



# Norway 10 2019

**The annual report on the most valuable and strongest Norwegian brands**

June 2019

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# X.Y.O.1

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# About Brand Finance.

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

Brand Finance was set up in 1996 with the aim of ‘bridging the gap between marketing and finance’. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:

- + Independence
- + Transparency
- + Technical Credibility
- + Expertise

We put thousands of the world’s biggest brands to the test every year, evaluating which are the strongest and most valuable.

Brand Finance helped craft the internationally recognised standard on Brand Valuation – ISO 10668, and the recently approved standard on Brand Evaluation – ISO 20671.



# Get in Touch.

**For business enquiries, please contact:**  
**Richard Haigh**  
Managing Director  
[rd.haigh@brandfinance.com](mailto:rd.haigh@brandfinance.com)

**For media enquiries, please contact:**  
**Konrad Jagodzinski**  
Communications Director  
[k.jagodzinski@brandfinance.com](mailto:k.jagodzinski@brandfinance.com)

**For all other enquiries, please contact:**  
[enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)  
+44 (0)207 389 9400

**For more information, please visit our website:**  
[www.brandfinance.com](http://www.brandfinance.com)

 [linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)

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# Contents.

About Brand Finance	2
Get in Touch	2
Request Your Brand Value Report	4
Brand Valuation Methodology	5
Foreword	6
Executive Summary	8
Brand Finance Nordic 50 (NOK m)	12
Definitions	14
Consulting Services	16
Brand Evaluation Services	17
Communications Services	18
Brand Finance Network	20

# Request Your 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 business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

## What is a Brand Value Report?

### Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

### Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

### Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

### Cost of Capital

- + Independent view of cost of capital for internal valuations and project appraisal exercises

### Customer Research

- |             |             |
|-------------|-------------|
| + Utilities | + Tech      |
| + Insurance | + Auto      |
| + Banks     | + Hotels    |
| + Telecoms  | + Beers     |
| + Airlines  | + Oil & Gas |

For more information regarding our Brand Value Reports, please contact:

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

## What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

# Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the **Royalty Relief approach** – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

### The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. 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%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.

### 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 Index (BSI)

Brand strength expressed as a BSI score out of 100.



### Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



### Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



### Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

# Foreword.



**David Haigh**  
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.

# Equinor Defends Title of Norway's Top Brand Following Rebranding.

- + Equinor remains Norway's most valuable and strongest brand, going against market's doubts about rebranding
- + Telenor's brand value slumps 16%, following global telecommunications trend
- + Yara is Norway's fastest-growing brand of 2019, with brand value up 34%
- + Norwegian hits turbulence, dropping to 5<sup>th</sup> spot
- + Kongsberg Group enters Brand Finance Norway 10 ranking in 9<sup>th</sup>, pushing troubled XXL to 10<sup>th</sup> place
- + Swedish brands dominate the regional Brand Finance Nordic 50 ranking – only four Norwegian brands make the cut



# Executive Summary.



## Equinor defends title

Equinor remains Norway’s most valuable brand, with its brand value growing by 12% to NOK 77.2 billion. Equinor’s rebranding process from Statoil last year was a bold step for the energy giant, raising questions about the long-term success of the reshaped brand.

However, contrary to some market expectations, Equinor’s financial performance over the past year remained stable, suggesting a promising outlook for the updated brand identity.

Statoil’s rebrand reflected its ambition to become a broader energy company. While the Equinor brand symbolises a significant turn in corporate strategy, it has retained much of Statoil’s residual brand equity with key stakeholders.

Aside from calculating overall 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.

According to these criteria, Equinor’s Brand Strength Index (BSI) score saw a slight decline from 85.4 to 81.1 out of 100, resulting in a rating downgrade from AAA to AAA-. Nevertheless, the brand is still stronger than any other in the Brand Finance Norway 10 ranking.

Equinor’s rebranding represents a pivot to embrace sustainable energy solutions in a new economy. The early signs are encouraging for Equinor, and while the true long-term success of the rebranding project will take time to evaluate, the entire Equinor team can be proud of their efforts and results so far.

David Haigh  
CEO, Brand Finance

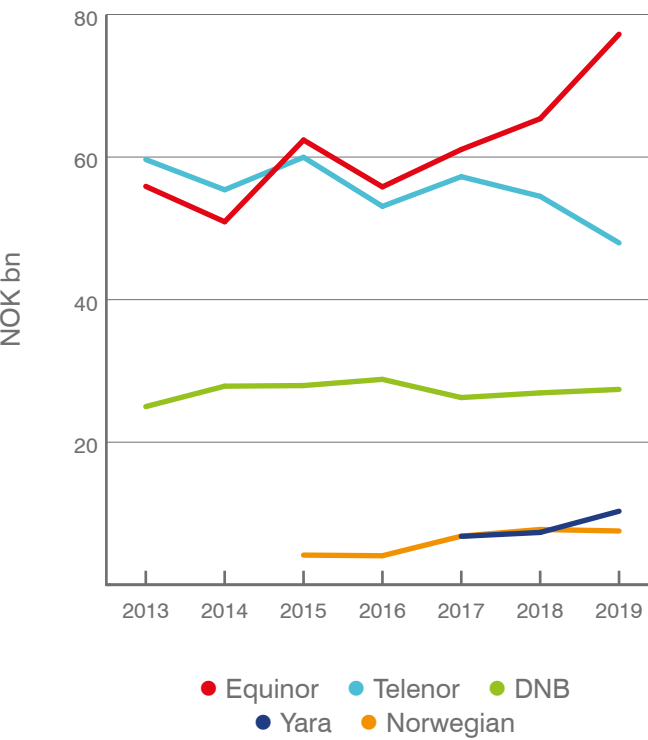
## Telenor dials down

Telenor remains Norway’s second-most valuable brand, despite a significant drop in brand value (down 16% to NOK 48.0 billion). Telenor, like many telecommunications providers across the world, is facing the challenge of the increasing commoditisation of their core carrier services and the need to implement new technologies requiring significant capital investment, such as the 5G mobile telephony. Telenor has to strive to be more than just pipes to carry exciting global brands such as Amazon, Netflix, and Facebook, and to engage in more value-added services to grow future revenues.

## Kongsberg Group enters ranking

Kongsberg Group (brand value NOK 3.2 billion) was ranked in the Brand Finance Norway 10 ranking for the first time, led by the company’s work in the aerospace and defence sector. This iconic brand has faced a number of key brand challenges since its partial privatisation, with allegations of misconduct around large government contracts.

## Brand Value over Time



## Top 10 Most Valuable Brands

	1	← 1		2019: Kr 77 237m 2018: Kr 65 382m	+12.4%
	2	← 2		2019: Kr 47 959m 2018: Kr 54 493m	-16.3%
	3	← 3		2019: Kr 27 408m 2018: Kr 26 920m	-3.1%
	4	↑ 5		2019: Kr 10 317m 2018: Kr 7 340m	+33.7%
	5	↓ 4		2019: Kr 7 545m 2018: Kr 7 758m	-7.5%
	6	↑ 7		2019: Kr 5 781m 2018: Kr 4 810m	+14.4%
	7	↓ 6		2019: Kr 5 165m 2018: Kr 5 113m	-3.9%
	8	← 8		2019: Kr 4 473m 2018: Kr 3 818m	+11.5%
	9	— NEW		2019: Kr 3 203m 2018: -	-
	10	↓ 9		2019: Kr 2 800m 2018: Kr 3 488m	-23.6%



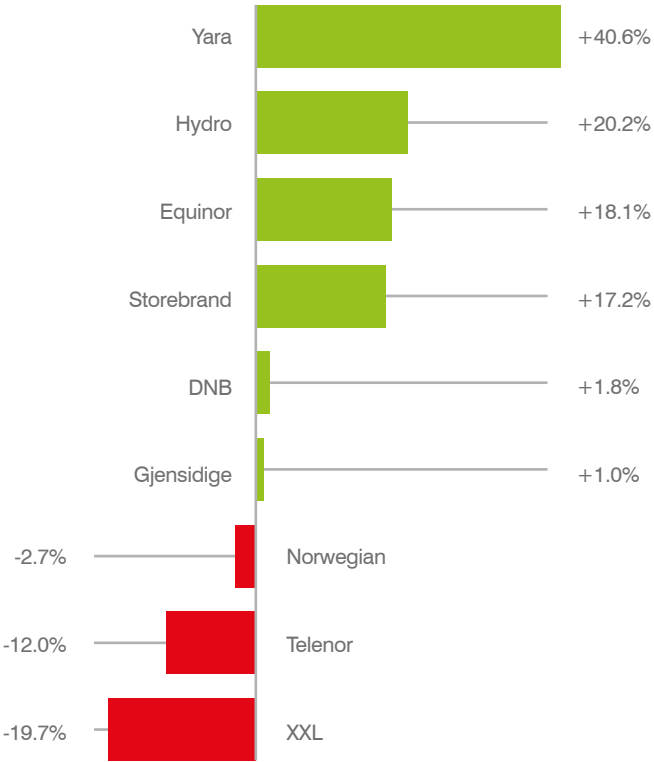


Brand Value by Sector



Sector	Brand Value (NOK bn)	% of total
Oil & Gas	77.2	40.3%
Telecoms	48.0	25.0%
Banking	27.4	14.3%
Chemicals	10.3	5.4%
Insurance	9.6	5.0%
Airlines	7.5	3.9%
Mining	5.8	3.0%
Aerospace & Defence	3.2	1.7%
Retail	2.8	1.5%
Total	191.9	100.0%

Brand Value Change 2018-2019 (%)



As it continues to develop and deliver a range of high-technology products, protecting and building its brand value will be key to the success of the group in the future. Kongsberg’s entrance has pushed XXL (brand value down 24% to NOK 2.8 billion) to 10<sup>th</sup> place. XXL has lost significant brand value due to repeatedly failing to meet revenue expectations.

Yara is fastest-growing brand

Yara (brand value up 34% to NOK 10.3 billion) is the fastest-growing brand in the Brand Finance Norway 10 ranking this year, jumping from 5<sup>th</sup> place to 4<sup>th</sup> and overtaking Norwegian (brand value down 7% to NOK 7.5 billion). Yara’s brand value hike has come from organic revenue growth and improved brand strength.

Conversely, Norwegian’s brand has hit significant turbulence from financial troubles, which almost caused the airline to enter bankruptcy. As a result, Norwegian suffered the biggest hit to brand strength of any brand in the Brand Finance Norway 10 ranking, from 82.9 to 69.9 out of 100 and a corresponding rating downgrade from AAA- to just AA.

Top 10 Strongest Brands

	<b>1</b> ← 1		2019: <b>81.1</b> AAA- 2018: <b>85.4</b> AAA <b>-4.3</b>
	<b>2</b> ↑ 3		2019: <b>77.3</b> AA+ 2018: <b>79.8</b> AAA- <b>-2.5</b>
	<b>3</b> ↑ 4		2019: <b>73.7</b> AA 2018: <b>77.9</b> AA+ <b>-4.2</b>
	<b>4</b> ↑ 5		2019: <b>71.7</b> AA 2018: <b>65.2</b> AA- <b>+6.5</b>
	<b>5</b> ↓ 2		2019: <b>69.9</b> AA 2018: <b>82.9</b> AAA- <b>-12.9</b>
	<b>6</b> — NEW		2019: <b>68.7</b> AA- 2018: - - <b>-</b>
	<b>7</b> ↓ 6		2019: <b>64.2</b> A+ 2018: <b>64.6</b> AA- <b>-0.4</b>
	<b>8</b> ↑ 9		2019: <b>61.3</b> A+ 2018: <b>54.1</b> A- <b>+7.2</b>
	<b>9</b> ↓ 8		2019: <b>60.8</b> A+ 2018: <b>60.7</b> A+ <b>+0.2</b>
	<b>10</b> ↓ 7		2019: <b>59.3</b> A 2018: <b>62.3</b> A+ <b>-3.0</b>



# Brand Finance Nordic 50 (NOK m).

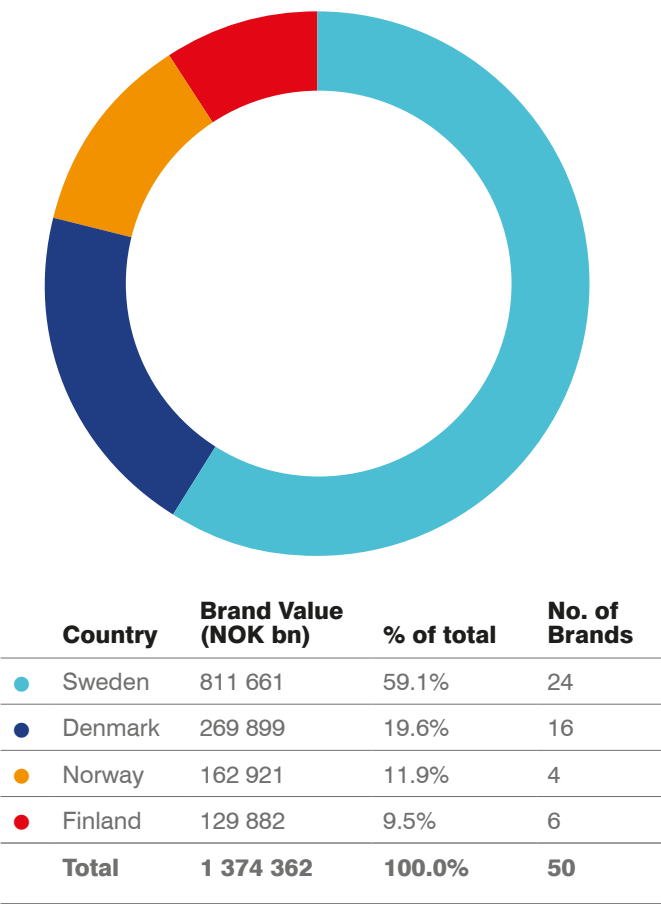
## Sweden dominates

Looking at the classification in the wider region, Swedish brands have claimed one in every two positions in the Brand Finance Nordic 50 ranking and six out of the top 10 spots, with Ikea crowned most valuable (up 17% to NOK 179.9 billion), H&M in second (down 12% to NOK 132.6 billion), and Volvo in third (up 15% to NOK 115.1 billion).

Engineering and construction leads among sectors with 10 brands included in the ranking. Sweden’s Skanska is the highest ranked in 20<sup>th</sup>, with a brand value of NOK 19.1 billion, followed closely by Vestas, in 21<sup>st</sup> position, with a brand value of NOK 18.7 billion. Other notable sectors across the region are banking with 7 brands and retail with 5 brands.

Only four brands from Norway feature in the Brand Finance Nordic 50 rankings, fewer than from Sweden (24), Denmark (16), or Finland (6). Two Norwegian brands, however, are included in the top 10, with Equinor named 5<sup>th</sup> and Telenor 7<sup>th</sup> most valuable across the region.

## Brand Value by Country



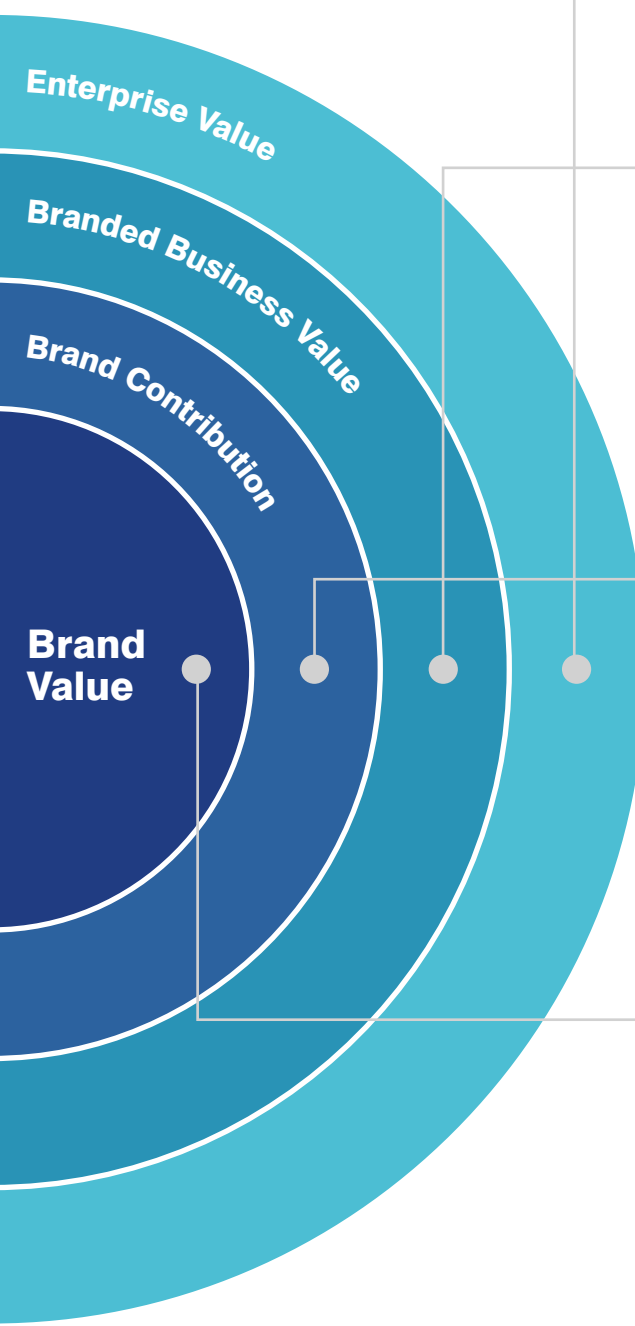
## Top 10 Most Valuable Brands





	1	← 1			2019: <b>Kr 179 876</b> 2018: <b>Kr 154 114</b> <b>+16.7%</b>
	2	← 2			2019: <b>Kr 132 629</b> 2018: <b>Kr 150 710</b> <b>-12.0%</b>
	3	← 3			2019: <b>Kr 115 054</b> 2018: <b>Kr 100 437</b> <b>+14.6%</b>
	4	← 4			2019: <b>Kr 82 160</b> 2018: <b>Kr 66 749</b> <b>+23.1%</b>
	5	← 5			2019: <b>Kr 77 237</b> 2018: <b>Kr 65 382</b> <b>+18.1%</b>
	6	← 6			2019: <b>Kr 56 452</b> 2018: <b>Kr 60 186</b> <b>-6.2%</b>
	7	← 7			2019: <b>Kr 47 959</b> 2018: <b>Kr 54 493</b> <b>-12.0%</b>
	8	← 8			2019: <b>Kr 47 102</b> 2018: <b>Kr 50 518</b> <b>-6.8%</b>
	9	↑ 10			2019: <b>Kr 39 468</b> 2018: <b>Kr 34 030</b> <b>+16.0%</b>
	10	↑ 14			2019: <b>Kr 29 346</b> 2018: <b>Kr 26 227</b> <b>+11.9%</b>

## Top 50 most valuable Nordic brands

2019 Rank	2018 Rank	Brand	Country	Sector	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← IKEA	Sweden	Retail	179 876 kr	+16.7%	154 114 kr	AAA-	AA+
2	2	← H&M	Sweden	Apparel	132 629 kr	-12.0%	150 710 kr	AAA-	AAA
3	3	← Volvo	Sweden	Auto	115 054 kr	+14.6%	100 437 kr	AA+	AA+
4	4	← Nokia	Finland	Tech	82 160 kr	+23.1%	66 749 kr	AA+	AA+
5	5	← Equinor	Norway	Oil & Gas	77 237 kr	+18.1%	65 382 kr	AAA-	AAA
6	6	← Lego	Denmark	Toys	56 452 kr	-6.2%	60 186 kr	AAA	AAA+
7	7	← Telenor	Norway	Telecoms	47 959 kr	-12.0%	54 493 kr	AA	AA+
8	8	← Nordea	Sweden	Banking	47 102 kr	-6.8%	50 518 kr	AA+	AA+
9	10	↑ Telia	Sweden	Telecoms	39 468 kr	+16.0%	34 030 kr	AAA-	AA+
10	14	↑ Swedbank	Sweden	Banking	29 346 kr	+11.9%	26 227 kr	AAA	AA
11	11	← Arla	Denmark	Food					
12	15	↑ Svenska Handelsbanken	Sweden	Banking					
13	13	← DNB	Norway	Banking					
14	12	↓ Danske Bank	Denmark	Banking					
15	18	↑ SEB	Sweden	Banking					
16	17	↑ Pandora	Denmark	Apparel					
17	9	↓ Ericsson	Sweden	Tech					
18	24	↑ Absolut	Sweden	Spirits					
19	23	↑ Securitas	Sweden	Commercial Services					
20	19	↓ Skanska	Sweden	Engineering & Construction					
21	27	↑ Vestas	Denmark	Engineering & Construction					
22	20	↓ Scania	Sweden	Auto					
23	26	↑ Sandvik	Sweden	Engineering & Construction					
24	21	↓ Atlas Copco	Sweden	Engineering & Construction					
25	28	↑ Kone	Finland	Engineering & Construction					
26	22	↓ ISS	Denmark	Commercial Services					
27	33	↑ Novo Nordisk	Denmark	Pharma					
28	29	↑ DSV	Denmark	Logistics					
29	30	↑ Vattenfall	Sweden	Utilities					
30	37	↑ Carlsberg	Denmark	Beers					
31	31	← SKF	Sweden	Engineering & Construction					
32	35	↑ Essity	Sweden	Household Products					
33	38	↑ Danfoss	Denmark	Engineering & Construction					
34	41	↑ Dansk Supermarked	Denmark	Retail					
35	50	↑ Yara	Norway	Chemicals					
36	36	← Tele2	Sweden	Telecoms					
37	32	↓ Coop Danmark	Denmark	Retail					
38	34	↓ ICA	Sweden	Retail					
39	43	↑ Ørsted	Denmark	Utilities					
40	25	↓ Electrolux	Sweden	Tech					
41	-	New Nykredit	Denmark	Banking					
42	39	↓ NCC	Sweden	Engineering & Construction					
43	-	New Valio	Finland	Food					
44	45	↑ Peab	Sweden	Engineering & Construction					
45	48	↑ Stora Enso	Finland	Engineering & Construction					
46	46	← Kesko	Finland	Retail					
47	49	↑ If	Sweden	Insurance					
48	-	New Fortum	Finland	Utilities					
49	-	New Coloplast	Denmark	Healthcare					
50	40	↓ TDC	Denmark	Telecoms					

# Definitions.



Brand Value	
 [Dixons Carphone]	<b>+ Enterprise Value</b> <b>The value of the entire enterprise, made up of multiple branded businesses.</b>  Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.
 [Elkjop]	<b>+ Branded Business Value</b> <b>The value of a single branded business operating under the subject brand.</b>  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.
 [Elkjop]	<b>+ Brand Contribution</b> <b>The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.</b>  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.
 [Elkjop]	<b>+ Brand Value</b> <b>The value of the trade mark and associated marketing IP within the branded business.</b>  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 Strength

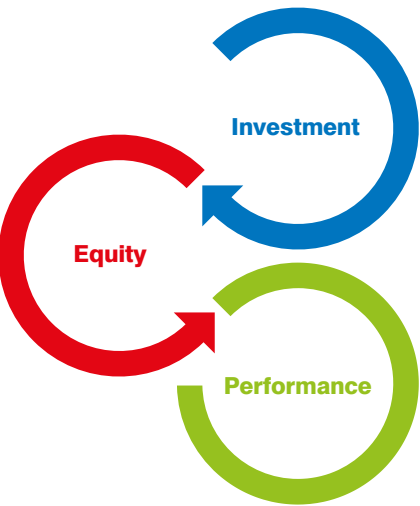
**Brand Strength is the efficacy of a brand’s performance on intangible measures, relative to its competitors.**

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

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.

Brand Strength Index	Marketing Investment	Widely recognised factors deployed by marketers to create brand loyalty and market share.
	Stakeholder Equity	Perceptions of the brand among different stakeholder groups, with customers being the most important.
	Business Performance	Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



- Marketing Investment**
  - A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
  - However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.
- Stakeholder Equity**
  - The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
  - However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.
- Business Performance**
  - Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
  - However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.



# Consulting Services.



We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

# Brand Evaluation Services.



### How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across over 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.



**TOP 10  
NORWEGIAN  
BRAND**



**MOST VALUABLE  
NORWEGIAN  
BRAND**



**STRONGEST  
NORWEGIAN  
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<sup>®</sup>



### Value-Based Communications

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, marketing and social media.

#### SERVICES

- Research and Insights
- Integrated Communications Planning
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# Brand Finance Network.

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

Market	Contact	Email	Telephone
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 282 498 320
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Caribbean	Nigel Cooper	n.cooper@brandfinance.com	+1 876 825 6598
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
East Africa	Jawad Jaffer	j.jaffer@brandfinance.com	+254 204 440 053
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany	Holger Muehlbauer	h.muehlbauer@brandfinance.com	+49 151 54 749 834
India	Savio D'Souza	s.dsouza@brandfinance.com	+44 207 389 9400
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Ireland	Simon Haigh	s.haigh@brandfinance.com	+353 087 669 5881
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Japan	Jun Tanaka	j.tanaka@brandfinance.com	+81 90 7116 1881
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 1559 197 1925
Middle East	Andrew Campbell	a.campbell@brandfinance.com	+971 508 113 341
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com	+234 012 911 988
Romania	Mihai Bogdan	m.bogdan@brandfinance.com	+40 728 702 705
South Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Spain	Teresa de Lemus	t.delemus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 114 941670
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28

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

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

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

