



# Restaurants

# 25

# 2024

The annual report on the most valuable and strongest Restaurant brands  
February 2024

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# Contents

<b>About Brand Finance</b>	<b>3</b>
<b>Foreword</b>	<b>4</b>
<i>David Haigh, Chairman &amp; CEO, Brand Finance</i>	
<b>Ranking Analysis</b>	<b>7</b>
Brand Value Ranking (USDm)	13
<b>Brand Spotlights</b>	<b>14</b>
Jollibee	15
<i>Interview with Ernest Tanmantiong,     President &amp; CEO</i>	
<b>Methodology</b>	<b>20</b>
<b>Our Services</b>	<b>26</b>

Brand Finance®



# About Brand Finance

## The world's leading brand valuation consultancy.

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### **Bridging the gap between Marketing and Finance**

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

### **Quantifying the financial value of brands**

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

### **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.

### **Priding ourselves on technical credibility**

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

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# Foreword



**David Haigh**  
Chairman & CEO,  
Brand Finance

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

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

A strong brand can lead to improved business returns in several ways. First, a strong brand can help a company differentiate itself from its competitors and establish a unique identity in the market, which can lead to increased customer loyalty and retention. This, in turn, can lead to higher sales and revenue. A strong brand can also help a company command a higher price for its products or services, as consumers are willing to pay more for a brand they perceive as high-quality and trustworthy.

In addition, a strong brand can help a company attract top talent, as employees may be more attracted to work for a well-known and reputable brand. Finally, a strong brand can provide a company with a competitive advantage and help it weather economic downturns or industry disruptions.

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

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



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# Request your own Brand Value Report

**Brand Finance's Brand Value Report** provides a complete breakdown of the assumptions, data sources, and calculations used to determine your brand's value, as well as brand equity research.

Each report includes expert recommendations for growing brand value, driving performance, and gaining insights into your position against peers.

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

## Gain Insight

Leverage strategic insights to enhance your brand's financial standing.

## Strategic Guidance

Strategise effectively to position your brand as a market leader.

## Benchmark Your Performance

Benchmark your brand against industry standards for a competitive edge in the corporate landscape.

## Empower Your Marketing Team

Empower your marketing team with comprehensive knowledge about your brand's financial value.

## Enhance Communication

Optimise communication channels by understanding and articulating your brand's financial significance.

## Deepen Understanding

Deepen your financial acumen and make well-informed decisions for corporate success.



# Get Full Access to our Global Data

**Brand Finance's Global Brand Equity Monitor Research** utilises a comprehensive framework to track and measure the core building blocks that underpin strong brands, while delivering nuanced insights that direct strategy for understanding, maintaining and building brand strength.

Brands, and customer relationship with brands, are complex. As such they require **attention, direction** and **measured support** if they're to fulfil their potential. Our brand equity reports deliver expert insight and recommendations to power your brand strategies and valuation.

## +6,000 brands

Original market research on global, market and sector leading brands.

## 41 countries

Comprehensive coverage for market specific learnings that inform decision making.

## 31 sectors

Benchmark your brand against competitors and leverage industry level insights to empower your strategy.

## +150,000 respondents

Robust market representation for a global perspective.

## 8<sup>th</sup> consecutive year

Take a longer view to track and learn from fast growing brands, market disrupters, and market leaders.

## Strategic Insight

Understand your brands standing in the market, what it's known for relative to the competition, and what drives customer decision making so you can create a roadmap for success.

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# Ranking Analysis



# Roast with the most: Valued at \$60.7 billion, Starbucks ranked world's most valuable restaurant brand for 2024.

- + **Starbucks** is the world's most valuable restaurant brand for the eighth year with its brand value up 14%
- + Asian brands value boost **Luckin Coffee** (+96%) and **Jollibee** (+51%)
- + Hot pot in top spot: **Haidilao** brand emerges as sector's strongest with AAA+ brand strength rating



# Ranking Analysis



**Starbucks** is the world's most valuable restaurant brand for the eighth consecutive year following a 14% brand value increase to USD60.7 billion. This brand value increase aligns with the coffee chain's reinvention plan, initiated in September 2022, which emphasises expansion, stronger employee support, and new, experiential store concepts. The increase is also bolstered by rising demand for its products, especially as people return to office routines, highlighting the brand's enduring appeal in the evolving market.



















American brands make up 19 out of the top 25 brands in the ranking and collectively account for 90% of the total brand value. **McDonald's** (brand value up 3% to USD38.0 billion) and **KFC** (brand value down 20% to USD14.2 billion) round off the top three, sitting in 2<sup>nd</sup> and 3<sup>rd</sup> place, respectively.

The global restaurant industry is working to appeal to customers who generally have lower disposable income and may be grappling with higher living costs, and fast-food favourites are feeling the heat. Brand Finance research found that rising menu prices are negatively impacting customer sentiment, resulting in a notable decline in brand strength among major players across the sector. However, those brands that have managed to uphold affordable pricing strategies have not only preserved but also grown their brand strength year-on-year, with notable examples including Jollibee, Dunkin', and Haidilao.

**Alex Haigh,**  
Managing Director, Brand Finance Asia

## Top 10 Most Valuable Restaurant Brands 2024

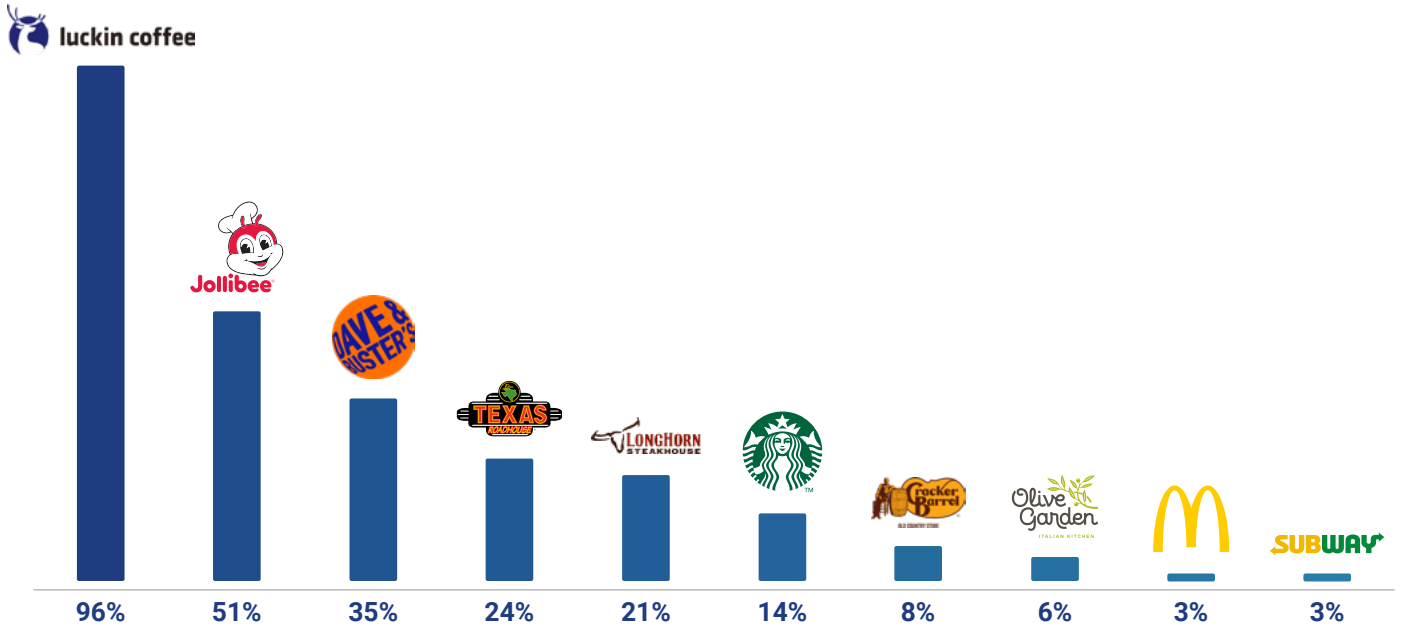
© Brand Finance Plc. 2024

<p>1</p> <p>=</p>  <p>\$60.7 bn +14%</p> 	<p>2</p> <p>=</p>  <p>\$38.0 bn +3%</p> 	<p>3</p> <p>=</p>  <p>\$14.2 bn -20%</p> 	<p>4</p> <p>▲</p>  <p>\$7.2 bn +3%</p> 	<p>5</p> <p>▲</p>  <p>\$7.1 bn +1%</p> 
<p>6</p> <p>▼</p>  <p>\$6.1 bn -17%</p> 	<p>7</p> <p>=</p>  <p>\$5.9 bn -2%</p> 	<p>8</p> <p>▲</p>  <p>\$5.2 bn -13%</p> 	<p>9</p> <p>▲</p>  <p>\$5.1 bn -14%</p> 	<p>10</p> <p>▲</p>  <p>\$4.9 bn -6%</p> 



Brand Value Change 2023-2024 (%)

© Brand Finance Plc. 2024



Luckin Coffee and Jollibee record impressive brand value growth

**Luckin Coffee** is the fastest-growing restaurant brand in the 2024 ranking, recording a brand value growth of 96% to USD1.5 billion. This growth follows notable expansion, as Luckin Coffee opened 1,485 new stores in China and entered the Singapore market last year. Setting itself apart with an innovative pricing approach, Luckin Coffee provides value for money, offering affordability and appealing options for consumers. This, coupled with enticing discounts and promotions, has propelled the brand to resonate strongly with the mass market.

**Jollibee** is the second fastest-growing brand this year, with its brand value up 51% to USD2.3 billion. The company has celebrated an impressive financial performance and sustained momentum by significantly expanding its restaurant presence, particularly across international markets, and focusing on a wide menu of high-quality food at affordable prices. Jollibee is also a champion in its domestic market, boasting well-loved products that resonate with Filipinos. Recently, the company has onboarded beloved Filipino cultural icon and lifestyle influencer Jolina Magdangal and her children as ambassadors to promote its expanding range of children-centric offerings.

### Fast-food giants take a tumble in brand strength

Brand Finance research reveals a dip in brand strength for major players including McDonald’s, KFC, **Domino’s Pizza**, **Subway**, and **Burger King**, with data indicating decreased scores for customer service, pricing perception, and how likely they are to recommend the restaurant to their friends and family.

### Haidilao’s hot pot triumph: brand emerges as sector’s strongest

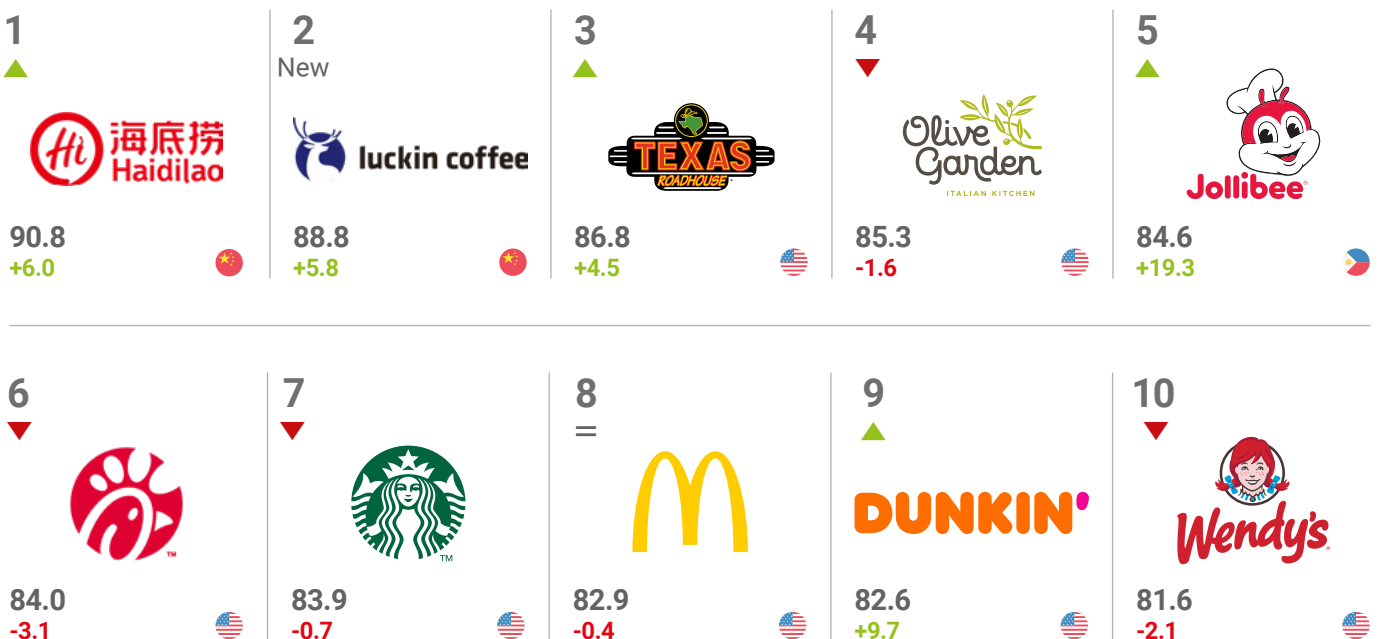
**Haidilao** emerges as the world’s strongest restaurant brand, with a Brand Strength Index (BSI) score of 90.8 out of 100 and one of a handful of brands across sectors to earn a rare AAA+ brand strength rating from Brand Finance.

Haidilao’s brand strength is likely tied to its innovative approach to the customer experience. The restaurant offers free entertainment such as manicures and board games to keep customers busy and happy during wait times, a strategy that also earned Haidilao Brand Finance’s highest score for customer service in China, the restaurant’s home market.



### Top 10 Strongest Restaurant Brands 2024

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# Brand Value Ranking (USDm)

## Top 25 most valuable Restaurant brands 1-25

2024 Rank	2023 Rank		Brand	Country	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	1	=	Starbucks	United States	\$60,669	+13.5%	\$53,432	AAA-	AAA
2	2	=	McDonald's	United States	\$37,993	+3.1%	\$36,863	AAA-	AAA-
3	3	=	KFC	United States	\$14,170	-19.8%	\$17,662	AAA-	AAA-
4	5	▲	Subway	United States	\$7,231	+2.5%	\$7,053	AA+	AA+
5	6	▲	Taco Bell	United States	\$7,107	+0.8%	\$7,050	AAA-	AAA-
6	4	▼	Domino's Pizza	United States	\$6,104	-17.0%	\$7,352	AA+	AAA-
7	7	=	Tim Hortons	Canada	\$5,942	-2.4%	\$6,087	AA+	AAA-
8	9	▲	Burger King	Canada	\$5,225	-12.8%	\$5,992	AA+	AA+
9	10	▲	Pizza Hut	United States	\$5,066	-13.9%	\$5,883	AA+	AA+
10	11	▲	Chipotle	United States	\$4,881	-5.6%	\$5,168	AA	AA+
11	12	▲	Dunkin' Donuts	United States	🔒	🔒	🔒	🔒	🔒
12	8	▼	Wendy's	United States	🔒	🔒	🔒	🔒	🔒
13	13	=	Chick-fil-A	United States	🔒	🔒	🔒	🔒	🔒
14	14	=	Haidilao	China	🔒	🔒	🔒	🔒	🔒
15	17	▲	Texas Roadhouse	United States	🔒	🔒	🔒	🔒	🔒
16	16	=	Olive Garden	United States	🔒	🔒	🔒	🔒	🔒
17	20	▲	Jollibee	Philippines	🔒	🔒	🔒	🔒	🔒
18	15	▼	Jack In The Box	United States	🔒	🔒	🔒	🔒	🔒
19	19	=	Popeyes	Canada	🔒	🔒	🔒	🔒	🔒
20	18	▼	Dutch Bros	United States	🔒	🔒	🔒	🔒	🔒
21	30	▲	Luckin Coffee	China	🔒	🔒	🔒	🔒	🔒
22	21	▼	Papa John's	United States	🔒	🔒	🔒	🔒	🔒
23	24	▲	Cracker Barrel	United States	🔒	🔒	🔒	🔒	🔒
24	27	▲	Dave & Buster's	United States	🔒	🔒	🔒	🔒	🔒
25	26	▲	Longhorn Steakhouse	United States	🔒	🔒	🔒	🔒	🔒



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# Brand Spotlight



# Jollibee



## Brand Value

#17 ▲

USD2.3 bn +51.1%

## Brand Strength

#5 ▲

BSI 84.6 +19.3

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# Interview with Ernesto Tanmantiong



**Ernesto Tanmantiong**  
President & CEO,  
Jollibee Foods  
Corporation

**Jollibee's brand value has seen exceptional growth over the last two years. What would you consider as defining moments or milestones in building the Jollibee brand?**

Having been a part of Jollibee since our beginnings in 1978, it is humbling to see how far we've come. Looking back, I see two defining moments for the Jollibee brand.

First, when the biggest global fast food chain entered the Philippines in 1981. We were warned that they would wipe out local competition and our friends advised us to close the business. We were disadvantaged in almost every aspect, from our equipment to our processes, but we had a clear and important advantage: our food tasted better. So, instead of chickening out, we served Chickenjoy. Jokes aside, Jollibee in the Philippines today is bigger than the two global fast-food players that specialise in chicken dishes combined. Today, our Chickenjoy has been voted the best fried chicken not just in the Philippines but also in the United States, Hong Kong and Singapore. This is why we are very passionate about having delicious taste – it has brought us forward despite being disadvantaged in everything else. Hence, many things might change, but we will never change our commitment to give our customers the joy that comes with delicious food.

Second, when we started bringing Jollibee to international markets. We first aimed at catering to the Filipino diaspora, opening in Filipino-concentrated locales to bring them a taste of home. As we expanded, we discovered that delicious taste knew no boundaries and that we could appeal to people across cultures, ages and countries. Soon, we started catering to the mainstream non-Filipino market in each country and today, 80% of our customers in the United Kingdom are local non-Filipinos and over 60% and 70% in Hong Kong and Singapore respectively. In Brunei, the number reaches 95%, and in Vietnam, it's almost 100%. We're just getting started with our international journey, as we aim to make Jollibee a mainstream favorite worldwide.

Ultimately, these milestones would not have been possible without the determination of the men and women of Jollibee, past and present, who have built a brand that our customers love and can all be proud of. They are the driving force of our growth today and our growth in the future.





**What are some key trends you envisage as being the most important in the Philippine restaurant market, Jollibee's home, and biggest market, as well as globally, over the next three years, and how can restaurant brands respond to these?**

Our customers today have become even more discerning. They look for delicious food but at the same time, prioritise value and convenience. We've responded to this new need by introducing new menu and product innovations, such as Jollibee's Chicken Sandwich, as well as offering new specialty drinks like coffee blends.

We also address inherent needs – for example, their need to eat together as a family or with friends; hence, our brands offer meal combinations for varying group sizes for more excellent value for our consumers. We also provide product options for our customers, such as our Mix and Match, to give them the choice to create their own product combinations. Amidst inflation, we continue to find efficiencies in our processes to keep prices competitive for our customers.

Our customers today expect a seamless experience. Restaurants need to ensure a seamless experience for their customers across various channels, including digital platforms, and we need to leverage on technology and AI to make the customer experience easier, faster and more delightful. This means mapping out our customer journey to address both their current and anticipated needs. We continue to beef up our digital capability and technology investments, knowing that these will constantly evolve, and we are gearing up to be agile as we go through the journey.

As consumers become more value-driven and presented with plenty of food options, they also look for ways for their loyalty to be rewarded. We are continuously strengthening our loyalty program to not only attract new customers but more so to award our existing customers who are in the best position to be our brand ambassadors.

Our learning is always to stay attuned to the needs and wants of consumers, while not losing sight of the core of the business. For us, our focus is to serve great-tasting food, and even with all the pivots that have been made, it's the dedication to exceptional taste that will keep our customers coming back.





**With Jollibee looking to expand further globally, how has the brand fostered strategic alliances, and what role have these partnerships played towards its expansion objectives?**

We often say that the secret to our success is the strong team we've fostered throughout our 46 years in the business. This team includes not just our employees but also our many franchisees, business partners and suppliers who have helped build our brand's success.

Our relationships with franchisees and business partners become even more critical as we accelerate our global growth through franchising. Investing in our current franchisees' success helps us attract new franchisees, while deepening collaboration with top-tier partners and growing our supplier network also supports our growth ahead.

**How do you see the role of the Jollibee brand in attracting and retaining top-tier talent?**

Many have said that the culture the Jollibee Group has is unique and special. Our name encapsulates the essence of this culture that attracts and keeps talents with the company.

Our name Jollibee comes from two words: 'bee' to represent our people working hard to produce sweet things in life and working hard through teamwork as a whole hive as well as 'jolly'.

We added 'jolly' because, as my brother and our founder Dr. Tony Tan Caktiong says, "if you're working hard but are not happy, then it's not worth it."

More than being a place to work at, we aim to build an organisation where talents find and choose joy.



Our joyful culture and employer brand have helped us attract strong talents from around the world and have also allowed us to be recognised with accolades such as the Forbes' Best Employers, Gallup Exceptional Workplace Award and TIME Magazine's World's Best Companies.

**Social responsibility and sustainable practices are increasingly important to stakeholders. How has Jollibee integrated sustainability initiatives into its brand strategy?**

Like many Philippine-based companies, we continue to grow in our sustainability journey. As part of this journey, we launched our sustainability agenda, Joy for Tomorrow, where we've defined our three pillars: Food, People and Planet.

Through our Jollibee brand, we've pioneered and instituted several sustainability initiatives. One of these pillar initiatives is our Food, Service, Cleanliness (FSC) Program and System.

Every year, we conduct thousands of food, service and cleanliness audits in our restaurants globally. Our efforts to quality were recognised with the highest rating for exceptional Food Safety & Quality Practices at the 9<sup>th</sup> International Best Practice Competition.

Jollibee also has a policy not to advertise directly to children 13 years of age and below as part of our commitment to Responsible Marketing.

Finally, as we incorporate inclusive business practices, our Farmer Entrepreneurship Program has empowered over a thousand smallholder farmers to supply ingredients such as tomatoes and onions directly to Jollibee, increasing their income and improving their livelihood.

These ingredients form part of products such as our Yumberger and Jolly Spaghetti, both of which are Jollibee's bestsellers and are enjoyed by millions of our customers.

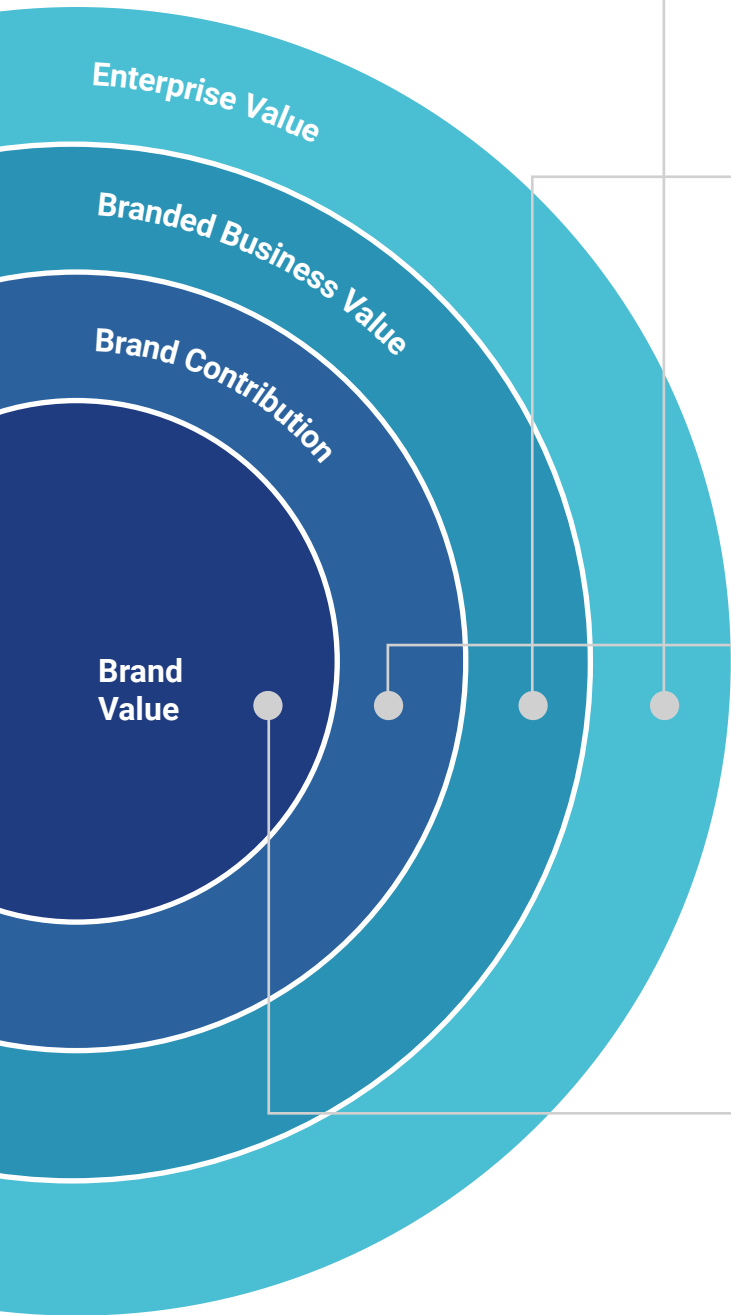
We acknowledge that there's a long road ahead, but we remain committed to having sustainability as one of Jollibee's backbones.

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# Methodology



# Definitions



## Brand Value



### + Enterprise Value

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

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



### + Branded Business Value

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

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



### + Brand Contribution

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

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



### + Brand Value

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

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

# Brand Valuation Methodology

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

## What is 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.

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## 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.

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### 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).

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### 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.

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### 3. Brand Impact x 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%.

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### 4. Forecast Brand Value Calculation credibility

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 Methodology

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance.

Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

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

## Brand Strength Index





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### 1. Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector.

A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a

telecommunications company may emphasize customer service and ARPU as important metrics.

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

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### 2. Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure,

that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.

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### 3. Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution. Each brand is assigned a Brand Strength Index

(BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating. Analysing the three brand strength measures helps inform managers of a brand's potential for future success.

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# 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
- + Research Analytics
- + Soft Power

Questions we can help answer:

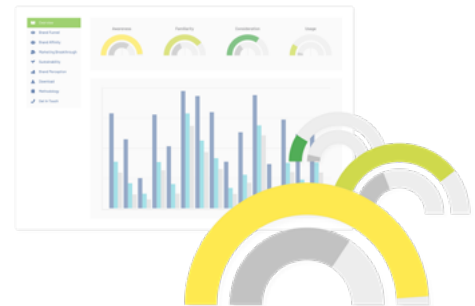
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?

# Brand Insights

Make your brand's business case.

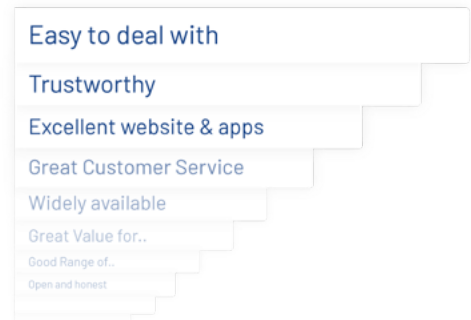
## Benchmarking

In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.



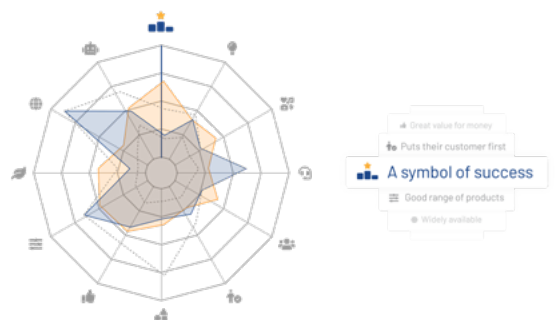
## Drivers Analysis

Statistical **correlation** analysis to understand what is important in driving Brand Consideration, Reputation, Brand Strength and Value.



## Brand Associations & Market Positioning

Diagnose Brand Strengths & Weaknesses – What is my brand known, and not known for? How do I leverage or optimize my brand position to grow brand value?



# 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

Questions we can help answer:

- 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

Questions we can help answer:

- 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 Sustainability

Understand perceptions and align them with performance.

Sustainability and ESG have never been more important considerations for marketers, finance professionals, and the brands they serve. Our sustainability services bring clarity, allowing you to make the right decisions to add value, protect yourself from risk, and do the right thing.

- + Perceptions Evaluation and Tracking
- + Sustainability ROI Analysis
- + Competitor Insights and Positioning Recommendations
- + Materiality Exercises
- + Stakeholder Engagement and Workshops
- + Sustainability Reporting and Disclosure Support

Questions we can help answer:

- **How important is sustainability in driving the choices of customers, employees, and investors?**
- **Which sustainability issues are most relevant to my brand?**
- **How sustainable is my brand perceived to be versus competitors?**
- **What is the potential value of enhancing perceptions?**
- **Could value be at risk? If so, how much?**
- **How do I secure investment or budget allocation?**
- **How do I improve performance and perceptions?**

# Sponsorship Services

## Maximise value from your sponsorships.

Sponsorships are often amongst the most extensive, influential, and expensive brand building activities a company can undertake. We use the same techniques applied in brand valuation, such as research, financial modelling, and strategic analysis. This approach helps marketing and finance managers to understand the effectiveness of sponsorships and maximise ROI.

Advertising equivalency, and traditional research interpretation of sponsorships, fails to adequately address key questions around brand building and value creation. Brand Finance takes a broader view to understand sponsorships in the context of achieving brand and business objectives.

- + Sponsorship Strategy
- + Partnership Opportunity Analysis
- + Return on Investment Analysis
- + Partnership Tracking
- + Sports Investment Due Diligence
- + Sponsorship Prospectus building
- + Activation Measurement & Strategy

## Questions we can help answer:

- Can I develop a sponsorship strategy to match commercial objectives?
- Is the partnership a good fit?
- What is the short-term impact on business performance?
- What impacts there on long-term brand building metrics?
- What is my financial return from the sponsorship investment?
- Should the partnership be renewed, and if so, at what price?
- How does my sports partnership compare to the market?





# Brand Dialogue Services

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

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

## Research, Strategy & Measurement

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

## Public Relations & Communications

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

## Marketing & Events

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

## Content Creation

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

## Strategic Communications

- + Crisis Communications
- + Brand Positioning & Reputation
- + Corporate Social Responsibility
- + Geographic Branding

# Brand Finance Network

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

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