Brand Finance®

Oil & Gas 50 2021

The annual report on the most valuable and strongest oil & gas brands

January 2021

Contents.

About Brand Finance 4

Get in Touch 4

Brandirectory.com 6

Brand Finance Group 6

Foreword 8

Executive Summary 10

- Brand Value Analysis 12
- Brand Strength Analysis 18
- Brand Finance Oil & Gas 50 (USD m) 19
- Sector Reputation Analysis 20

Brand Spotlights 22

Methodology 30

- Brand Valuation Methodology 32
- Brand Strength 33
- Definitions 34
- Brand Equity Research Database 35

Our Services 36

- Consulting Services 38
- Brand Evaluation Services 39
- Communications Services 40
- Brand Finance Network 43

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About Brand Finance.

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

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

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

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

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

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

Get in Touch.

For business enquiries, please contact:
Savio D'Souza
Managing Director
s.dsouza@brandfinance.com

For media enquiries, please contact:
Florina Cormack-Loyd
Senior Communications Manager
+44 207 389 9444
f.cormackloyd@brandfinance.com

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

For more information, please visit our website:
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Brand Finance®

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

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

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Contents

- Brand Valuation Summary
- Brand Strength Tracking
- Royalty Rates
- Cost of Capital Analysis
- Customer Research Findings
- Competitor Benchmarking

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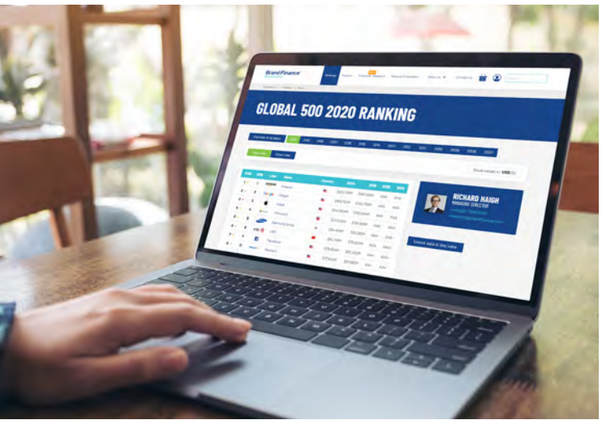

Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

+ 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

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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 **2,500 brands**
- **29 countries** and **23 sectors** covered
- More than **50,000 respondents** surveyed annually
- We are now **in our 5th consecutive year** conducting the study

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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.

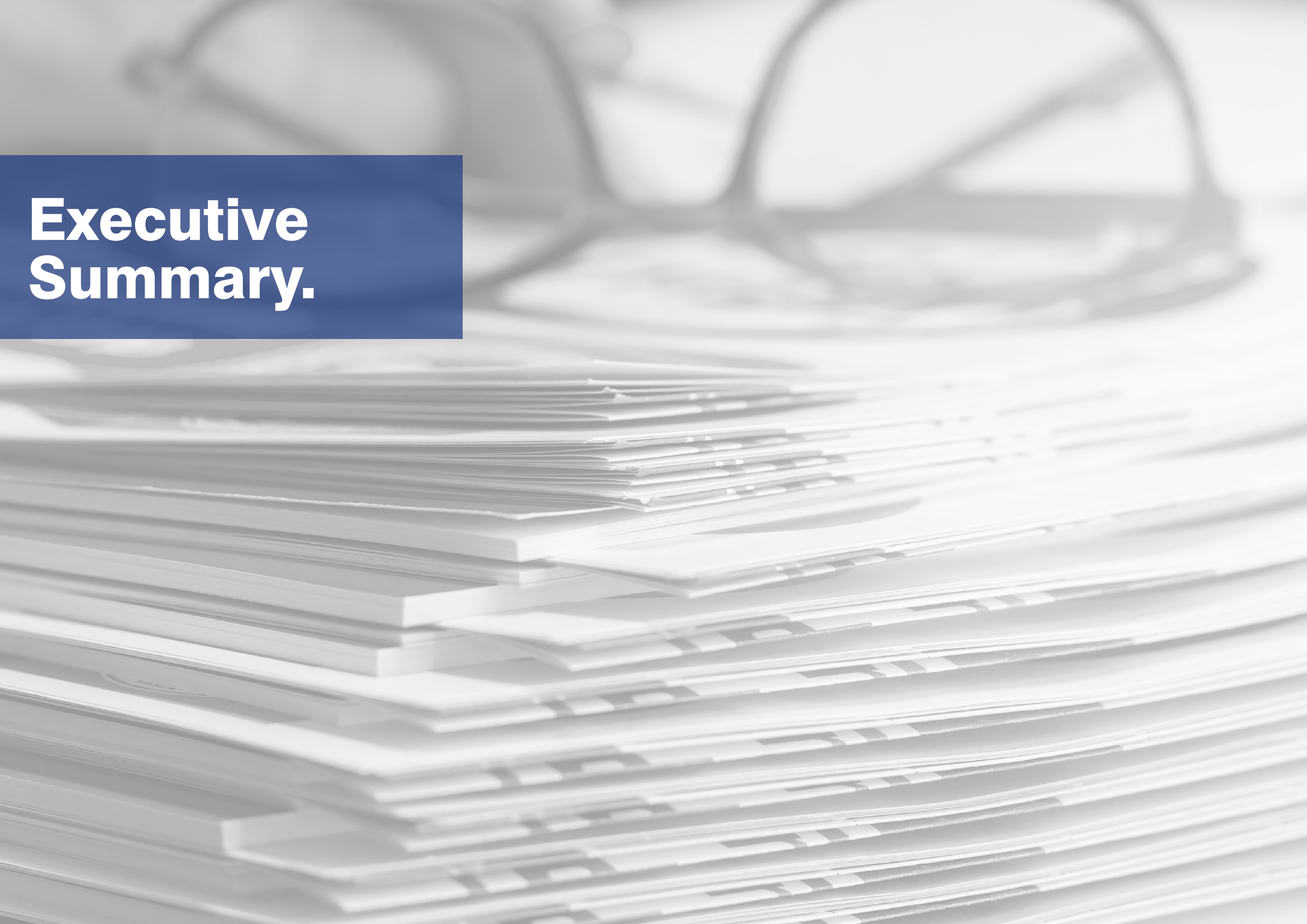
Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

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

World's Most Valuable Energy Brands Burn Midnight Oil to Meet Net Zero Ambitions as Brand Values Drop by 16% on Average.

+ World's most valuable oil & gas brands suffer 16% brand value hit from COVID-19, amid oil price crash and rising wave of public pressure for sustainability
+ Oil brands are solution, not problem; resources and expertise needed to facilitate energy transition and achieve net zero ambitions
+ **Shell** remains world's most valuable oil & gas brand, despite 11% dip in brand value to US$42.2 billion
+ **BP** turning tide; regaining brand strength and reputation decade on from Deepwater Horizon incident
+ **ADNOC** is most resilient NOC in terms of brand value, due to strategic direction and commitment of CEO H.E. Dr. Sultan Ahmed Al Jaber
+ Oil & Gas's first challenger brand, **Neste**, is highest ranked new entrant in 43rd spot
+ **PETRONAS** is sector's strongest, Brand Strength Index (BSI) score 87.0 out of 100

Executive Summary.



Brand Value Analysis.

As oil & gas brands negotiate the fallout from the COVID-19 pandemic, the world's top 50 most valuable oil & gas brands have lost 16% of brand value on average.

Oil & gas brands play a significant role in the global economy, both for fuelling lives today and determining the nature of energy in the future. For national oil companies (NOCs), economic contribution to national wealth is paramount to their mandate. To ensure this economic contribution is sustainable, NOCs must increasingly venture into new sources of energy for the world after oil.

Integrated international oil companies (IOCs), on the other hand, are guided by the will of their shareholders and by the threat of increased litigation. Particularly in Europe, the rise of ESG investing dictates that IOCs must act fast to retain and attract investors. Increasingly, both NOCs and IOCs are under pressure to reduce carbon footprints, boost sustainability, and move away from traditional oil.

Shell retains top spot

Shell remains the world's most valuable oil & gas brand, and despite an 11% dip in brand value to US$42.2 billion, has widened the gap ahead of second-ranked **Saudi Aramco**.

Shell investors felt the pinch in 2020 when dividends were cut for the first time since World War 2. While dividends are gradually being restored, the brand is reshaping its business for the future of energy. Shell remains one of the strongest oil & gas brands among consumers due to an extensive global network presence, centralized brand management, and a heritage for high quality fuels. Future brand value performance hinges on progress towards its ambition of becoming a net-zero emissions energy business.

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, customer familiarity, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value.

While brand value has fallen, Aramco's brand strength has remained stable. Despite the improvement in brand strength year-on-year, the Aramco brand is the weakest brand in the top 5, demonstrating that it is the financial might of Aramco which results in its high brand value. Other intangibles such as relationships, particularly with the Saudi Arabian government, play a greater role in performance.

BP on road to recovery

BP faced a decline in brand value of 8% to US$21.4 billion, making it the least impacted of the top five global major oil brands. Although financial outlook dampened performance, the scales were balanced by a strengthening of the brand - its Brand Strength Index (BSI) score increasing from 71.3 out of 100 in 2020 to 74.1 out of 100 in 2021.

BP's reputation has historically been dampened due to lingering sentiment about the Deepwater Horizon disaster. This year, BP has started to shift global perceptions via the refreshed strategy for a decade of delivery towards net zero ambitions. While industry experts have doubts about the ability of any company to achieve such ambitions, this is a bold step in the right direction towards a more sustainable future.

Total shed 22% in brand value year-on-year. However, our analysis found a boost in sentiment among the general public and investors. Last week, due to diverging policy over climate and subsidies, Total became the first oil major to depart the American Petroleum Institute. As part of Total's commitment to sustainability, it is expanding its natural gas facilities. Despite security challenges, Total has pushed ahead with its US$20 billion investment in Mozambique, which is set to increase production capacity and facilitate Total's future growth ambitions.

Global dependence on oil is so ingrained that oil consumption only fell by 25% at the peak of COVID travel restrictions. Oil companies cannot simply hit the off switch; critical processes such as vaccine creation and distribution depend upon oil. But with rising global temperatures, humanity desperately needs a rapid, yet smooth transition to new energy forms. Oil companies are best placed to solve the problem, and to lead the transition to cleaner energy. Big oil brands have the expertise and resources to navigate the energy transition, and the Brand Finance Oil & Gas 50 ranking will reflect the brands which do so.

Savio D'Souza
Valuation Director, Brand Finance

Top 10 Most Valuable Brands

		2021	2020	
Shell	1 ← 1	$42,156m	$47,529m	-11.3%
Saudi Aramco	2 ← 2	$37,479m	$46,768m	-19.9%
PetroChina	3 ← 3	$31,415m	$38,028m	-17.4%
Sinopec	4 ← 4	$26,398m	$33,437m	-21.1%
bp	5 ← 5	$21,367m	$23,267m	-8.2%
Total	6 ← 6	$18,122m	$23,157m	-21.7%
Chevron	7 ← 7	$15,933m	$17,855m	-10.8%
ExxonMobil	8 ← 8	$13,434m	$15,438m	-13.0%
Petronas	9 ← 9	$12,049m	$15,215m	-20.8%
ADNOC	10 ← 10	$10,763m	$11,392m	-5.5%

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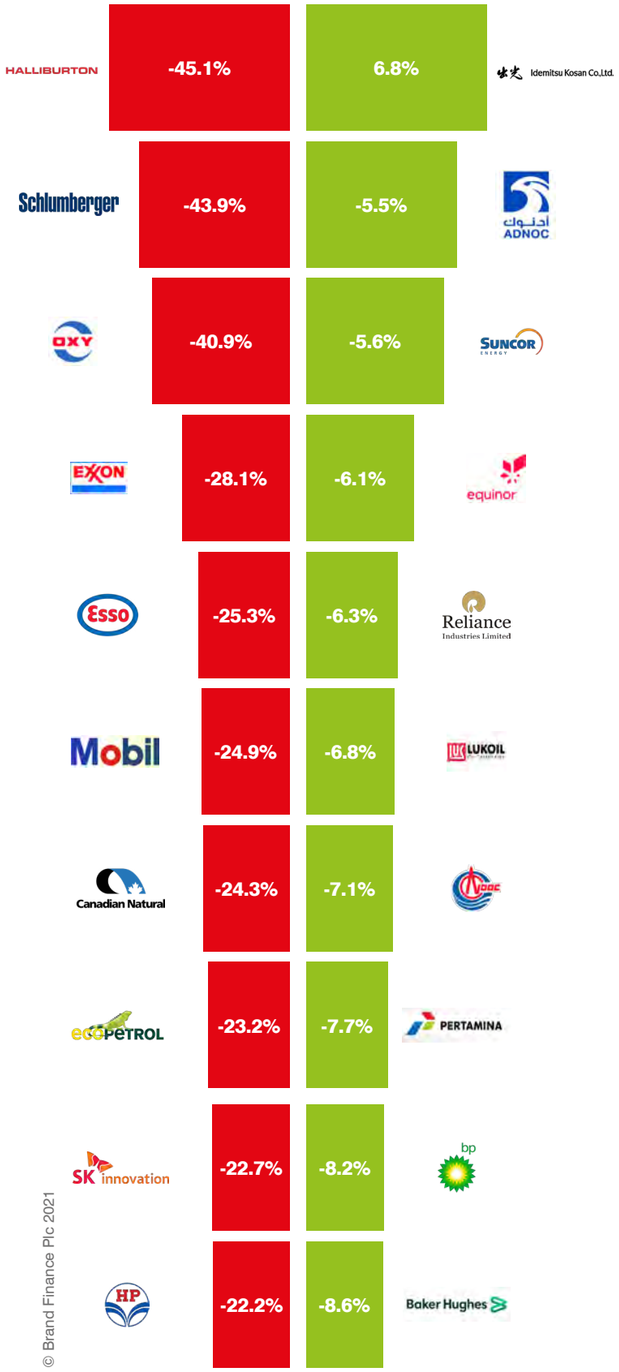
Brand Value Analysis.

Brand Value Change 2020-2021 (%)



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ADNOC's strategic direction pays off

Ranked in tenth is **Abu Dhabi National Oil Company (ADNOC)**. ADNOC has managed to successfully shelter its brand value during an incredibly challenging year for its industry, with only a 6% brand value loss to US$10.8 billion, making it the most resilient of all National Oil Companies (NOC) globally.

ADNOC's transformation since 2016 has taken the brand from strength to strength. Under the astute leadership of Group CEO H.E. Dr. Sultan Ahmed Al Jaber, ADNOC has evolved into a trusted global player with one brand and one strategic vision at its core. It has attracted some of the world's leading institutional investors as partners across its business and has raised more than $64bn through such transactions since the start of its transformation. Due to ADNOC's competitive advantage in cost and carbon efficiency per barrel of oil produced, it is a likely contender to be "the last barrel standing" in the ongoing transition to a low carbon economy.

ADNOC is actively investing in diversifying its portfolio beyond raw commodity exports with recently announced efforts in hydrogen, ammonia and other value-add Downstream products – part of the brand's longstanding commitment to future proofing its economic contributions to the UAE and maintaining a legacy of environmental stewardship. To date, the Group has invested in a number of measures to reduce its carbon footprint, notably through a significant expansion by 2030 of carbon, capture and storage (CCS) technology across its business.

ADNOC once again is set to raise the profile of Abu Dhabi and the GCC through the launch of the highly anticipated futures exchange for Murban crude.

Oil & gas's first challenger brand – Neste

Finnish brand **Neste** is the highest placed new entrant to the ranking in 43rd spot, with a brand value of US$2.2 billion. Neste is the world's largest producer of renewable diesel and renewable jet fuel refined from waste and residues. Neste continues to challenge the status quo and is rolling out renewable solutions to the polymers and chemicals industries. Perhaps the first challenger brand to the oil & gas ranking, Neste has transformed from a national oil company to an integrated

player, leading the path for circular solutions and innovation. Since "Neste Oil" became Neste in 2015, the company market cap has grown by over 800%, demonstrating the energy transition offers opportunity as well as challenge.

Oceans apart – US brands taking different approach to European peers

American oil & gas brands are taking a different view to their European peers about the pace of the energy transition. Like many NOCs, US energy companies project a solid future demand for oil, and therefore a long remaining lifespan of fossil fuel in the global economy. Under this perspective, executive management are focused on reducing costs and emissions per barrel produced.

Chevron's low-carbon strategy remains focused on reducing emissions from operations, including by linking renewables to its operations, and investing further in carbon capture and storage – the brand recently announcing investment into carbon capture storage expert, Blue Planet Systems. In downstream, Chevron is leveraging its strong brand to expand its petrochemicals, lubricants, and additives business.

Chevron's brand value fell by 11% this year to US$15.9 billion, compared to an average fall of 22% for US oil brands in the ranking. Production cuts induced by the oil price plunge meant that April 2020 saw the biggest one-month production cut since the Great Recession.

In 2015 when the Brand Finance Oil & Gas 50 ranking was first released, US brands represented 32% of the ranking's total brand value, with 21 brands featuring in the top 50. Today, the US accounts for just 22% of total brand value, with 15 brands represented in the top 50.

Texas and Oklahoma-based hydrocarbon exploration brands are among those which no longer rank. As Joe Biden is expected to signal US intentions to re-join the Paris climate accord, the green agenda may become more prevalent for US oil brands in coming years. Brands which fail to adapt - by diversifying into new solutions or by expanding carbon capture - will increasingly be subject to operational, legal, and reputational risk to their brand and business value.

Brand Value by Economy

	Economy	Brand Value (USD bn)	% of total	Number of Brands
	United States	71.4	22.4%	15
	China	64.6	20.2%	3
	Netherlands	42.2	13.2%	1
	Saudi Arabia	37.5	11.7%	1
	United Kingdom	21.4	6.7%	1
	France	18.1	5.7%	1
	Other	118.8	37.2%	28
	Total	**374.0**	**100.0%**	**50**

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Brand Strength Analysis.

PETRONAS is sector's strongest

Malaysia's **PETRONAS** is the world's strongest oil & gas brand, with a BSI score of 87.0 out of 100 and a corresponding AAA brand strength rating. While an NOC by definition, its global marketing strategy, including key strategic sponsorships, have grown international recognition of the brand. The sponsorship of the F1 Mercedes team this year paid dividends to the brand, as Lewis Hamilton secured yet another title for the team in 2020. After 5 years as CEO, Wan Zulkiflee departed PETRONAS in mid-2020, and has been succeeded by Tengku Muhammad Taufik. Mr. Taufik has already been recognised as a reputable leader in the industry, ranking 3rd among the top oil brand CEOs in the Brand Finance Brand Guardianship Index 2021.

Top 5 Strongest Brands

1 ← 1
2021: **87.0** **AAA**
2020: **86.3** **AAA**
+0.6

2 ↑ 3
2021: **86.7** **AAA**
2020: **84.3** **AAA-**
+2.3

3 ↓ 2
2021: **85.2** **AAA**
2020: **85.9** **AAA**
-0.7

4 ← 4
2021: **85.1** **AAA**
2020: **83.8** **AAA-**
+1.3

5 ↑ 14
2021: **84.8** **AAA**
2020: **78.8** **AA+**
+6.0

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Brand Finance Oil & Gas 50 (USD m).

Top 50 most valuable oil & gas brands

2021 Rank	2020 Rank		Brand	Economy	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	←	Shell	Netherlands	$42,156	-11.3%	$47,529	AAA	AAA
2	2	←	Saudi Aramco	Saudi Arabia	$37,479	-19.9%	$46,768	AA	AA
3	3	←	PetroChina	China	$31,415	-17.4%	$38,028	AA+	AAA-
4	4	←	Sinopec	China	$26,398	-21.1%	$33,437	AA+	AAA-
5	5	←	BP	United Kingdom	$21,367	-8.2%	$23,267	AA	AA
6	6	←	Total	France	$18,122	-21.7%	$23,157	AA+	AA+
7	7	←	Chevron	United States	$15,933	-10.8%	$17,855	AA	AA
8	8	←	ExxonMobil	United States	$13,434	-13.0%	$15,438	AA+	AA+
9	9	←	Petronas	Malaysia	$12,049	-20.8%	$15,215	AAA	AAA
10	10	←	ADNOC	UAE	$10,763	-5.5%	$11,392	AA+	AA+
11	11	←	Equinor	Norway	🔒	🔒	🔒	🔒	🔒
12	12	←	Eni	Italy	🔒	🔒	🔒	🔒	🔒
13	14	↑	CNOOC	China	🔒	🔒	🔒	🔒	🔒
14	13	↓	Gazprom	Russia	🔒	🔒	🔒	🔒	🔒
15	16	↑	Valero	United States	🔒	🔒	🔒	🔒	🔒
16	15	↓	Pemex	Mexico	🔒	🔒	🔒	🔒	🔒
17	18	↑	Lukoil	Russia	🔒	🔒	🔒	🔒	🔒
18	17	↓	PTT	Thailand	🔒	🔒	🔒	🔒	🔒
19	20	↑	Reliance	India	🔒	🔒	🔒	🔒	🔒
20	23	↑	Indian Oil	India	🔒	🔒	🔒	🔒	🔒
21	21	←	Esso	United States	🔒	🔒	🔒	🔒	🔒
22	27	↑	Phillips 66	United States	🔒	🔒	🔒	🔒	🔒
23	26	↑	Enbridge	Canada	🔒	🔒	🔒	🔒	🔒
24	25	↑	ConocoPhillips	United States	🔒	🔒	🔒	🔒	🔒
25	22	↓	Mobil	United States	🔒	🔒	🔒	🔒	🔒
26	24	↓	CNRL	Canada	🔒	🔒	🔒	🔒	🔒
27	30	↑	Rosneft	Russia	🔒	🔒	🔒	🔒	🔒
28	31	↑	Repsol	Spain	🔒	🔒	🔒	🔒	🔒
29	29	←	Marathon Petroleum	United States	🔒	🔒	🔒	🔒	🔒
30	19	↓	Schlumberger	United States	🔒	🔒	🔒	🔒	🔒
31	32	↑	Petrobras	Brazil	🔒	🔒	🔒	🔒	🔒
32	28	↓	Exxon	United States	🔒	🔒	🔒	🔒	🔒
33	37	↑	Energy Transfer	United States	🔒	🔒	🔒	🔒	🔒
34	35	↑	SK Innovation	South Korea	🔒	🔒	🔒	🔒	🔒
35	34	↓	Ecopetrol	Colombia	🔒	🔒	🔒	🔒	🔒
36	38	↑	ONGC	India	🔒	🔒	🔒	🔒	🔒
37	41	↑	Pertamina	Indonesia	🔒	🔒	🔒	🔒	🔒
38	43	↑	Baker Hughes	United States	🔒	🔒	🔒	🔒	🔒
39	46	↑	Idemitsu Kosan	Japan	🔒	🔒	🔒	🔒	🔒
40	39	↓	Bharat Petroleum	India	🔒	🔒	🔒	🔒	🔒
41	40	↓	Inpex	Japan	🔒	🔒	🔒	🔒	🔒
42	33	↓	Oxy	United States	🔒	🔒	🔒	🔒	🔒
43	-	New	Neste	Finland	🔒	🔒	🔒	🔒	🔒
44	44	←	Enterprise Products	United States	🔒	🔒	🔒	🔒	🔒
45	47	↑	Suncor Energy	Canada	🔒	🔒	🔒	🔒	🔒
46	42	↓	Hindustan Petroleum	India	🔒	🔒	🔒	🔒	🔒
47	-	New	S-Oil	South Korea	🔒	🔒	🔒	🔒	🔒
48	-	New	GS Caltex	South Korea	🔒	🔒	🔒	🔒	🔒
49	36	↓	Halliburton	United States	🔒	🔒	🔒	🔒	🔒
50	-	New	Galp Energia	Portugal	🔒	🔒	🔒	🔒	🔒

Sector Reputation Analysis.

Benchmarking against the very best

Brand Finance's brand evaluations are designed to facilitate broader comparisons with brands across markets, and both within and across industries. This provides a more rounded assessment of brand strength, with benchmarking against the very best.

This perspective is particularly important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories. Brands with a strong reputation also have licensing opportunities in new sectors.

This year's global sector reputation rankings from our B2C research included a significantly larger number of product categories, with scores for over 2,500 brands.

Reputation on the up

Overall, reputation scores are slightly higher in 2021 across sectors covered both this year and last. In part, this reverses a small dip from 2020, but the impact of COVID-19 cannot be discounted. In a challenging year, consumers have relied upon and tested brands in different ways, and the best brands have stood up well to the challenge, keeping kitchens and wardrobes stocked, connections running, and essential services available.

Supermarkets, restaurants, and apparel shine

In many countries, being able to obtain basic groceries became a challenge for the first time in decades, as shopping was restricted and demand for online delivery slots surged. But by and large, supermarkets have responded well, and consumers have noted this. The average reputation score in the sector increased significantly year-on-year, and brands such as **Aldi**, **Lidl**, and **Migros** have improved already-strong reputations.

A similar dynamic has helped restaurants to a lesser degree, ensuring that brands in this sector maintain a positive reputation overall, despite reduced levels of in-store experiences. Apparel brands have also seemingly benefited from this dynamic, as the shift to online shopping accelerates.

Sectors Ranked by Reputation

1=	Cosmetics	7.6/10
1=	Food	7.6/10
3	Appliances	7.5/10
4=	Hotels	7.4/10
4=	Retail	7.4/10
6=	Apparel	7.3/10
6=	Beers	7.3/10
8=	Supermarkets	7.2/10
8=	Pharma	7.2/10
8=	Oil & Gas	7.2/10
8=	Restaurants	7.2/10
12=	Auto	7.1/10
12=	Logistics	7.1/10
12=	Tech	7.1/10
15	Real Estate	6.9/10
16	Airlines	6.8/10
17	Insurance	6.6/10
18	Utilities	6.5/10
19=	Telecoms	6.3/10
19=	Banking	6.3/10

FMCG brands have outstanding reputation

Major cosmetics and food brands have the highest reputations, on average, a reminder of the enduring value of a strong brand – some of the top performers are over a century old. The positive reputations of global giants such as **Johnson's**, **Dove**, **Danone**, and (in some markets) **Nestlé** have been nurtured and refreshed over long periods. Local favourites, such as **Bimbo** (Mexico) and **Amul** (India), show that they can match their global counterparts.

The slight cloud for the food sector is the more 'average' reputation that some of the big brands have in a number of developed markets, such as the UK. Here, supermarkets have perhaps squeezed the big food brands somewhat.

Tech admired, but not universally

The overall ranking of the tech sector fell slightly, and while the biggest brands such as **YouTube**, **Google**, and **Apple** continue to enjoy strong reputations, not all consumers are in love with these brands. **Amazon**, for example, ranks high in some markets (#1 in the sector in the USA, #3 in Spain), but polarises in some markets (e.g. Sweden, France). Similarly, the mixed reputation of brands such as **Facebook** shows no sign of significant improvement. Many consumers may support the increasing regulation of tech giants, and it might also be the case that there is room for an upstart challenger with the right innovation, a fresh approach and perhaps a clean slate.

Banks and telecoms struggle to improve their standing

Banking and telecoms brands rank lowest of all in many markets for reputation and trust, and last year saw little improvement, though banks did at least pull level with telecoms. As with other sectors, many brands have arguably served customers well in difficult times (with connectivity even more vital in the case of telecoms), but this has not helped erode distrust appreciably. Frustrated CMOs may feel that their brands continue to be taken for granted – unfortunately for them, 'business as usual' means treading water in terms of reputation. Across 2,500 brands, seven of the ten lowest-ranked for reputation are banks, the most prominent being **Deutsche Bank** in its home country.

Brand Spotlights.

ADNOC.

Abu Dhabi National Oil Company (ADNOC) was the first UAE brand to surpass the US$10 billion mark in value last year. The brand has undergone a significant transformation since CEO H.E. Dr. Sultan Ahmed Al Jaber took the helm in 2016, unifying multiple operating companies into a leaner and more efficient energy producer.

ADNOC's transformation has since taken the brand from strength to strength. Under the astute leadership of Group CEO H.E. Dr. Sultan Ahmed Al Jaber, ADNOC has evolved into a trusted global player with one brand and one strategic vision at its core. It has attracted some of the world's leading institutional investors as partners across its business and has raised more than US$64 billion through such transactions since the start of its transformation. Due to ADNOC's competitive advantage in cost and carbon efficiency per barrel of oil produced, it is a likely contender to be "the last barrel standing" in the ongoing transition to a low carbon economy.

ADNOC is actively investing in diversifying its portfolio beyond raw commodity exports with recently announced efforts in hydrogen, ammonia and other value-add downstream products – part of the brand's longstanding commitment to future proofing its economic contributions to the UAE and maintaining a legacy of environmental stewardship. To date, the Group has invested in several measures to reduce its carbon footprint, notably through a significant expansion of carbon, capture and storage (CCS) technology across its business.

ADNOC once again is set to raise the profile of Abu Dhabi and the GCC through the launch of the highly anticipated futures exchange for Murban crude.

أدنوك
ADNOC

Rank	Brand Value	
10	2021: **$10,763m** 2020: **$11,392m**	-5.5%

Rank	Brand Strength	
19	2021: **77.1** 2020: **76.0**	+1.1

Interview with His Excellency Dr. Sultan Ahmed Al Jaber.

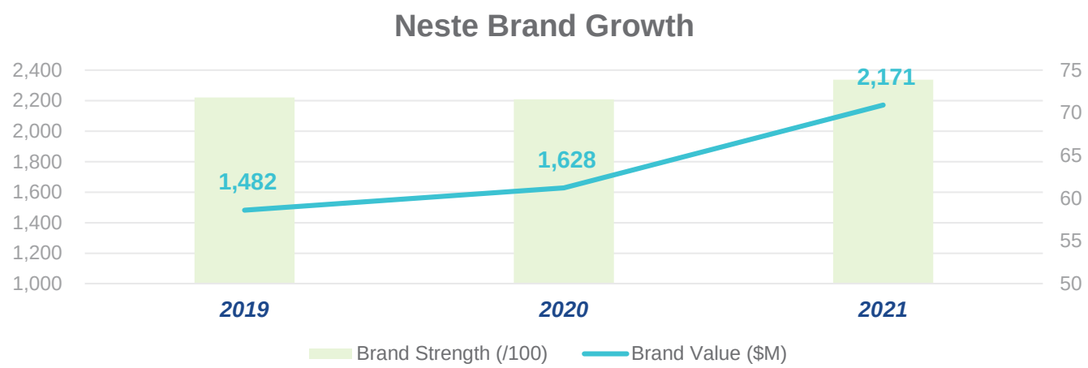
His Excellency Dr. Sultan Ahmed Al Jaber
UAE Minister of Industry and Advanced Technology and ADNOC Group CEO

What role does technology play in the ADNOC brand and your reputation among key stakeholders?
Technology plays a key role in enabling us to maximize greater value from our assets and resources to reliably and responsibly deliver energy supplies to our global customers. This was apparent last year as we navigated volatile market conditions following the Covid-19 pandemic and responded with agility and strength to the challenges we faced. In the same vein, technology is at the core of our environmental peformance, a driving force of our ESG position and, as a national oil company, our contributions to the UAE's sustainable development agenda.

How has the response to this tough year (Covid-19, oil price volatility) helped differentiate the ADNOC brand and business?
Our recognition as the most valuable brand in the UAE for the third consecutive year and our ranking among the top ten brands in the oil and gas industry is testament to the efforts of my colleagues at ADNOC throughout 2020. We delivered strong operational and financial performance as a result of our resilience and the fact that we are benefiting from the transformation we started over four years ago at the direction of the UAE Leadership. Over this period, we have focused on improving our performance, strengthening our agility, and reinforcing efficiency throughout our business. Most importantly, we have focused on reducing our costs and this will continue to be the case.

Looking forward, what dimensions and strengths of the ADNOC brand will enable long term sustainable growth?
The ADNOC brand is defined by our values of being collaborative, efficient, progressive, respectful, and responsible, which are underpinned by an unwavering focus on protecting health, safety and the environment (HSE). These attributes inspire the way we do business, guide our decision-making, and lay the foundation for our long-term growth. Our commitment to our values as well as our focus on producing the world's most cost-efficient and carbon-efficient barrels will ensure we continue to sustainably deliver energy to the world and drive value to the UAE for decades to come. They will also enable us to drive deeper connections and resonate with our partners, communities and stakeholders, increase ADNOC's brand equity and strengthen our brand proposition.

Neste.

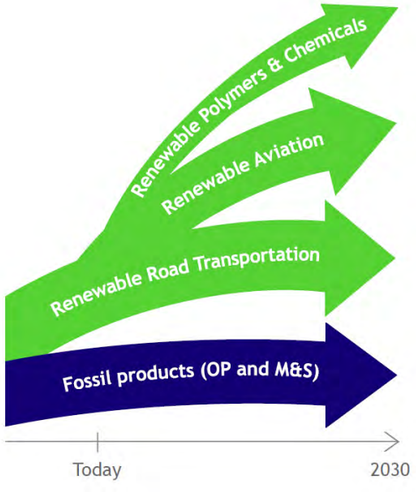


Neste (pronounced Ness-teh) is a Finnish brand undergoing impressive change and brand value growth. Neste creates solutions for combating climate change and accelerating a shift to a circular economy. It is currently the world's largest producer of renewable diesel and sustainable aviation fuel refined from waste and residues, which reduces GHG emissions up to 80% compared to fossil fuels. In addition, Neste is expanding its presence in renewable polymers & chemicals.

Since 2019, brand value has grown at an average rate of 21% per annum. While many oil brands have shed value this year, Neste gained 33% in brand value versus 2020. In the past two years, Neste's enterprise value has grown by 59% on average per year.

This impressive growth is a result of strategic reorientation in 2006. Before that, Neste Oil was a state-owned private oil company. 15 years later and Neste is a public energy company generating the majority of its operating profits from renewable products.

The business transformation has been supported by a major production expansion and a series of powerful marketing campaigns demonstrating the sustainable future offered by Neste. Quite simply, Neste's purpose is to create a healthier planet for our children.



NESTE

Rank	Brand Value	
43	2021: **$2,171m** 2020: **–**	NEW

Rank	Brand Strength	
27	2021: **73.9** 2020: **–**	NEW

Interview with Minna Aila.

Minna Aila
SVP, Sustainability, Public Affairs, Communications and Brand at Neste

How does Neste continue to foster a spirit of sustainability and innovation?
Our purpose, to create a healthier planet for our children, gives us strong guidance and motivation every day. Sustainability is not just a question of spirit, but an integral part of our business. A quarter of our people work in R&D and Innovation, and we are driven by limitless curiosity, whether it's new ideas, technologies or business models.

Both sustainability and innovation require investment, and we are putting our money where our mouth is. Ground-breaking innovation also requires prime partners, and a desirable future is a joint effort. We set ourselves ambitious targets, and clear roadmaps to achieve them. We are committed to reduce customers' climate emissions by 20 million tons annually by 2030 and to reach carbon neutral production by 2035. To do all this takes courage. We don't shy away from challenges or mistakes but face them head on and continue to learn.

How does Neste balance the demands for innovative change versus continuity?
Our transformation has been supported by our strong legacy for innovation: limitless curiosity and courage to go beyond what is easy. Balancing between what we already master and innovating for the future has made us the largest producer of renewable diesel and sustainable aviation fuel, and we are far from done.

What drives us is the realization that the climate crisis is one of the biggest challenges of our times. The task at hand is so enormous that we will need to reduce emissions on all sectors: land, air and sea. We believe that circularity is the answer. Efficient utilization of a broad range of wastes and residues to produce high-quality products is one of the cornerstones of the circular economy. But we should not stop there- we still need to generate breakthroughs for future solutions. Timing is of essence in business. Some of the future technologies such as Power-to-X are not yet economically viable. Therefore, we also need to focus on utilizing the solutions which are available, and expand capacity for both renewable diesel and sustainable aviation fuel.

What are the main adaptations Neste had to make due to the events of 2020?
Firstly, everyone who could work remotely changed to that mode in mid-March, and have continued it ever since. The second main adaptation was operational. We had planned for a major turnaround in our largest refinery in Finland for spring 2020 but we had to postpone. In this exceptional situation, Neste's primary objective was to ensure the health and safety of its employees, customers and external partners. Thirdly, the company decided to shut down its refinery operations in Naantali and focus the site on terminal and harbor operations, as well as transforming the Porvoo refinery operations to co-processing renewable and circular raw materials. The good news is that our business overall has performed very well despite the pandemic. Our renewables business is flourishing.

While the pandemic has been a horrible experience for many of us, it has also forced us to think about the recovery. It has given us a unique opportunity to build a more sustainable and resilient economy and society.

What excites you the most about the future for Neste?
I am super excited about Neste's future. What we are doing is transformative, and as a mother of two children, the impact we can have in creating a healthier planet for our children is a strong personal driver for me.

I'm thrilled to work on increasing the awareness of our brand. We have a wonderful opportunity to become even better known as one of the trailblazer companies that don't just do business sustainably, but focus on sustainable business.

I'm also a big believer in technology and its capabilities to solve the pertinent problems our planet is facing. I admire the researchers and engineers with whom I have the privilege to work, and with whose passion we can achieve amazing things. To think that airplanes could fly with algae and used cooking oil - and we could resume exploring the world with a good conscience - sounds very exciting right now.

PETRONAS.

Started as Malaysia's National Oil Company (NOC) in 1974, PETRONAS was always envisioned to be an International Oil Company (IOC), both culturally and operationally. PETRONAS was the first Malaysian company to cross the brand value mark of US$15 billion and become the strongest Oil & Gas company globally in 2020.

With a significant footprint of both upstream and downstream business, PETRONAS leads the retail fuel and energy solutions network within Malaysia and around the world, with a production capacity of more than 2,400 thousand barrels of oil equivalent (boe) per day.

Brand and business transformation, and the constant challenge to the status quo has been at the heart of PETRONAS' strategy in their quest to become one of the top global Oil and Gas players.

With a unified brand strategy put into place a few years ago, PETRONAS has since consolidated their brand strength and positioning globally. With the CEO as the brand guardian, PETRONAS benefits from a strong brand marketing strategy that is supported by the top management, and the consolidation and investment in the brand and global sponsorship platforms, such as F1, has resulted in growing their global awareness. As a result, PETRONAS continues to explore new growth avenues across the world with committed partners across its business worldwide.

PETRONAS

Rank	Brand Value	
9	2021: **$12,049m** 2020: **$15,215m**	-20.8%

Rank	Brand Strength	
1	2021: **87.0** 2020: **86.3**	+0.6

Interview with Tengku Muhammad Taufik.

Tengku Muhammad Taufik
President & Group Chief Executive Officer

2021 Brand Finance® Awards

STRONGEST OIL & GAS BRAND

How do you continuously drive the brand competitiveness in the O&G sector? Looking forward, what dimensions and strengths of the PETRONAS brand will enable long term sustainable growth? How has the response to this tough year (COVID-19, oil price volatility) helped differentiate the PETRONAS brand and business?
At its core, PETRONAS' very existence is already a differentiated one. We are more than just a company, we are an institution that carries out a trustee role in maximising the value of Malaysia's hydrocarbon resources for the benefit of the nation and its people. Since our incorporation in 1974, PETRONAS has grown its presence across 50 countries and returned north of RM1 trillion to the Malaysian Government in the form of dividends, taxes and oil royalties from an initial seed fund of RM10 million. As a global energy player, PETRONAS has demonstrated its ability to balance its responsibility as a National Oil Company while fulfilling its obligation as a fully commercial entity- as we go forward, this balance will need to be managed even more carefully.

Taking into account the acceleration of energy transition, heightened by stakeholder expectations and its vast opportunities, PETRONAS introduced its new Statement of Purpose – 'a progressive energy and solutions partner enriching lives for a sustainable future' – to signal its expansion beyond oil and gas into the broader energy space as part of its dynamic growth and aspiration to develop solutions for the greater good.

The foundation of our strength as a company lies in its people who are PETRONAS' greatest asset. The women and men from across the world who make up the 48,000-strong workforce of PETRONAS embody the same passion and pioneering spirit for progress. Time and again, it is their tenacity to remain resolute in pursuing the company's purpose that has seen us overcome repeated and varied adversities.

Since the onset of the COVID-19 outbreak, PETRONAS has taken immediate measures focused on our people's health and safety as our utmost priority. With strict compliance to safety guidelines and protocol, we continued to work with over 4,000 Oil and Gas Services & Equipment (OGSE) vendors, connecting and collaborating with contractors and partners to ensure energy continues to flow safely and reliably for our customers around the globe.

Amidst the unfolding crisis, PETRONAS is resolute in ensuring that we continue to contribute to the well-being of the communities where we operate. To date, our contributions have aided first responders and healthcare providers with the required equipment and supplies to support local efforts in managing the COVID-19 cases. PETRONAS Group's total contribution towards the COVID-19 efforts and initiatives stands close to USD10 million (approximately RM44 million).

What other critical challenges do you foresee for the O&G sector in the next 3-5 years?
With fresh waves of COVID-19 cases surging across the world, the economic outlook remains uncertain and challenging. While we remain hopeful by the pockets of recovery we are seeing in some parts of the world, until the deployment of vaccines brings the pandemic under sustained control, the timeline for eventual recovery remains to be seen.

For the oil and gas industry, I believe that 2021 – and much of the future beyond this year - will still be heavily shaped by the unfortunate events that unfolded in 2020. Together with the still-prevalent impact of pandemic-induced demand destruction and oil price fragility due to what is fundamentally a supply glut, evidence pointing to the acceleration of energy transition has also become increasingly evident. In totality, these developments have converged to become an undeniable imperative requiring immediate reforms along the whole value chain.

Looking ahead, the immediate challenge will be in seizing opportunities amidst the crisis. Collectively however, as an industry, we must step up from doing business as usual and compel innovative long-term solutions through non-conventional partnerships at all levels to cushion short and medium-term impacts to the business while navigating a path to recovery.

For PETRONAS, we are committed to pursuing our 3-pronged growth strategy and will continue to strengthen our resiliency and long-term sustainability - as a progressive energy and solutions partner, enriching lives for a sustainable future.

Methodology.

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%.

4

Forecast Brand Value Calculation

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.

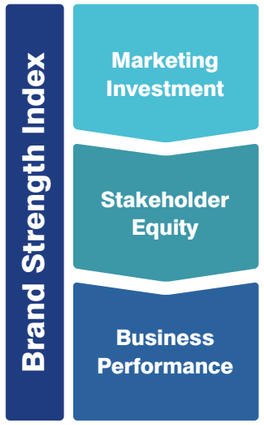
Brand Strength

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.

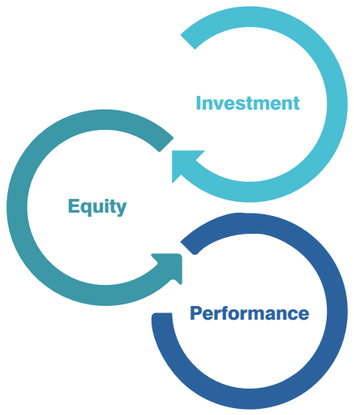
Analysing the three brand strength measures helps inform managers of a brand's potential for future success.



Widely recognised factors deployed by marketers to create brand loyalty and market share.

Perceptions of the brand among different stakeholder groups, with customers being the most important.

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.

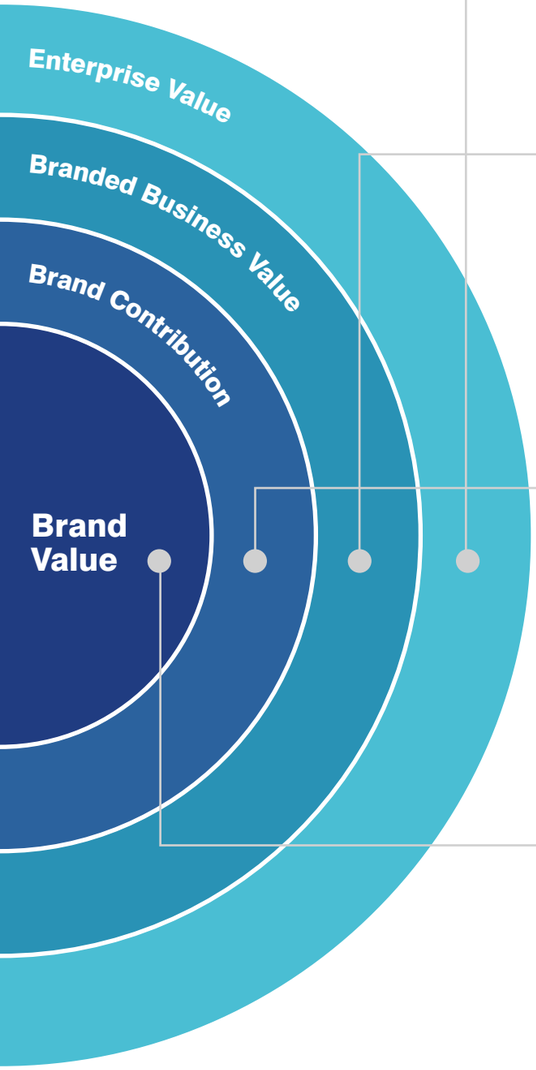
Stakeholder Equity

- 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.

Definitions.



Brand Value

ExxonMobil

[Exxon Mobil]

+ 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'.

Esso

[Esso]

+ 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.

Esso

[Esso]

+ 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.

Esso

[Esso]

+ 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 Equity Research Database.

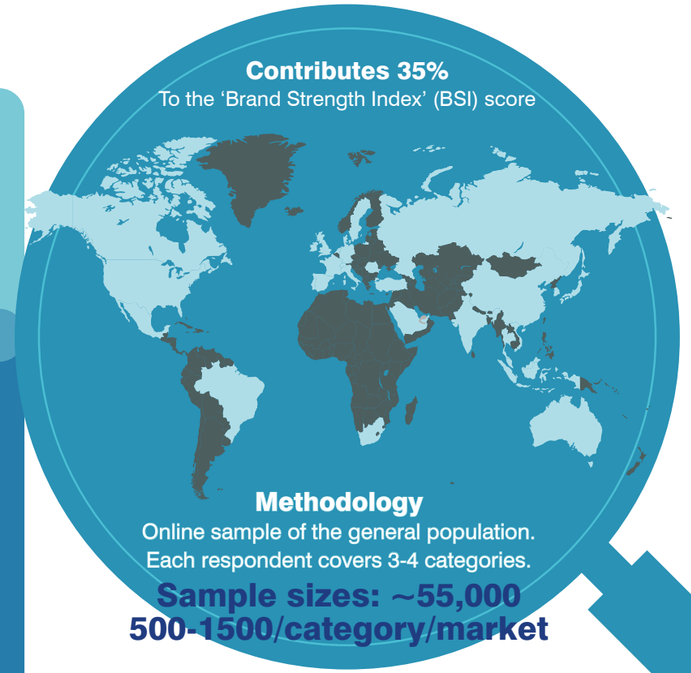
Original market research in 29 countries and across more than 20 sectors

Sector Coverage & Classification 2021

Tier 1 sectors cover all measures, Tier 2 KPIs only

Tier 1	Banking
Tier 1	Insurance
Tier 1	Telecoms
Tier 1	Utilities
T1&T2†	Automotive
Tier 2	Airlines
Tier 2	Apparel
Tier 2	Appliances
Tier 2	Beers
Tier 2	Cosmetics
Tier 2	Food
Tier 2	Hotels
Tier 2	Logistics
Tier 2	Luxury Automobiles
Tier 2	Media
Tier 2	Oil & Gas
Tier 2	Pharma
Tier 2	Real Estate
Tier 2	Restaurants
Tier 2	Retail
Tier 2	Spirits
Tier 2	Supermarkets
Tier 2	Tech

Not all categories are covered in every country
† Brand KPIs and diagnostics differ per sector depending on research tier allocation



Brand KPIs and Diagnostics

1. Brand Funnel

Awareness
Have you heard of you

Familiarity
Know something about you

Consideration
Would consider buying/using you

2. Brand Usage*

3. Quality*

4. Reputation

5. Closeness*

6. Recommendation (NPS)*

7. Word of mouth

8. Brand Imagery*

*Tier 1 categories only

Our Services.

Consulting Services.

Make branding decisions using hard data

Brand Research
What gets measured

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

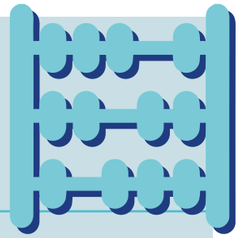
+ Brand Audits
+ Primary Research
+ Syndicated Studies
+ Brand Scorecards
+ Brand Drivers & Conjoint Analysis
+ Soft Power

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

Brand Valuation
Make your brand's business case

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

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



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

Brand Strategy
Make branding decisions with your eyes wide open

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

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

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

Brand Evaluation Services.

How are brands perceived in my category?

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

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

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

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

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

How can I improve return on marketing investment?

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

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

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

Communications Services.

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

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

2021 Brand Finance® Awards — **TOP 50 OIL & GAS BRAND**

2021 Brand Finance® Awards — **MOST VALUABLE OIL & GAS BRAND**

2021 Brand Finance® Awards — **STRONGEST OIL & GAS 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®

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, marketing and social media, to

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, to deliver strategic campaigns and 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 is a member of the Brand Finance plc group of companies

Research, Strategy & Measurement
- Brand & Communications Strategy
- Campaign Planning
- Communications Workshops
- Market Research & Insights
- Coverage Analysis
- Social Media Analytics

Public Relations & Communications
- Media Relations
- Press Trips & Events
- Strategic Partnerships
- Relationship Management
- Influencer Outreach
- Media Training
- Social Media Management

Marketing & Events
- Promotional Events
- Conference Management
- Sponsorship Management
- Native Advertising
- Print Advertising
- Shopper Marketing
- Trade Marketing

Content Creation
- Bespoke Publications
- Press Releases
- Blog Posts & Newsletters
- Marketing Collateral Design
- Photography & Videography
- Social Media Content

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

For more information, contact enquiries@brand-dialogue.com or visit www.brand-dialogue.com

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?

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

Market	Contact	Email	Telephone
Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 280 765 791
Brazil	Eduardo Chaves	e.chaves@brandfinance.com	+55 16 9 9161 7075
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
East Africa	Walter Serem	w.serem@brandfinance.com	+254 733 444 869
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany	Ulf-Brün Drechsel	u.drechsel@brandfinance.com	+49 171 690 6828
India	Ajimon Francis	a.francis@brandfinance.com	+91 989 208 5951
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 55 9197 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
Spain	Teresa de Lemus	t.delemus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 11 770 9991
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Laurence Newell	l.newell@brandfinance.com	+1 214 803 3424
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28

Brand Finance®

Contact us.

The World's Leading Brand Valuation Consultancy
T: +44 (0)20 7389 9400
E: enquiries@brandfinance.com
www.brandfinance.com

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