **Ferrari** is the world's strongest luxury brand with AAA+ rating
- + The **Ritz-Carlton** is the world's fastest growing luxury brand, more than doubling in value this year
- + **Dior** and **Dolce & Gabbana** flaunt impressive brand value performances
- + **Estée Lauder** is smelling sweet as it enters top ten for value
- + Brand strength accelerates for **Lamborghini** and **Aston Martin**

Executive Summary.



Brand Value & Brand Strength Analysis.



Porsche retains pole position as the most valuable luxury brand in the world, valued at US\$33.7 billion

Porsche (brand value down 2% to US\$33.7 billion) has parked itself in the top spot as the world's most valuable luxury brand for another year

Porsche's leadership of the luxury segment is good news for the brand which has just been spun-off by its brand owner, the **Volkswagen Group**, in an initial public offering on the **Frankfurt Stock Exchange**.

Louis Vuitton is 2nd most valuable luxury brand valued at US\$23.4 billion


















Louis Vuitton (brand value up 58% to US\$23.4 billion) benefited from increased spending on luxury products during the pandemic period as pandemic restrictions restricted spending on travel and services. As a result, Louis Vuitton was one of many high-end luxury product brands to benefit from increased demand for their products.

Porsche's new stock exchange listing demonstrates the value of a brand in a very visceral way, very much like the spin-off of Ferrari lead by Sergio Marchionne years ago. It made great sense to extract value hidden within the Volkswagen group, especially when you have an iconic luxury brand like Porsche which is so valuable.

Alex Haigh
Director, Brand Finance

Top 10 Most Valuable Luxury & Premium Brands

© Brand Finance Plc 2022

1 ← 1   PORSCHE \$33.7bn -2%	2 ↑ 3   LOUIS VUITTON \$23.4bn +58%	3 ↓ 2  GUCCI  \$18.1bn +16%	4 ← 4   CHANEL \$15.3bn +15%	5 ↑ 6   HERMÈS PARIS \$13.5bn +16%
6 ↓ 5  Cartier \$12.4bn +3%	7 ↑ 9  DIOR \$9.0bn +15%	8 ← 8   ROLEX \$8.4bn +5%	9 ↓ 7   \$8.0bn -13%	10 ↑ 11  ESTÉE LAUDER COMPANIES \$7.9bn +39%



Louis Vuitton is now seeking to manage its brand through strong online marketing and celebrity influencer campaigns aimed at attracting new client bases, while maintaining a brand heritage steeped in a rich history.

Elsewhere, Spanish luxury retailer **Loewe** (brand value up 7% is facing similar challenges as it seeks to communicate with customers on both online and offline channels.


















Ferrari is the world's strongest luxury brand with AAA+ rating

In addition to brand value, **Brand Finance** 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 more than 35 countries and across nearly 30 sectors.

Top 10 Strongest Luxury & Premium Brands

© Brand Finance Plc 2022

1 ← 1   90.9 -3.0 AAA+	2 ↑ 34  DIOR 88.4 +9.4 AAA	3 ↑ 8   87.7 +3.7 AAA	4 ← 4  GUCCI  87.0 -0.1 AAA	5 ↑ 6  ESTÉE LAUDER COMPANIES 87.0 +1.8 AAA
6 ↑ 16   SHANGRI-LA <small>HOTELS and RESORTS</small> 86.6 +5.0 AAA	7 ↓ 2   ROLEX 86.5 -3.1 AAA	8 ↑ 26  LANCÔME <small>PARIS</small> 85.2 +5.3 AAA	9 ↓ 7   PORSCHE 85.1 +0.7 AAA	10 ↓ 9   ASTON MARTIN 84.8 +0.7 AAA

Ferrari (brand value down 13% to US\$8 billion) is one of the world's most recognizable brands and is the strongest luxury brand in the world with a **Brand Strength Index** (BSI) of 90.9/100 and an elite AAA+ rating.

A significant attribute of the **Ferrari** brand is its iconic internal combustion engines. The forthcoming migration to electric vehicles therefore represents both a challenge and opportunity for the brand as it seeks to build its first fully electric vehicle by 2025, and predicts electric vehicles to account for 40% of its product offering by 2030.

The Ritz-Carlton is world's fastest growing luxury brand, more than doubling in value this year

The Ritz-Carlton (brand value doubling to US\$1.1 billion) is the world's fastest growing hotel brand with its brand value increasing by 112% as travel reopens across much of the world. Part of the **Marriott Group**, the **Ritz-Carlton** has built an extremely strong brand, with its **Brand Strength Index** increasing from 79.6 to 83.2, earning an AAA- brand rating.





The brand value of luxury hotel **InterContinental** (brand value down 1% to US\$1.5 billion) fell marginally, with significant concerns about potential delays to the reopening of services in InterContinental's key Chinese market.

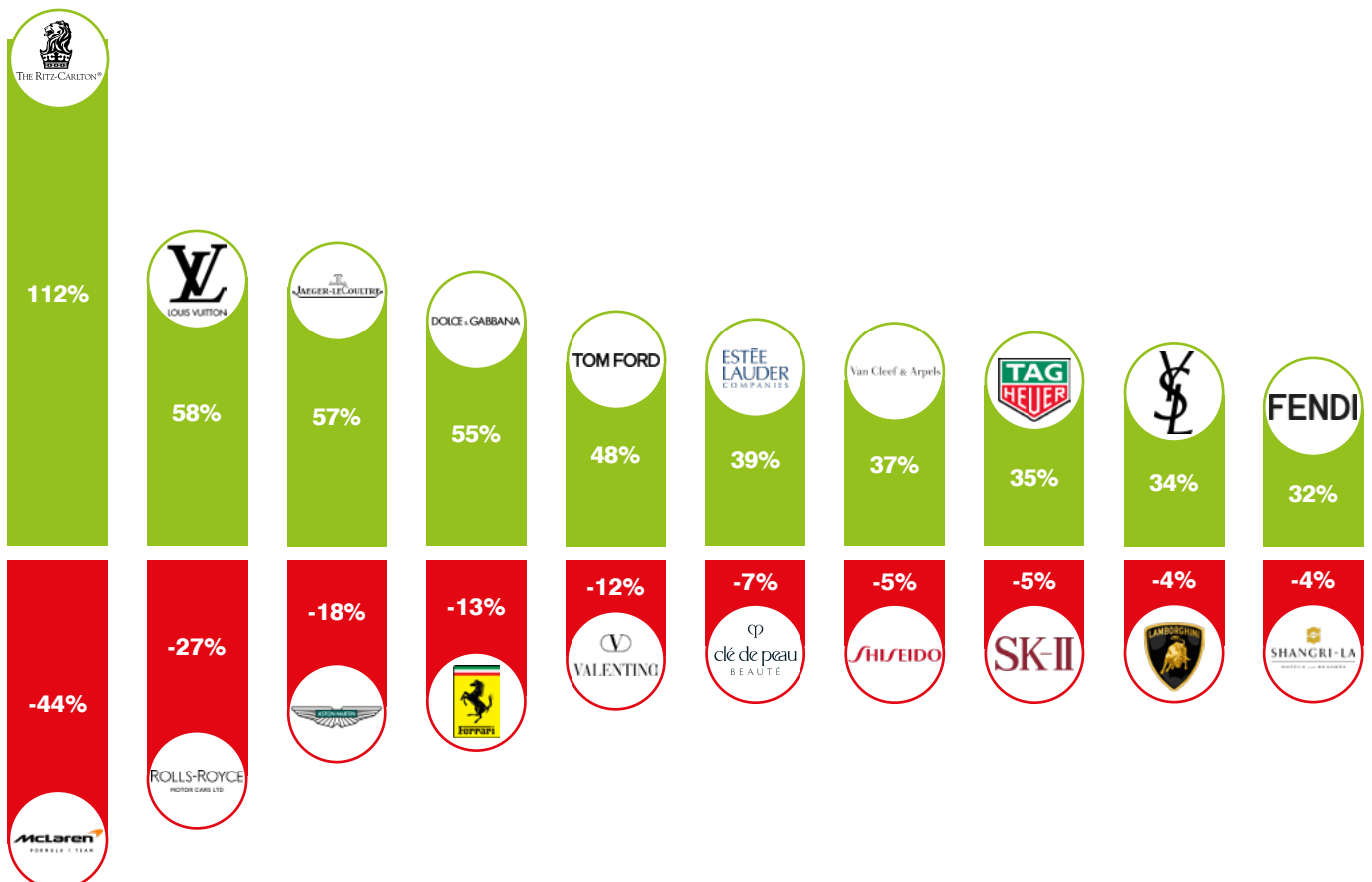
Despite enduring one of the toughest periods ever faced by the hospitality industry, InterContinental remains focused on delivering on its brand promise "True Hospitality for Good".

Dior and Dolce & Gabbana flaunt impressive brand value performances

Dior (brand value up 19% to US\$9 billion) enjoyed worldwide success with their **Sauvage** fragrance, and the brand returned to growth following the disruption brought about by the pandemic.

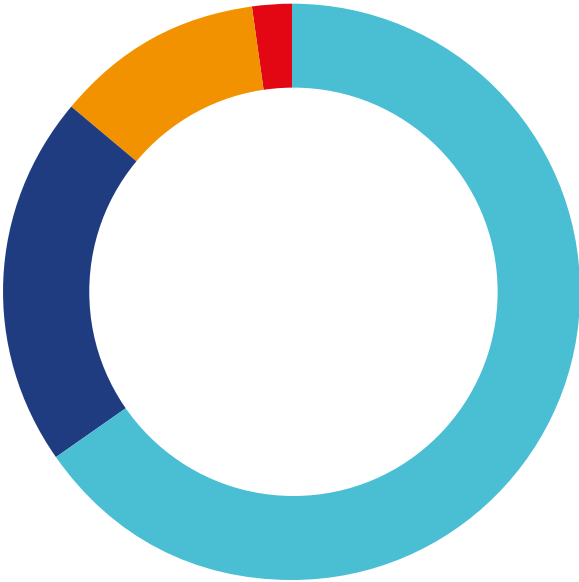
Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Brand Value by Sector

© Brand Finance Plc 2022



Sector	Brand Value (USD bn)	% of total	Number of Brands
Apparel	163.1	65.8%	30
Automobiles	51.3	20.7%	8
Cosmetics	29.0	11.7%	9
Hotels	4.4	1.8%	3
Total	247.8	100.0%	50



Dolce & Gabbana (brand value up 55% to US\$1.4 billion) is well known for its distinctive brand personality.

The Italian brand is in the process of establishing **Dolce & Gabbana Beauty**, which by January 2023 will assume 100% control of the manufacturing, sales and distribution of its fragrance and makeup products.

Estée Lauder is smelling sweet as it enters top ten of value

Estée Lauder (brand value up 39% to US\$7.9 billion) has quickly grown this year and has recently benefited from an uplift in airport sales, among other channels, due to the recovery of the global travel sector and appear to have capitalised on this well.

The brand has significant further opportunities for growth because of its widely reported intentions to acquire luxury fashion house **Tom Ford** for US\$3 billion.

Brand strength accelerates for Lamborghini and Aston Martin

Despite an overall drop in brand value, both **Lamborghini** (brand value down 4% to US\$1.9 billion) and **Aston Martin** (brand value down 18% to US\$1.1 billion) have paved out new sustainability focused roadmaps which already seem to be having a positive impact on how these brands are perceived.

Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
France	96.8	39.1%	12
Italy	53.3	21.5%	14
Germany	33.7	13.6%	1
United States	22.2	9.0%	5
Switzerland	17.4	7.0%	5
United Kingdom	12.5	5.0%	6
Other	14.0	4.8%	7
Total	247.8	100.0%	50



Brand Value Ranking (USDm).

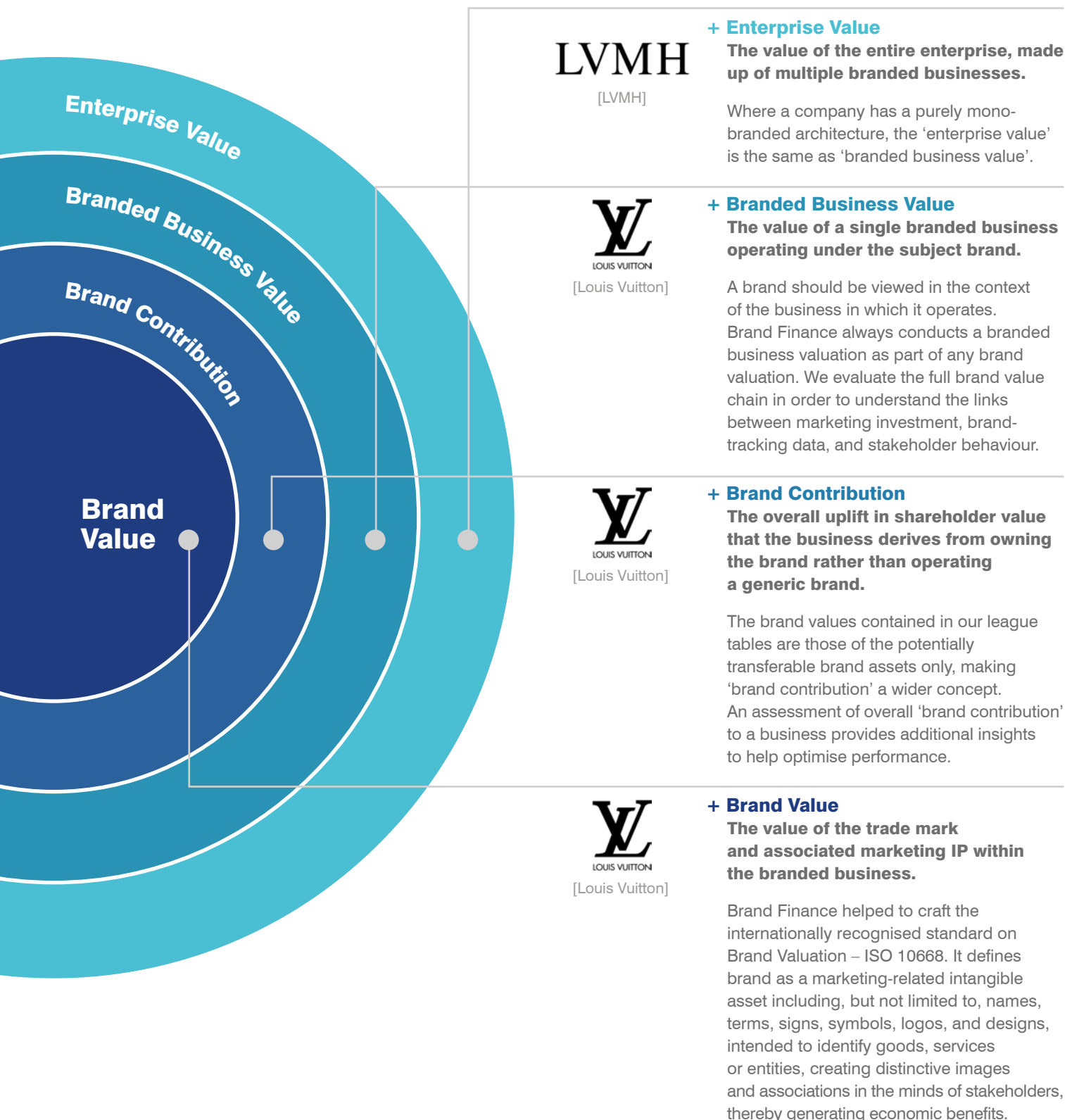
Top 50 most valuable luxury & premium brands

2022 Rank	2021 Rank		Brand	Country	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	↔	Porsche	Germany	Automobiles	\$33,713	-2%	\$34,326	AAA	AAA-
2	3	↑	Louis Vuitton	France	Apparel	\$23,426	+58%	\$14,858	AAA	AAA-
3	2	↓	GUCCI	Italy	Apparel	\$18,110	+16%	\$15,599	AAA	AAA
4	4	↔	Chanel	France	Apparel	\$15,260	+15%	\$13,240	AAA-	AA+
5	6	↑	Hermès	France	Apparel	\$13,499	+16%	\$11,657	AAA-	AAA
6	5	↓	Cartier	France	Apparel	\$12,419	+3%	\$12,087	AA+	AAA-
7	9	↑	Dior	France	Apparel	\$9,027	+15%	\$7,826	AAA	AAA-
8	8	↔	Rolex	Switzerland	Apparel	\$8,350	+5%	\$7,938	AAA	AAA+
9	7	↓	Ferrari	Italy	Automobiles	\$8,047	-13%	\$9,243	AAA+	AAA+
10	11	↑	Estée Lauder	United States	Cosmetics	\$7,926	+39%	\$5,687	AAA	AAA
11	12	↑	Tiffany & Co.	United States	Apparel	🔒	🔒	🔒	🔒	🔒
12	10	↓	Guerlain	France	Cosmetics	🔒	🔒	🔒	🔒	🔒
13	13	↔	COACH	United States	Apparel	🔒	🔒	🔒	🔒	🔒
14	16	↑	Burberry	United Kingdom	Apparel	🔒	🔒	🔒	🔒	🔒
15	15	↔	Lancôme	France	Cosmetics	🔒	🔒	🔒	🔒	🔒
16	17	↑	Ray-Ban	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
17	14	↓	Omega	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒
18	21	↑	Moncler	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
19	22	↑	Yves Saint Laurent	France	Apparel	🔒	🔒	🔒	🔒	🔒
20	18	↓	Prada	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
21	19	↓	Bulgari	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
22	20	↓	Clarins	France	Cosmetics	🔒	🔒	🔒	🔒	🔒
23	25	↑	Bentley	United Kingdom	Automobiles	🔒	🔒	🔒	🔒	🔒
24	31	↑	TAG Heuer	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒
25	23	↓	SK-II	Japan	Cosmetics	🔒	🔒	🔒	🔒	🔒
26	26	↔	Armani	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
27	27	↔	Givenchy	France	Apparel	🔒	🔒	🔒	🔒	🔒
28	-	New	Lao Feng Xiang	China	Apparel	🔒	🔒	🔒	🔒	🔒
29	34	↑	Celine	France	Apparel	🔒	🔒	🔒	🔒	🔒
30	28	↓	Lamborghini	Italy	Automobiles	🔒	🔒	🔒	🔒	🔒
31	29	↓	Shangri-La	China (Hong Kong)	Hotels	🔒	🔒	🔒	🔒	🔒
32	36	↑	Bottega Veneta	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
33	41	↑	Van Cleef & Arpels	France	Apparel	🔒	🔒	🔒	🔒	🔒
34	33	↓	Loewe	Spain	Apparel	🔒	🔒	🔒	🔒	🔒
35	45	↑	Jaeger-LeCoultre	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒
36	32	↓	Valentino	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
37	35	↓	InterContinental	United Kingdom	Hotels	🔒	🔒	🔒	🔒	🔒
38	30	↓	Rolls-Royce (Automobiles)	United Kingdom	Automobiles	🔒	🔒	🔒	🔒	🔒
39	37	↓	Sulwhasoo	South Korea	Cosmetics	🔒	🔒	🔒	🔒	🔒
40	46	↑	Dolce & Gabbana	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
41	24	↓	McLaren	United Kingdom	Automobiles	🔒	🔒	🔒	🔒	🔒
42	39	↓	Shiseido	Japan	Cosmetics	🔒	🔒	🔒	🔒	🔒
43	40	↓	Cle de Peau Beauté	Japan	Cosmetics	🔒	🔒	🔒	🔒	🔒
44	-	New	Tom Ford	United States	Cosmetics	🔒	🔒	🔒	🔒	🔒
45	43	↓	Maserati	Italy	Automobiles	🔒	🔒	🔒	🔒	🔒
46	42	↓	Salvatore Ferragamo	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
47	38	↓	Aston Martin	United Kingdom	Automobiles	🔒	🔒	🔒	🔒	🔒
48	-	New	The Ritz-Carlton	United States	Hotels	🔒	🔒	🔒	🔒	🔒
49	-	New	Fendi	Italy	Apparel	🔒	🔒	🔒	🔒	🔒
50	44	↓	Tissot	Switzerland	Apparel	🔒	🔒	🔒	🔒	🔒



Methodology.

Definitions.



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.

1



Brand Impact

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

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

2

Brand Strength

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



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

3



Brand Impact × Brand Strength

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

Forecast Brand Value Calculation

4

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



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

Brand Strength.

Brand Strength

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

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



1 Attribute Selection and Weighting

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

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

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.














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

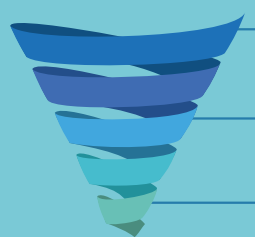
Tier 2

-  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

Highlights from the Global Brand Equity Monitor.

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

What makes a brand great?

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

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


Does brand purpose deliver?

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

Who's the coolest cat?

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

Selected Rankings for Amazon – All Non-Luxury Brands

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

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

88% Consideration Conversion



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

92% Consideration Conversion

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

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

Get your brand talked-about

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

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



Top-ranked brands for being “Cool” (Among Category Users) © Brand Finance Plc 2022

	1 st	2 nd	3 rd
	 		
	 		
	 		
	 		

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?



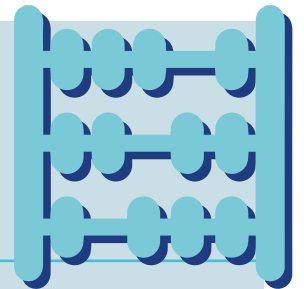
Brand Valuation

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

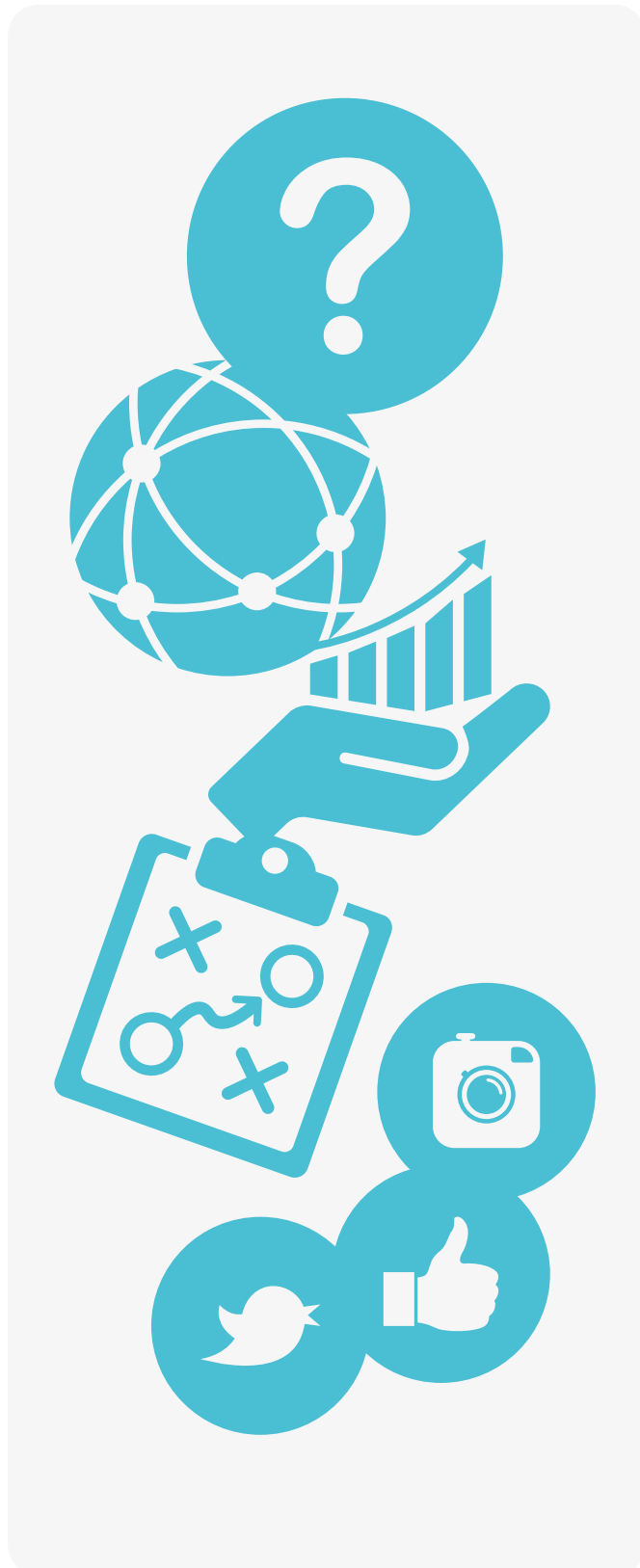
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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 your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®
Awards

TOP 50
LUXURY & PREMIUM
BRAND



Brand Finance®
Awards

MOST VALUABLE
LUXURY & PREMIUM
BRAND



Brand Finance®
Awards

STRONGEST
LUXURY & PREMIUM
BRAND



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



Bespoke Events – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



Digital Infographics – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



Trophies & Certificates – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.



Brand Spotlight – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



Media Support – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, 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).

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[®] 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?

For more information, contact enquiries@brandfinance.com or visit brandfinanceinstitute.com

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



Brand Finance Network.

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

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