



Restaurants

25

2021

The annual report on the most valuable and strongest restaurant brands
March 2021

Contents.

About Brand Finance	4
Get in Touch	4
Brandirectory.com	6
Brand Finance Group	6
Foreword	8
Executive Summary	10
Brand Value & Brand Strength Analysis	12
Brand Finance Restaurants 25 (USD m)	17
Sector Reputation Analysis	18
Methodology	20
Definitions	22
Brand Valuation Methodology	23
Brand Strength	24
Brand Equity Research Database	25
Our Services	26
Consulting Services	28
Brand Evaluation Services	29
Communications Services	30
Brand Finance Network	33

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:

Richard Haigh
Managing Director
+44 7725 314400
rd.haigh@brandfinance.com

For media enquiries, please contact:

Florina Cormack-Loyd
Senior Communications Manager
+44 020 7389 9444
f.cormackloyd@brandfinance.com

For all other enquiries, please contact:

enquiries@brandfinance.com
+44 207 389 9400

For more information, please visit our website:
www.brandfinance.com



linkedin.com/company/brand-finance



twitter.com/brandfinance



facebook.com/brandfinance



instagram.com/brand.finance

Brand Finance® 

Request your own Brand Value Report

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

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

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


Brand Valuation
Summary


Brand
Strength Tracking


Royalty Rates


Cost of
Capital Analysis


Customer
Research Findings


Competitor
Benchmarking


Benchmarking


Education


Communication


Understanding



Strategy



Insight

Contents

Benefits



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

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

Visit brandirectory.com to find out more.

Brand Finance Group.



Brand Finance®
Institute

Brand Finance Institute

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

Brand Dialogue®



Brand Dialogue

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

vi360

VI360

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



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

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



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.

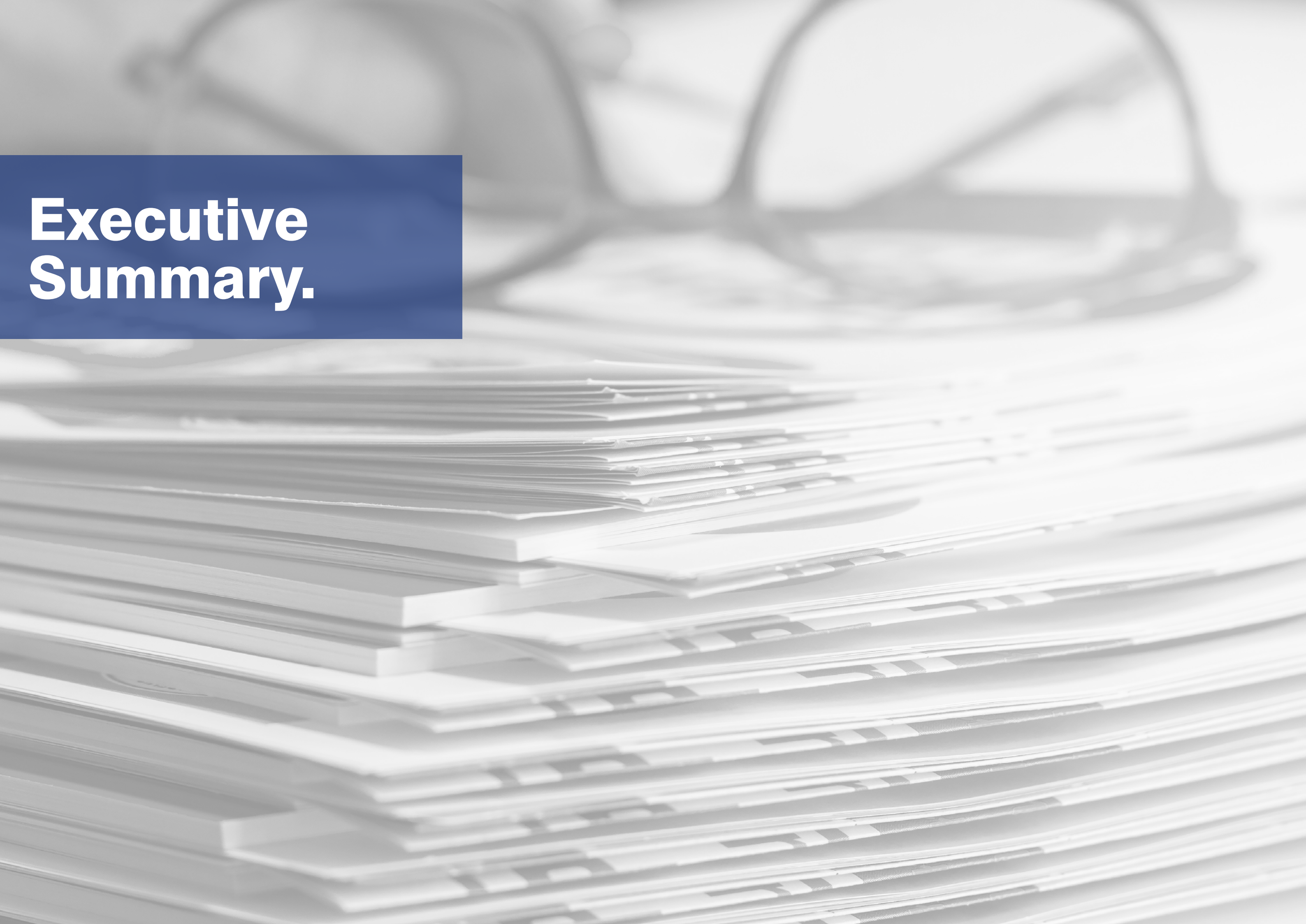
Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

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.

Starbucks' Grind Pays Off as its Named Most Valuable Restaurant Brand for 5th Consecutive Year.

- + **Starbucks** has retained top spot as world's most valuable restaurant brand for 5th consecutive year, brand value US\$38.4 billion
- + US chains dominate ranking, claiming first 8 spots and 20 of the total 25
- + **Jack in the Box** is fastest growing restaurant brand, surging 84% to claim 16th place, brand value US\$1.7 billion
- + **Papa John's** is highest ranked newcomer, claiming 19th place
- + British pub chain **Wetherspoon** is only bar or pub brand in ranking in 21st, despite suffering controversy and disruption from COVID-19
- + **McDonald's** has continued reign as world's strongest restaurant brand, with a Brand Strength Index (BSI) score of 86.9 out of 100



Executive Summary.

Brand Value & Brand Strength Analysis.



COVID-19 has had a serious impact on the restaurant industry globally, with more than half of the brands in this year's Brand Finance Restaurants 25 2021 ranking declining in brand value and the total value of the world's top 25 most valuable restaurant brands dropping from US\$162.1 billion in 2020 to US\$153.9 billion in 2021.

Many governments responded to the outbreak of the pandemic by closing or severely curtailing the activities of the restaurant industry, meaning many brands had to undertake a complete overhaul in operating practices, with a renewed focus on drive-through, mobile ordering, and meal delivery services.

Starbucks cashes in

Starbucks has retained the title of the world's most valuable restaurant brand for the 5th consecutive year, despite recording a 6% drop in brand value to US\$38.4 billion.

The chain - which has over 30,000 stores globally, about half of which are in the US - used the pandemic to further differentiate itself from rivals and has adapted to focus on speed and convenience in its service. This includes ramping up the pace of the construction of 'drive-thru' stores, a renewed focus on a loyalty rewards scheme, and further integration of digital technology across the business - all of which are reflected in a surge in drive-through and mobile orders, accounting for 90% of all orders in the US in Q3 of last year.

The restaurant sector has shown remarkable adaptability in the face of unforeseen and challenging circumstances brought about by COVID-19. The efforts to refocus on at home dining and the investment in digital presence have inured many of the biggest brands from far more dire consequences. The pace of vaccine distribution - particularly across the US and the UK - means there are signs of hope yet for the restaurant sector, with many customers eager to return to socialising and dining together.

Richard Haigh
Managing Director, Brand Finance

The Seattle-based coffee chain stands out from the rest of the American brands in the ranking, which are predominantly focused on fast food. In recent years the brand has, however, expanded its culinary offering and thus is in good company amongst these food-focused brands.

American chains dine out on success

US fast food chains dominate the Brand Finance Restaurants 25 2021 ranking, claiming the first eight spots and 20 out of the total 25. Altogether, US brands account for a staggering 92% of the total brand value in the ranking.

This dominance reasserts the US's status as the world leader in the fast-food industry. This is notable at a time when health-conscious marketing and regulation are increasingly debated and pursued, particularly in Western Europe. These brands' continued dominance showcases the resilience and ongoing appeal of cheap, well-known, and often unhealthy food brands.

Brand Value Change 2020-2021 (%)





Beyond the scale and influence of American restaurant brands, the response of state-level governments in the US was broadly far less severe than in most other nations, with restrictions predominantly limiting indoor dining rather than in-restaurant dining entirely, meaning these brands could shelter themselves from the fallout of the pandemic more successfully.

Jack in the Box pops up

The fastest growing brand in the ranking is **Jack in the Box**, following an impressive 84% brand value growth to US\$1.7 billion, simultaneously jumping 7 spots to 16th. The Californian brand was notable for its effective social media marketing campaigns throughout the pandemic – from encouraging customers to stay at home with its #StayInTheBox tag, to hosting a virtual prom for high school students.

The brand continued to provide a full menu and remain open 24 hours during the crisis and benefitted from its existing dining patterns, where 90% of its sales pre-pandemic were takeaways. Jack in the Box implemented emergency paid sick leave to employees and donated old uniforms to be converted into PPE.

Papa John’s gets a slice of the action

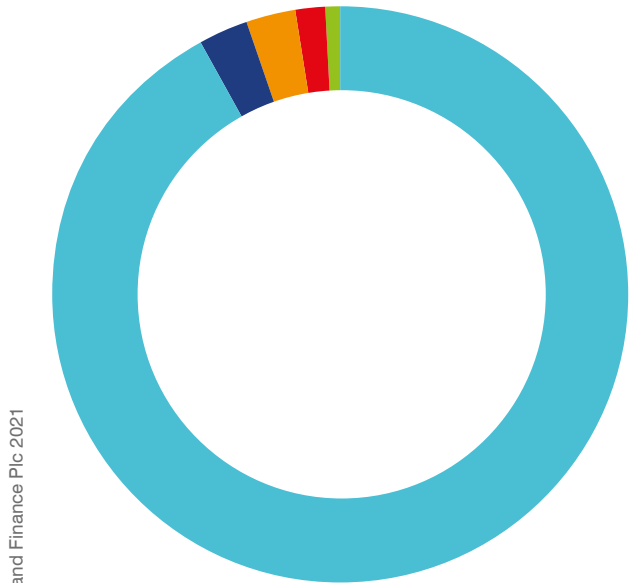
Papa John’s is the highest ranked newcomer in 19th, with a brand value of US\$1.1 billion, and is the third highest ranked pizza brand after **Dominos** (up 7% to US\$6.1 billion) and **Pizza Hut** (down 6% to US\$5.1 billion) in 5th and 8th, respectively.

With consumer habits being forced to change towards delivery and collection, brands that are already set up to accommodate this under their operations have largely managed to shelter themselves somewhat from the damage of the pandemic. Papa John’s leveraged this change extremely effectively and recorded month after month of record sales throughout 2020 – delivering the best sales in the brand’s history.

Papa John’s, founded in Indiana in 1984, implemented a series of Covid-safe measures to ensure the continuation of business during the pandemic. This included contact-free delivery and an expanded benefits package for employees, including free virtual doctors’ appointments.



Brand Value by Country



© Brand Finance Plc 2021

Country	Brand Value (USD bn)	% of total	Number of Brands
United States	141.6	92.0%	20
China	4.5	2.9%	1
Canada	4.1	2.6%	1
United Kingdom	2.8	1.8%	2
Philippines	1.0	0.6%	1
Total	153.9	100.0%	25



UK’s Wetherspoon in 21st

British pub chain **Wetherspoon** is the only bar or pub chain to feature in the ranking. Wetherspoon boasts a vast portfolio of over 900 pubs and hotels spanning the nation and is renowned for its bargain booze and often spectacular buildings. The brand and its outspoken chairman Tim Martin faced criticism for a lacklustre response to the pandemic and accusations of abandoning staff, as well as displaying ‘anti-lockdown propaganda’. Despite this controversy, the chain has fared remarkably well given the uncertainty that has plagued the British dining and hospitality sector over the past year, claiming 21st place in the ranking and maintaining its brand value of US\$1.0 billion.

McDonald’s is lovin’ it

In addition to measuring overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, customer familiarity, staff satisfaction, and corporate reputation. According to these criteria, **McDonald’s** (down 10% to US\$33.8 billion) remains the strongest restaurant brand in the world with a Brand Strength Index (BSI) score of 86.9 out of 100 and a corresponding AAA brand strength rating.

With more than 38,000 restaurants in 118 countries, McDonald’s reach is unmatched. Its universally recognised ‘golden arches’ as well as advertising campaigns in recent years focused on the brand’s community outreach and ethical sourcing of its ingredients are key contributors to the brand’s strength.

In response to COVID-19, like many other restaurants, the chain renewed its focus on its ‘drive-thru’ and delivery capacity, as well as enhancing its digital presence. McDonald’s has also taken a proactive stance in terms of controlling the virus. Social distancing and hygiene measures are in force in restaurants globally. In US states where rules on indoor dining and mask wearing have been relaxed, McDonald’s has taken more stringent measures voluntarily, limiting in-store dining and mandating mask-wearing. Globally, the brand has donated US\$3.1 million in food to support communities during the pandemic.










Brand Finance Restaurants 25 (USD m).

Top 25 most valuable restaurant brands

2021 Rank	2020 Rank	Brand	Country	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	Starbucks	United States	\$38,440	-6.3%	\$41,043	AAA-	AAA-
2	2	McDonald's	United States	\$33,838	-9.6%	\$37,449	AAA	AAA
3	3	KFC	United States	\$15,071	-11.9%	\$17,105	AAA-	AAA-
4	4	Subway	United States	\$8,181	+2.3%	\$7,998	AA+	AA
5	5	Domino's Pizza	United States	\$6,089	+7.3%	\$5,676	AA+	AA
6	7	Taco Bell	United States	\$5,809	+7.2%	\$5,419	AAA-	AAA-
7	8	Dunkin'	United States	\$5,741	+10.1%	\$5,214	AAA-	AA
8	6	Pizza Hut	United States	\$5,130	-5.6%	\$5,434	AA+	AA
9	9	Haidilao	China	\$4,523	-3.9%	\$4,704	AAA-	AAA-
10	10	Tim Hortons	Canada	\$4,054	-8.7%	\$4,439	AAA-	AAA-
11	12	Wendy's	United States					
12	11	Burger King	United States					
13	14	Chipotle	United States					
14	13	Chick-fil-A	United States					
15	16	Costa	United Kingdom					
16	23	Jack In The Box	United States					
17	17	Olive Garden	United States					
18	19	Texas Roadhouse	United States					
19	-	New Papa John's	United States					
20	20	Chili's	United States					
21	21	Wetherspoon	United Kingdom					
22	18	Jollibee	Philippines					
23	-	New Cheesecake Factory	United States					
24	25	Cracker Barrel	United States					
25	24	Popeyes	United States					



Top 5 Strongest Brands

	1 ← 1	
	2021: 86.9 AAA 2020: 87.9 AAA	-1.0
	2 ↑ 4	
	2021: 85.0 AAA 2020: 81.4 AAA-	+3.6
	3 ↑ 8	
	2021: 84.7 AAA 2020: 79.9 AAA-	+4.8
	4 ↓ 3	
	2021: 84.2 AAA- 2020: 82.0 AAA-	+2.2
	5 ↓ 2	
	2021: 82.4 AAA- 2020: 82.5 AAA-	-0.1

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.

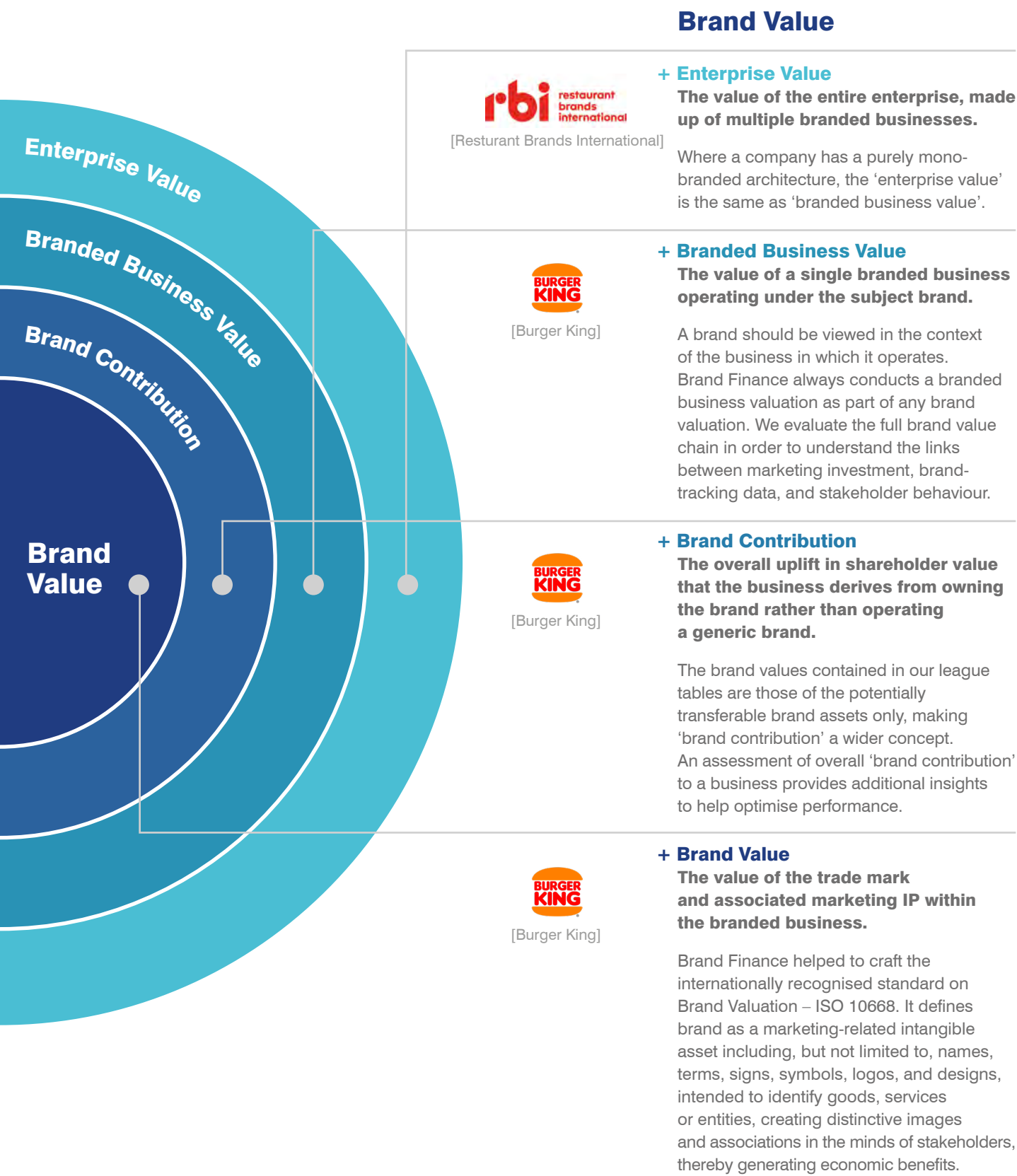
Banks and telecoms struggle to improve their standing

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.



Methodology.

Definitions.



Brand Valuation Methodology.

Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

Brand Value

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

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

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

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

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

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

Disclaimer

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



Brand Strength.

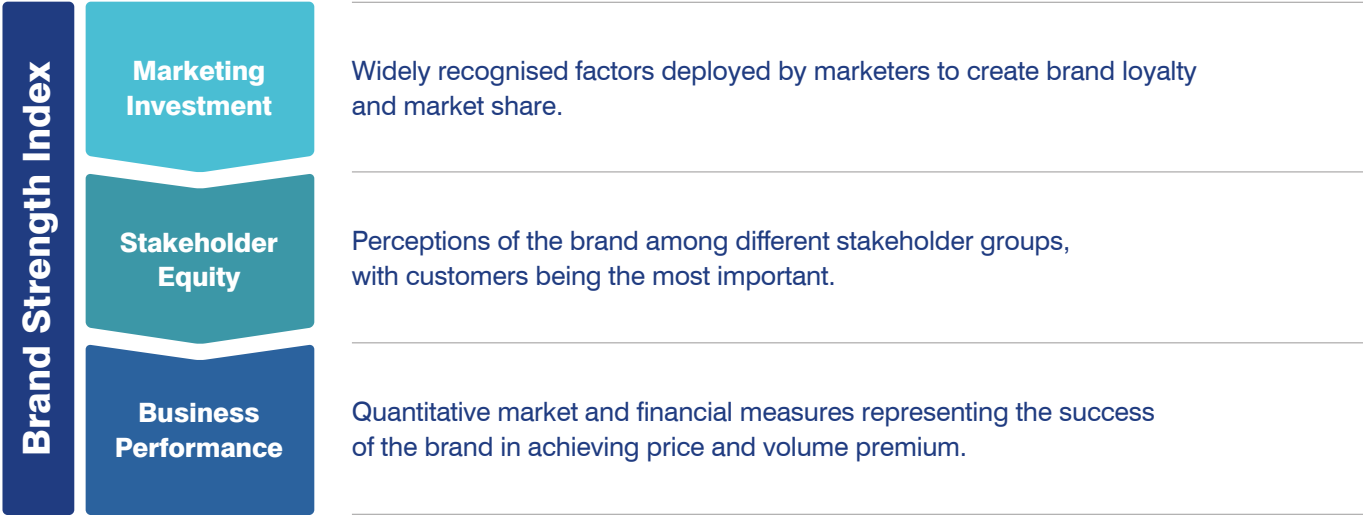
Brand Strength

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.

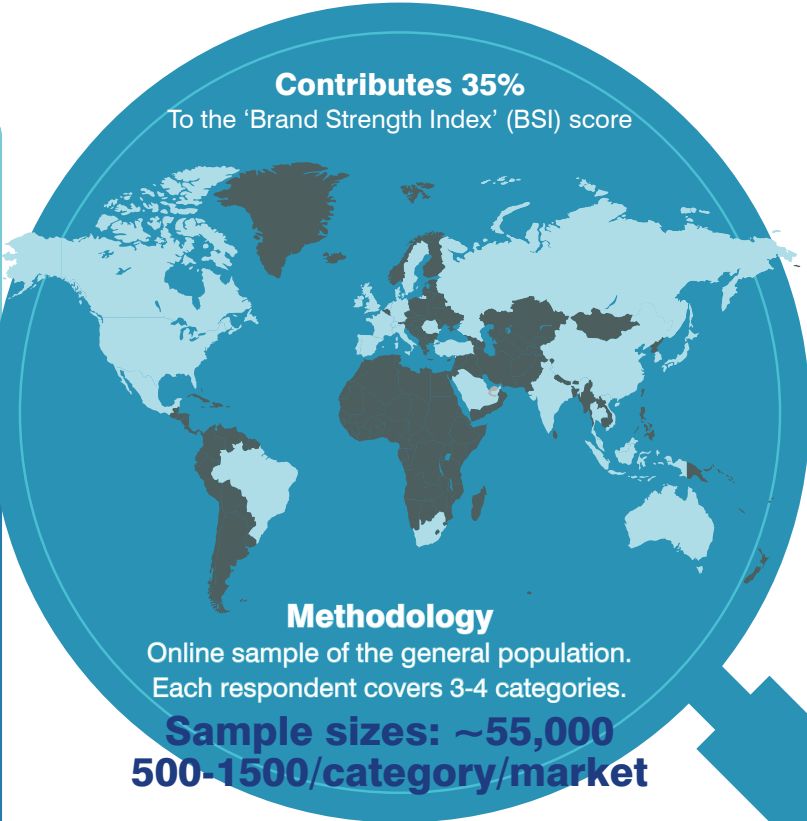


Brand Equity Research Database.

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



Brand KPIs and Diagnostics



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

*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

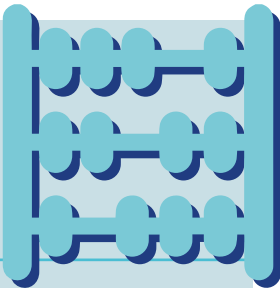


- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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.



TOP 25 RESTAURANT BRAND



MOST VALUABLE RESTAURANT BRAND



STRONGEST RESTAURANT 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.

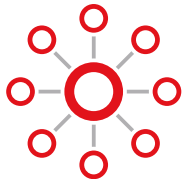


Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



Media Support – provide editorial support in reviewing or copywriting your press release, pitching your content to top journalists, and monitoring media coverage.

Brand Dialogue®



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?

For more information, contact enquiries@brandfinance.com

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



Brand Finance Network.

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

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



Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com