



Romania

50

2025

The annual report on the most valuable and strongest Romanian brands

Dacia retains the top spot in latest Romanian brand ranking

- + **Dacia** continues to lead the ranking, despite a 5% slip in brand value
- + The top five brands account for over 50% of the top 50 brand value
- + Four brands to enter the ranking this year: **Asirom**, **Erbasu**, **ZUZU** and **KOBER**
- + Top retail brands **eMag** and **Dedeman** rebound
- + Over 70% of brands and 60% of brand value in the top 50 ranking come from brands created by the private sector over the past 35 years

Contents

Foreword	5
<i>David Haigh, Chairman & CEO, Brand Finance</i>	
Valuation Analysis	6
Brand Spotlight	12
Banca Transilvania	13
<i>Omer Tetik, CEO</i>	
Brand Value Ranking (EURm)	16
Methodology	17
Our Services	23

About Brand Finance

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.

The world's leading brand valuation consultancy

For business enquiries, please contact:
enquiries@brandfinance.com

For media enquiries, please contact:
press@brandfinance.com

+44 207 389 9400
www.brandfinance.com

Foreword



David Haigh
Chairman & CEO,
Brand Finance

The global business landscape is constantly evolving, shaped by economic shifts, technological advancements, and changing customer expectations. In this dynamic environment, strong brands continue to stand as key drivers of business success, enabling organisations to differentiate themselves, attract loyal customers, and build resilience in an increasingly competitive world.

The enduring importance of brand strength is supported by Brand Finance's extensive research. A well-managed brand delivers measurable value beyond customer attraction and retention – it enhances talent acquisition, investor confidence, and organisational agility. In today's marketplace, a strong brand is not just an asset but a strategic imperative.

Brand Finance has deepened its investment in understanding customer perceptions like never before. This year, the Brand Strength Index has evolved to include metrics based on familiarity and perceptions of both functional credibility and emotional appeal versus competitors. This updated model is designed to be predictive of growth, capturing the drivers of value such as increased demand, higher willingness to pay, and stronger customer advocacy. The insights gathered from over 170,000 respondents across 41 sectors and 31 countries in this year's Global 500 report highlight the importance of these factors in shaping the world's strongest and most valuable brands.

A persistent challenge is the assumption that Chief Financial Officers (CFOs) are opposed to investing in brands, but we believe this is a misconception. Ambitious CFOs understand that a strong brand supports business success but many are reluctant to allocate resources toward long-term brand-building without data supporting this approach, often resulting in a prioritisation of short-term performance marketing. The findings from this year's report underscore the importance of data in aligning the priorities of corporate leaders. Brand valuation empowers CFOs to invest in brand with confidence, resulting in business decisions focused on growing and enduring brand value and strength.

Whether you are aiming to strengthen your brand or quantify its contribution to your business's success, the Brand Finance team is here to support you with brand valuations that align marketing and finance to accelerate growth. We invite you to explore the insights within this report and collaborate with us in shaping a more profitable and sustainable future for your brand.

Valuation Analysis



Valuation Analysis



Dacia remains the most valuable Romanian brand, despite a 5% decrease in brand value to EUR1.1 billion, according to Brand Finance's 2025 ranking.

The second-ranked brand **eMAG** has rebounded after two years of consecutive decrease, with brand value up 8% to EUR893 million, while **Banca Transilvania** retains the third place, with a solid 34% growth to EUR856 million.

They are followed by **DIGI** (€574 million) and **Dedeman** (€494 million); remarkably, the top 5 brands account for more than 50% of the top 50 brand value.

Banca Transilvania is also the strongest Romanian brand, with an elite AAA+ brand ranking. For the fourth consecutive year, brand also retains its position among the top ten strongest banking brands globally – and particularly it is the strongest banking brand in Europe. The retail sector demonstrates a varied evolution, with top brands eMAG and

While Dacia retains its title as the most valuable Romanian brand, it is not that older, traditional brands are prevalent over the "new economy" brands. In fact, these new brands that have emerged over the past three decades dominate the ranking, both in number and in overall brand value.

Mihai Bogdan

Managing Director, Brand Finance Romania



Top 10 Most Valuable Romanian Brands 2025

© Brand Finance Plc. 2025

#1		Dacia	EUR1,119 m	-5%
#2		eMAG	EUR893 m	+8%
#3		Banca Transilvania	EUR856 m	+34%
#4		DIGI	EUR574 m	+6%
#5		Dedeman	EUR494 m	+2%
#6		Petrom	EUR453 m	-4%
#7		BCR	EUR255 m	+23%
#8		BRD	EUR239 m	+14%
#9		Bitdefender	EUR183 m	+27%
#10		Electrica	EUR165 m	-25%

Dedeman rebounding in value, while the sector's brand value has increased by 5% overall. Dedeman remains the most valuable brand held entirely by Romanian shareholders, with a slight rebound of its brand value (+2%) up to EUR494 million, maintaining its 5th position in the ranking.

Particularly in the crowded category of pharma retail, brands **Catena** and **Farmacia Tei** registered double-digit growth, while **Help Net** decreased in brand value.

Despite Romania's economy experiencing stagnant growth, seeing only a 0.9% GDP increase in 2024, the collective value of Romania's top 50 brands is up 4.8% from last year to EUR7.3 billion.

This growth reaffirms that branded businesses are continuing to thrive even in challenging economic circumstances, which seem to be never-ending; the potential continuation of the ongoing war triggered by the Russian invasion of Ukraine, as well as the upsetting of the global trade landscape may lead to unforeseeable disruptions.

New brands – created and developed by entrepreneurs and private companies over the past 35 years – account for over 72% (in number of brands) and 62% of total brand value in the latest ranking of the top 50 Romanian brands.











The high value ranking list has recorded a low churn rate over the years, with only a couple of brands moving in and out of top 50 every year.

However, this year's ranking saw more dynamic shifts, with four brands rising to secure a place in the lower half of the ranking; those are **Asirom** in 38th place, **Erbasu** in 42nd place, **ZUZU** in 48th place, and **KOBER** in 49th place.

Inevitably, for each new addition, another brand exits the ranking. Hence, four brands from last year, namely **Agricover**, **ALRO**, **DERO** and **Mobexpert**, didn't make it to this year's list.











Romanian Top 10 Strongest Brands 2025

© Brand Finance Plc. 2025

#1		Banca Transilvania	95.3	+3%
#2		Dedeman	90.8	+1%
#3		Altex	85.5	+7%
#4		Pro TV	84.9	+21%
#5		Delaco	83.7	+19%
#6		Bitdefender	82.2	+21%
#7		Antena 1	80.3	+25%
#8		eMAG	80.2	+1%
#9		Ciuc	80.0	-7%
#10		DIGI	78.8	-8%

Top 10 Most Valuable Portfolio Brands 2025

© Brand Finance Plc. 2025

#1		Ursus	EUR264 m	+11%
#2		Altex	EUR158 m	-18%
#3		Transavia	EUR115 m	+10%
#4		Heineken*	EUR125 m	-7%
#5		Vel Pitar	EUR81 m	+40%
#6		Cris-Tim	EUR53 m	+33%
#7		Albalact	EUR51 m	+21%
#8		Bergerbier	EUR45 m	+9%
#9		Romaqua	EUR32 m	+21%
#10		Medlife	EUR21 m	+16%

It's not a surprise that the top half of the ranking enlists more established brands – while the bottom half is more dynamic, and as such more likely to harbour the bigger brands of tomorrow. However, for most of these brands, whether up or down in the ranking, their restricted stray outside the home market remains a limiting factor for brand growth.”

Mihai Bogdan

Managing Director, Brand Finance Romania

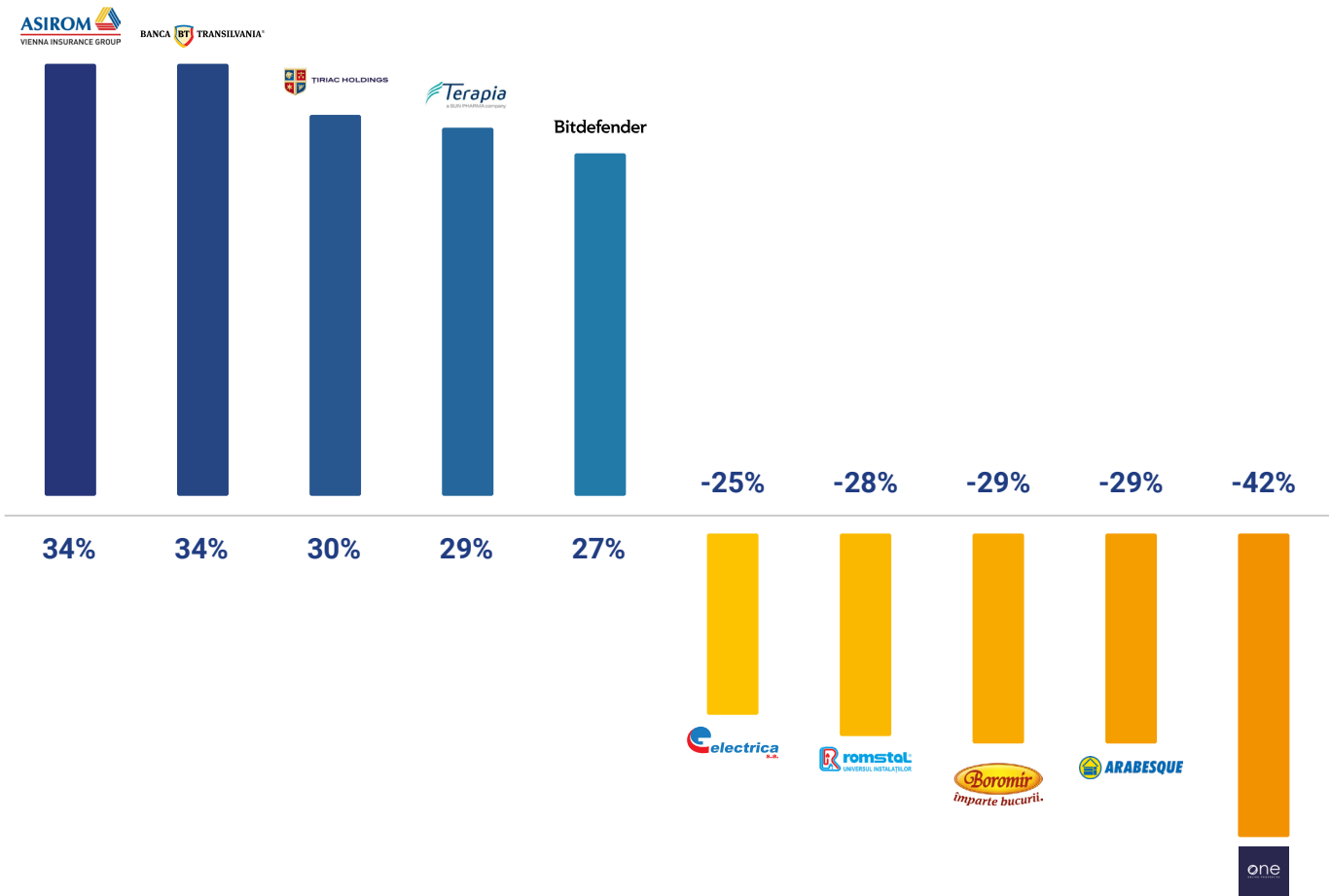
In addition to analysing individual brands, the Brand Finance Romania 50 report also ranks the 10 most valuable brand portfolios, calculated for those businesses that deploy more than one brand into the market.

These portfolios encompass over 40 well-known local brands, the most valuable of which are also featured individually in the main top 50 ranking. The top 10 portfolios list has remained practically the same since 2017, with a single change this year, as cosmetics brands portfolio **Farmec** ceded the 10th place to **MedLife** – the healthcare network.

*Local brands only

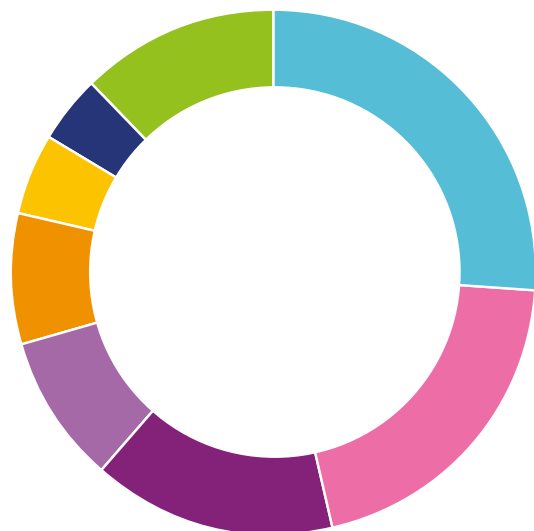
Brand Value Change 2024-2025

© Brand Finance Plc. 2025



Brand Value by Sector 2024-2025

© Brand Finance Plc. 2025



	Sector	Brand Value (EURm)	% of Total	Number of Brands
	Retail	1,921	26%	10
	Banking	1,444	20%	4
	Automobiles	1,119	15%	1
	Oil & Gas	619	9%	3
	Telecoms	574	8%	1
	Beers	383	5%	7
	Food	310	4%	7
	Other	909	12%	17
	Total	7,280	100%	50

Brand Spotlight



Banca Transilvania



BANCA  TRANSILVANIA®

Brand Value

#3⁼

EUR856 m **+34%**

Brand Strength

#1[▲]

BSI 95.3 **+3.0**

Brand Spotlight Banca Transilvania



Ömer Tetik
CEO,
Banca Transilvania

How does the Banca Transilvania's brand build trust among its stakeholders?

Customers, investors, employees, partners, and the media—all are valued stakeholders. As Romania's largest bank, Banca Transilvania understands that trust is the foundation of every strong relationship. We earn this trust through consistency, transparency, and reliability. Like a trusted neighbour, BT is always close by—accessible, dependable, and committed to supporting its customers every step of the way.

We provide comprehensive assistance to our customers, whether it's achieving personal goals like home renovations, preparing for significant investments, or navigating complex macroeconomic contexts. As the largest financier of the Romanian economy, Banca Transilvania plays a crucial role in moving money within Romania, reinforcing our position as a trusted financial institution and the most reliable banking partner. .

How has the company adapted to emerging trends and technologies, and how has this influenced Banca Transilvania's brand positioning in the market?

Our value-creation is deeply rooted in technology. Our primary focus is our customers, and in the long term, we aim to shift from a one-size-fits-all approach to a personalised experience within our core applications. Our goal is to consolidate all data into a centralised platform that enables tailored offers based on individual needs and preferences.

Our bank was the first in Romania to integrate advanced software tools such as Robotic Process Automation by UiPath and Microsoft's Copilot. As pioneers in this field, our investments have been highly beneficial, becoming milestones in the automation of various business areas, including accounting, reporting, call centres, marketing, and communication.

While our operational efficiency has significantly increased, the decision-making process continues to incorporate the human touch. We firmly believe the future of banking lies in virtual assistance: delivering the right product, at the right time, in the right place, through the right channel.

What are Banca Transilvania's biggest advantages in ensuring brand success?

Banca Transilvania's primary brand advantage lies in its ability to foster strong connections within the communities it serves, as well as its significant influence on younger generations entering the market.

This commitment to being a part of our customers' lives and maintaining a dedicated growth-oriented mindset is the cornerstone of our value creation. Our greatest strength lies in our home market advantage —by focusing on Romania, we stay closely connected to local trends and dynamics.

With a view to the future, what do you envision as the key industry advancements, and how do you foresee Banca Transilvania's role in not only keeping pace with these changes but also driving them forward?

The banking industry has historically leaned toward a mindset of "why this can't be done." At Banca Transilvania, we are committed to shifting this perspective to a "how might we do it" approach, aiming to foster innovation and partnership. Our core mission is to support and fund ideas, initiatives, plans, and aspirations, contributing to the economic growth of the country.

This role is crucial, acting as a catalyst that helps customers overcome their everyday challenges. By embracing this proactive and solution-oriented attitude, we are dedicated to becoming an integral part of our customers' success stories, ensuring that we are not just a financial institution, but a trusted partner in their journey towards achieving their personal and

professional goals. This commitment to customer-centricity reinforces our position as a leading financial institution, prepared to drive positive change and sustainable growth.

Another core belief is that the future of banking lies in the seamless integration of digitisation with personal interaction. We are not merely adapting to the digital age, we are shaping it, by blending advanced tech solutions with unique human support. Our commitment to continuous innovation in digital technology is matched by our dedication to maintaining the irreplaceable human touch that defines our customer experience.

Our employees deliver the personalised service and expertise that set us apart. With an extensive network of strategically located branches across the country, we remain accessible to customers wherever they are. While the digital era is here to stay, it is our personal engagement that makes banking with Banca Transilvania a uniquely compelling experience.



Brand Value Ranking (EURm)

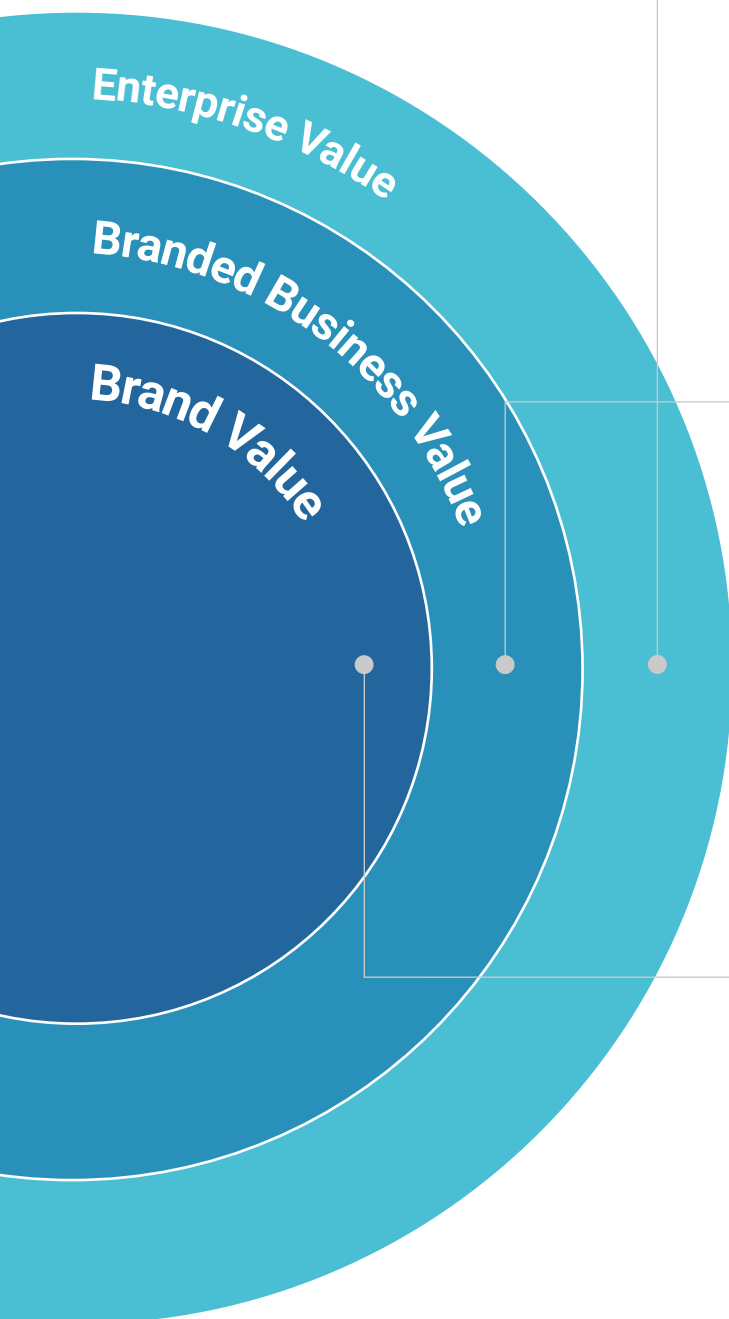
Top 50 most valuable Romanian brands 1-50

2025 Rank	2024 Rank		Brand	Sector	2025 Brand Value	Brand Value Change	2024 Brand Value	2025 Brand Rating
1	1	=	Dacia	Automobiles	€1,119	-4.8%	€1,175	AA-
2	2	=	eMAG	Retail	€893	+8.4%	€824	AAA-
3	3	=	Banca Transilvania	Banking	€856	+33.7%	€641	AAA+
4	4	=	DIGI	Telecoms	€574	+5.5%	€544	AA+
5	5	=	Dedeman	Retail	€494	+1.9%	€485	AAA+
6	6	=	Petrom	Oil & Gas	€453	-4.1%	€472	AA-
7	9	▲	BCR	Banking	€255	+23.2%	€207	AA-
8	8	=	BRD	Banking	€239	+13.9%	€209	A+
9	11	▲	Bitdefender	Internet & Software	€183	+27.4%	€144	AAA-
10	7	▼	Electrica	Utilities	🔒	🔒	🔒	🔒
11	12	▲	Altex	Retail	🔒	🔒	🔒	🔒
12	13	▲	Catena	Retail	🔒	🔒	🔒	🔒
13	10	▼	Rompetrol	Oil & Gas	🔒	🔒	🔒	🔒
14	19	▲	Țiriac	Retail	🔒	🔒	🔒	🔒
15	14	▼	Fragedo	Food	🔒	🔒	🔒	🔒
16	17	▲	Ciucas	Beers	🔒	🔒	🔒	🔒
17	16	▼	CEC Bank	Banking	🔒	🔒	🔒	🔒
18	18	=	Timisoreana	Beers	🔒	🔒	🔒	🔒
19	21	▲	Ursus	Beers	🔒	🔒	🔒	🔒
20	15	▼	Arctic	Electronics	🔒	🔒	🔒	🔒
21	22	▲	Pro TV	Media	🔒	🔒	🔒	🔒
22	26	▲	AGRICOLA	Food	🔒	🔒	🔒	🔒
23	27	▲	FAN Courier	Logistics	🔒	🔒	🔒	🔒
24	20	▼	Arabesque	Retail	🔒	🔒	🔒	🔒
25	25	=	Omniasig	Insurance	🔒	🔒	🔒	🔒
26	29	▲	Antena 1	Media	🔒	🔒	🔒	🔒
27	35	▲	Delaco	Food	🔒	🔒	🔒	🔒
28	34	▲	Farmacia Tei	Retail	🔒	🔒	🔒	🔒
29	28	▼	Neumarkt	Beers	🔒	🔒	🔒	🔒
30	30	=	CRIS-TIM	Food	🔒	🔒	🔒	🔒
31	31	=	OSCAR	Oil & Gas	🔒	🔒	🔒	🔒
32	33	▲	Bergenbier	Beers	🔒	🔒	🔒	🔒
33	38	▲	Tinmar	Utilities	🔒	🔒	🔒	🔒
34	36	▲	NOD Network One Distribution	Logistics	🔒	🔒	🔒	🔒
35	43	▲	Terapia	Pharma	🔒	🔒	🔒	🔒
36	23	▼	One United Properties	Real Estate	🔒	🔒	🔒	🔒
37	48	▲	LUCA	Food	🔒	🔒	🔒	🔒
38	-	New	Asirom	Insurance	🔒	🔒	🔒	🔒
39	40	▲	Ciuc	Beers	🔒	🔒	🔒	🔒
40	42	▲	QFort	Engineering	🔒	🔒	🔒	🔒
41	32	▼	Romstal	Retail	🔒	🔒	🔒	🔒
42	-	New	ERBASU	Engineering	🔒	🔒	🔒	🔒
43	46	▲	Autonom	Mobility	🔒	🔒	🔒	🔒
44	41	▼	HelpNet	Retail	🔒	🔒	🔒	🔒
45	47	▲	Golden Brau	Beers	🔒	🔒	🔒	🔒
46	37	▼	Boromir	Food	🔒	🔒	🔒	🔒
47	49	▲	FLANCO	Retail	🔒	🔒	🔒	🔒
48	-	New	ZUZU	Food	🔒	🔒	🔒	🔒
49	-	New	KOBER	Paints	🔒	🔒	🔒	🔒
50	45	▼	AQUILA	Logistics	🔒	🔒	🔒	🔒

Methodology



Definitions



Brand Value

Meta + Enterprise Value

[Meta]

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

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

+ Branded Business Value

[Facebook]

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 Value

[Facebook]

The value of the trademark 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 ranking 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 6,000 brands in over 41 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 anybody, 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. This Brand Strength analysis is based on two core pillars: "Brand Perceptions" which relate to the level of brand familiarity and the views stakeholders have of a brand's offer; and "Customer Behaviours" which are the impacts that those perceptions have on demand, price, and advocacy.

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 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%.

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 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 Brand Perceptions and Customer Behaviours – as measured through our Global Brand Equity Monitor research. This Brand Strength Index is subsequently explained through an analysis of diagnostic attributes known as "Brand Inputs" which highlight the actions marketers can take to build core brand strength.

Brand Strength Index



1. Attribute Selection and Weighting

We follow a general structure incorporating the brand perceptions and the outcomes that they cause on customer behaviours. This covers the core brand metrics which matter most and have been analysed for their impact on market share and revenue growth.

These attributes are weighted according to their importance in driving the following pillar: Brand Perceptions in driving Customer Behaviours; and finally, the importance of Customer Behaviours metrics in driving market share, revenue, and ultimately, business value.

2. Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions.

the general public on their perceptions of over 6,000 brands in over 31 sectors and 41 countries.

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 more than 175,000 people from

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

3. Benchmarking and Final Scoring

To convert raw data into scores out of 10 that are comparable between attributes within the scorecard, we then must benchmark each attribute.

(BSI) score out of 100, which feeds into the brand value calculation.

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

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.

Our Services



Consulting Services

Brand Analytics & Insights

The measures that matter



The only way to effectively manage a brand is to measure it. Brand evaluations are essential to understand the strength of your brand and how it compares to your competitors. Measuring your brand helps identify what drives value and how to prevent losing marketing share, resulting in effective, data-driven strategies to grow your brand.

- + Brand Audits
- + Qualitative & Quantitative Research
- + Syndicated Studies
- + Brand Tracking
- + Brand Drivers & Conjoint Analysis
- + B2B & B2C Research
- + Are we building our brand 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?
- + What is most important to my customers?

Brand Valuation

Make the business case for your brand



Brand valuation is the language marketers use to ensure finance teams understand the value of their brand. Valuation data empowers CFOs to invest in brand with confidence, resulting in business decisions focused on enduring, growing brand value and strength. Valuations also help investors and those selling, to ensure that the full value of the business is accounted for in a transaction.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Return on Investment
- + 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?
- + Can I quantify how important my brand is to the board?

Brand Strategy

Brand management based on data



Understanding the value of your brand transforms it into a powerful tool you can use to determine the business impacts of strategic branding decisions. All stakeholders must understand how investing in brand growth impacts the bottom line. Brand growth is accelerated when strategies use valuation to align marketing and finance.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Brand Identity & Experience
- + Which brand positioning do customers value most?
- + 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?

Sports & Sponsorship



Brand Sustainability



Employer Branding



Place Branding





Contact us

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

W: brandfinance.com