



# Russia

# 50

# 2019

**The annual report on the most valuable and strongest Russian brands**  
July 2019

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# Contents.

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About Brand Finance	4
Get in Touch	4
Request Your Brand Value Report	5
Foreword	6
Executive Summary	8
Sector Reputation Analysis	12
Brand Finance Russia 50 (RUB m)	14
Definitions	16
Brand Valuation Methodology	18
Market Research Methodology	19
Stakeholder Equity Measures	19
Consulting Services	20
Brand Evaluation Services	21
Communications Services	22
Brand Finance Network	24

# About Brand Finance.

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

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

We pride ourselves on four key strengths:

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

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

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







# Get in Touch.

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# Request Your Brand Value Report.

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

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

## What is a Brand Value Report?

### Brand Valuation Summary

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

### Brand Strength Index

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

### Royalty Rates

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

### Cost of Capital

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

### Customer Research

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

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

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

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



**Insight**



**Strategy**



**Benchmarking**



**Education**



**Communication**



**Understanding**

# 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.

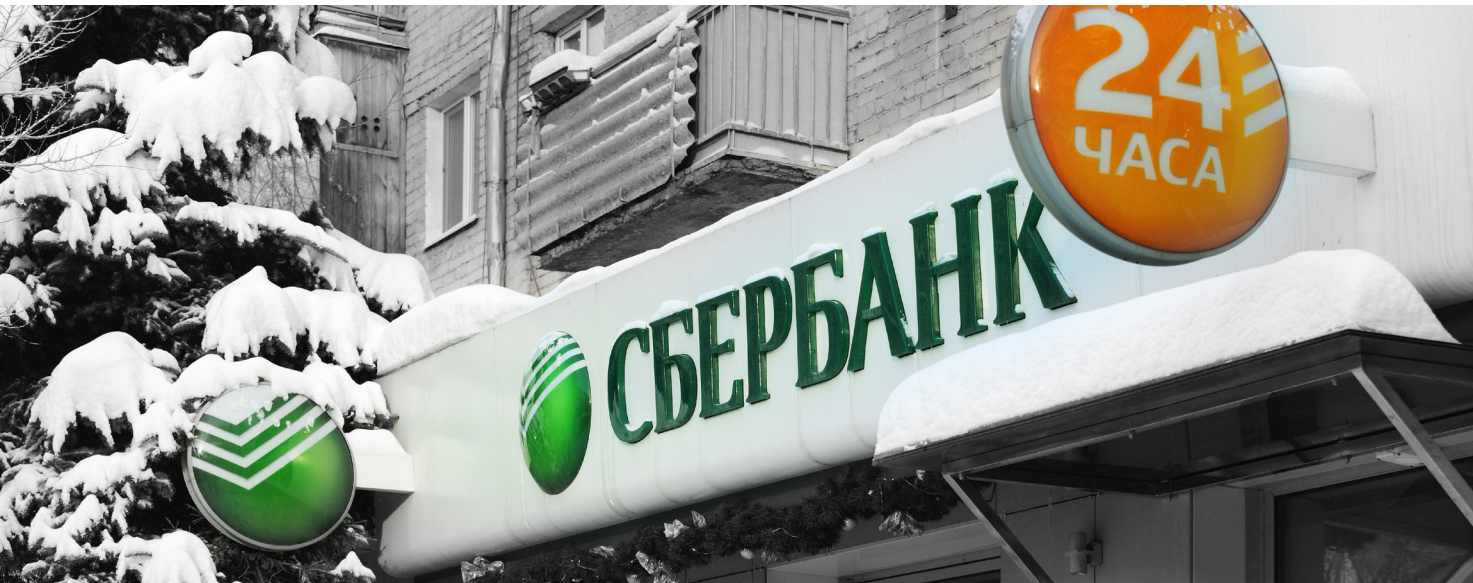
The team and I look forward to continuing the conversation with you.

# Sberbank Defends Titles of the Most Valuable and Strongest Russian Brand.

- + Sberbank tops the Brand Finance Russia 50 ranking of the country’s most valuable brands yet again as its brand value increases 26% to ₽842.2 billion.
- + Oil and gas is Russia’s largest industry by brand value, with five giants – Gazprom, Lukoil, Rosneft, Tatneft, and Novatek – dominating in the top 10.
- + Lenta’s brand performance stands out as small retail brands move down the ranks.
- + Telecoms fight for market share as Rostelecom grows faster than competitors.
- + NLMK is the fastest-growing Russian brand of 2019, up 82% year on year.
- + Aeroflot reaches new heights as the world’s strongest airline brand.
- + Stroygazmontazh, Alrosa, Prostokvashino, Russian Post, and Rossiya make their way into the top 50 ranking for the first time this year.



# Executive Summary.



## Sberbank defends top titles

It is the third consecutive year that Sberbank retains its leading position in the Brand Finance Russia 50 ranking of the country’s most valuable brands. Following brand value growth of 26% to ₱842.2 billion, Sberbank looks well-positioned to defend the lead for years to come.

Aside from calculating overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Along with the level of revenues, brand strength is a crucial driver of brand value. According to these criteria, with a Brand Strength Index (BSI) score of 93.1 out of 100, Sberbank is the strongest brand in Russia and the second strongest brand in the world, just after Ferrari.

The three pillars of Sberbank’s brand success are innovative solutions, focus on customer experience, and improved business effectiveness. An agreement between SberCloud (a subsidiary of Sberbank) and NVIDIA, reached at the St. Petersburg International Economic Forum (SPIEF) 2019, will enable development and implementation of AI in the Russian banking sector. In customer experience, Sberbank is also leading the way as access to loans has increased with one-day turnaround for applications. Finally, growth in retail loans and the mortgage portfolio have contributed to Sberbank’s healthy financial performance which is reflected in brand value improvement.

**Sberbank’s high-quality services and products create the kind of loyalty that results in long-term customer relationships. Unparalleled within Russia, the bank can deepen its relationship with customers and extend into new products, services and even industries.**

David Haigh  
CEO, Brand Finance

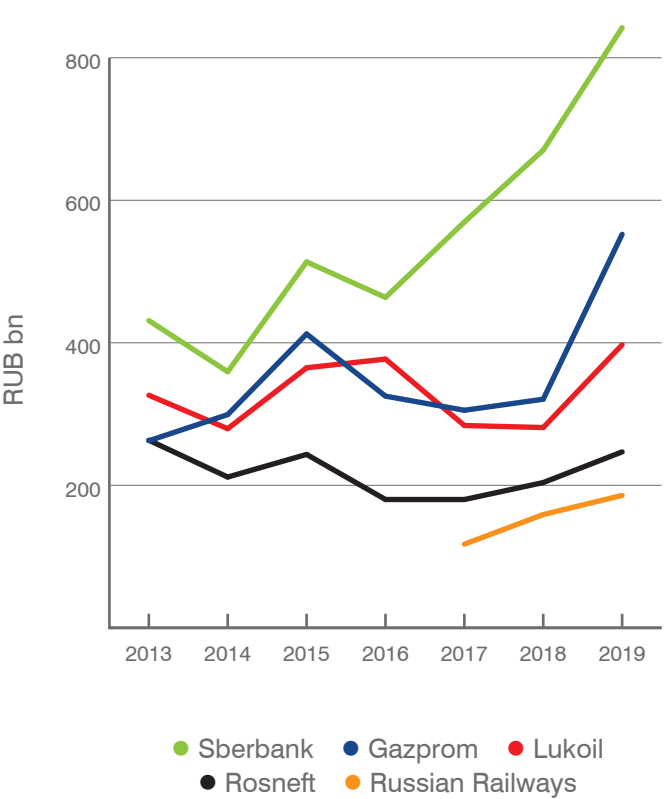
## Oil and gas giants dominate

Although Sberbank is the country’s most valuable brand, on the whole, the oil and gas industry contributes more brand value to the Brand Finance Russia 50 ranking than banking. Together, the nine oil and gas brands featured in the top 50 are worth nearly ₱1.7 trillion, and five largest dominate in the top 10: Gazprom (₱552.3 bn), Lukoil (₱397.3 bn), Rosneft (₱246.9 bn), Tatneft (₱132.5 bn), and Novatek (₱120.0 bn).

## Lenta stands out in retail

Lenta stands out against the backdrop of mixed results in retail – the country’s third largest industry by brand value. While most of the smaller retail brands moved down in the rankings, Lenta went up from 22<sup>nd</sup> to 18<sup>th</sup>, thanks to an impressive 48% brand value growth. The brand has been successfully deploying a low-price strategy combined with ambitious expansion in both the hypermarket and supermarket segments across Russia and particularly in Moscow.

## Brand Value over Time



## Top 10 Most Valuable Brands

	1	← 1	
SBERBANK	2019: ₱842,160m	2018: ₱670,405m	+25.6%
	2	← 2	
GAZPROM	2019: ₱552,269m	2018: ₱320,844m	+72.1%
	3	← 3	
LUKOIL	2019: ₱397,260m	2018: ₱281,063m	+41.3%
	4	← 4	
ROSNEFT	2019: ₱246,918m	2018: ₱203,869m	+21.1%
	5	← 5	
РЖД	2019: ₱185,882m	2018: ₱158,975m	+16.9%
	6	← 6	
МАГНИТ	2019: ₱170,388m	2018: ₱145,182m	+17.4%
	7	← 7	
ВТБ	2019: ₱144,889m	2018: ₱117,556m	+23.3%
	8	↑ 9	
TATNEFT	2019: ₱132,494m	2018: ₱97,303m	+36.2%
	9	↓ 8	
МТС	2019: ₱121,502m	2018: ₱114,532m	+6.1%
	10	↑ 13	
NOVATEK	2019: ₱119,976m	2018: ₱75,389m	+59.1%





The most valuable Russian retail brand, Magnit retained its 6<sup>th</sup> position in the ranking following a 17% brand value growth, while Pyaterochka, despite a 29% increase in brand value, dropped out of the top 10 and is currently ranked 11<sup>th</sup>.

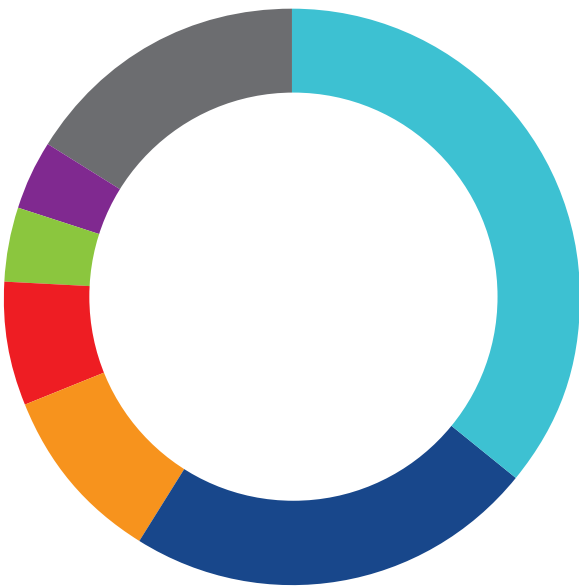
Telecoms fight for market share

The telecoms industry is well known for its cut-throat competition which can be observed also in Russia. The biggest telecommunications companies – MTS (up 6%), Megafon (down 3%), Beeline (up 19%), and Rostelecom (up 32%) – varied in their brand value performance this year. While the former three companies prefer to grow their market shares organically expanding operations into new segments, as evidenced by a range of partnership agreements signed at SPIEF 2019, Rostelecom is aiming to finalise an ongoing merger with Tele2 and preserve the Tele2 brand. Although less valuable than its competitors, Rostelecom has recorded fastest growth in the industry, with brand value increasing 32% over the past year.

NLMK is fastest-growing

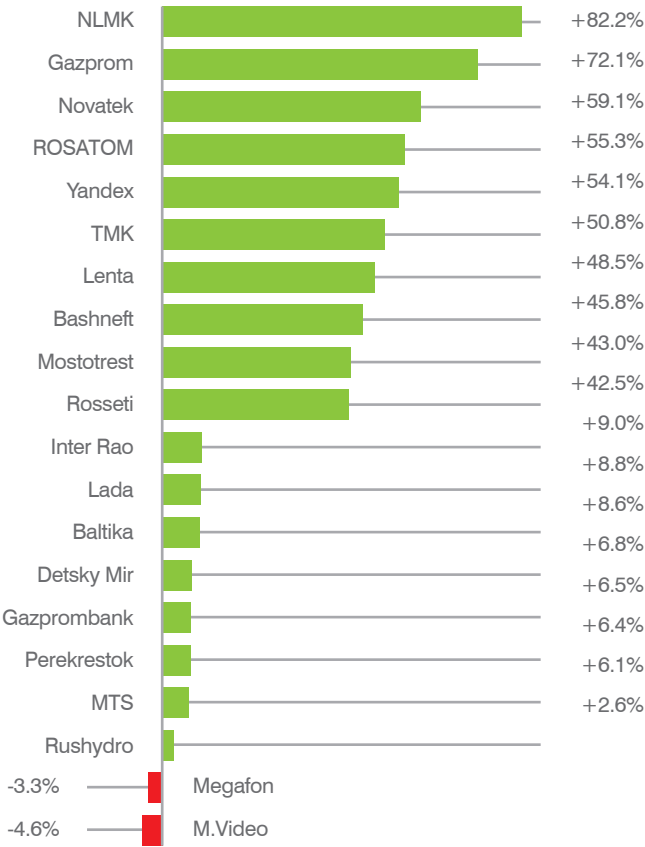
The fastest brand value growth across all industries this year came from the mining company NLMK. Consistent

Brand Value by Sector



Sector	Brand Value (RUB bn)	% of total
Oil & Gas	1,652	35.5%
Banking	1,075	23.1%
Retail	442	9.5%
Telecoms	323	6.9%
Utilities	208	4.5%
Logistics	205	4.4%
Others	744	16.0%
Total	4,648	100.0%

Brand Value Change 2018-2019 (%)



growth in revenues combined with one of the highest EBITDA margins in the sector boosted the company’s brand value by more than 82% and catapulted NLMK 10 spots up the ranking from 41<sup>st</sup> last year to 31<sup>st</sup> in 2019.

Aeroflot – reaching new heights

The airline industry’s reliance on external factors, such as volatile oil prices and consumer disposable income, impacts profitability. Despite that, Aeroflot’s brand value and brand strength continue to improve year on year and Aeroflot is on the trajectory to carry 100 million passengers by its 100<sup>th</sup> anniversary in 2023. In the 2019 rankings, with a Brand Strength Index (BSI) score of 89.9 out of 100 and an elite AAA+ brand rating, Aeroflot retained its position as the world’s strongest airline brand and the second strongest brand in Russia after Sberbank. In addition, due to an increased demand for flights, Rossiya joined Aeroflot in the Brand Finance Russia 50 ranking for the first time. Other new entrants to the ranking include Stroygazmontazh (30<sup>th</sup>), Alrosa (39<sup>th</sup>), Prostokvashino (40<sup>th</sup>), and Russian Post (48<sup>th</sup>).

Top 10 Strongest Brands

	<b>1</b> ← 1	
2019: <b>93.1</b>	AAA+	+3.0
2018: <b>90.1</b>	AAA+	
	<b>2</b> ← 2	
2019: <b>89.9</b>	AAA+	+0.5
2018: <b>89.4</b>	AAA	
	<b>3</b> ↑ 13	
2019: <b>88.4</b>	AAA	+18.4
2018: <b>70.0</b>	AA	
	<b>4</b> ← 4	
2019: <b>85.3</b>	AAA	+2.9
2018: <b>82.4</b>	AAA-	
	<b>5</b> ↑ 8	
2019: <b>84.5</b>	AAA-	+8.4
2018: <b>76.0</b>	AA+	
	<b>6</b> ↓ 3	
2019: <b>83.7</b>	AAA-	+1.1
2018: <b>82.7</b>	AAA-	
	<b>7</b> ↑ 11	
2019: <b>82.4</b>	AAA-	+11.7
2018: <b>70.7</b>	AA	
	<b>8</b> ↓ 5	
2019: <b>78.0</b>	AA+	-3.8
2018: <b>81.7</b>	AAA-	
	<b>9</b> ← 9	
2019: <b>76.9</b>	AA+	+0.9
2018: <b>76.0</b>	AA+	
	<b>10</b> ↓ 7	
2019: <b>76.2</b>	AA+	-2.4
2018: <b>78.6</b>	AA+	

# Sector Reputation Analysis.

## Why brand reputation matters

Comparing brand reputation across sectors is a valuable process. Brand categories are converging in different ways, with new technologies disrupting many industries. A poor reputation of the sector leaves all brands vulnerable to disruption.

## Confidence in tech is high

Tech brands' ability to disrupt categories is enhanced because consumers continue to hold the tech sector in high regard - despite various incidents and challenges to the reputation of some industry giants. In Russia, the sector ranks second for overall reputation out of the 8 sectors covered in Brand Finance's research, and globally, tech is in the top 3.









Brands such as **Google**, **YouTube**, and **Samsung** (each scoring 8.4 out of 10), .2) enjoy strong reputations in Russia, with several others in the top 20 of all brands covered. These brands broadly deliver on their promises.

On other important equity drivers such as consideration, loyalty, and – unsurprisingly – innovation, the tech sector ranks #1 in Russia. Notably, scores for trust are also high – Russian consumers trust most tech brands, though not all. **Facebook** and **Uber** have mixed reputations globally, but **Amazon** does not, and Russia is its 'least-trusted' market across 26 markets where we measured it.









Globally and in Russia, consumers generally hold the big tech players in high regard, despite reputational challenges regarding data privacy and other corporate practices. Consumer misgivings might have about brands such as Amazon and Uber are not universal and have clearly not eroded trust in the sector as a whole.

Steven Thomson  
Insight Director, Brand Finance

## Sectors Ranked by Reputation - Russia

	1 Auto	7.3 <sub>/10</sub>
	2 Tech	7.2 <sub>/10</sub>
	3 Airlines	6.6 <sub>/10</sub>
	4 Oil & Gas	6.4 <sub>/10</sub>
	5 Insurance	6.2 <sub>/10</sub>
	6 Utilities	6.1 <sub>/10</sub>
	7 Telecoms	5.8 <sub>/10</sub>
	8 Banking	5.3 <sub>/10</sub>

## Sectors Ranked by Reputation - World\*

	2 Auto	7.1 <sub>/10</sub>
	3= Tech	7.0 <sub>/10</sub>
	5= Airlines	6.8 <sub>/10</sub>
	5= Oil & Gas	6.8 <sub>/10</sub>
	7 Insurance	6.6 <sub>/10</sub>
	8 Utilities	6.5 <sub>/10</sub>
	9= Telecoms	6.2 <sub>/10</sub>
	9= Banking	6.2 <sub>/10</sub>

## Auto brands well-regarded

Car brands enjoy a strong reputation globally and in Russia, and though a number of tech brands are seeking to become leaders in 'personal transportation', the established auto brands are not going to give way easily. Premium German marques lead the way – **Mercedes** and **BMW** in particular, but more accessible brands such as **Toyota** also score well. Auto brands are seen as trustworthy and deliver on quality – and, importantly, also rate highly for being innovative.

## Banks and telcos lag behind

In contrast, banking brands and telecoms providers look more vulnerable to tech disruption. These sectors have the weakest reputation overall globally and in Russia. Brands in these sectors are rated lowest of all for overall reputation, trust and quality of service, and little improvement is evident over the past 12 months.

Seven of the lowest-scoring brands of all in Russia are banks, including some major brands such as **Russian Standard** and **Moscow Credit**. However, **Sberbank** has an excellent reputation, and its lead over other banks is the biggest across our entire research database.

Telecoms is little different, though small regional providers are the particularly weak players. There is no outstanding brand paralleling Sberbank, though the superior value offered by **Tele2** is acknowledged.

With brands such as Apple and PayPal enjoying significantly higher scores for reputation, innovation, and closeness, banking and telecoms brands need to address this reputational challenge as fintech brands increasingly encroaches on their territories.

\*Note: The research covered eight sectors in Russia and ten globally. Hotels ranked 1<sup>st</sup> globally.



# Brand Finance Russia 50 (RUB m).

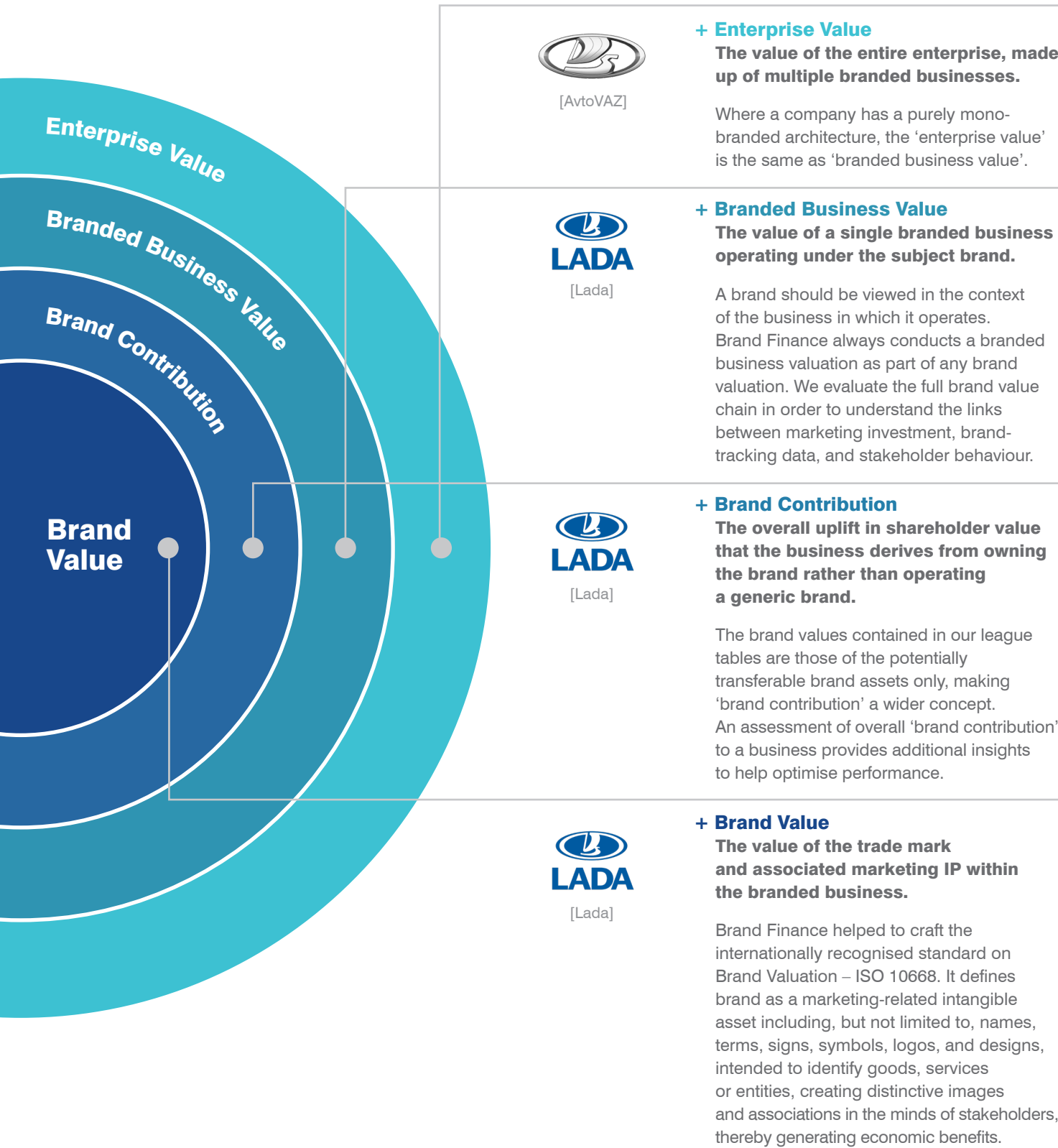
## Top 50 most valuable Russian brands

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← Sberbank	Banking	842,160	+25.6%	670,405	AAA+	AAA+
2	2	← Gazprom	Oil & Gas	552,269	+72.1%	320,844	AAA	AA
3	3	← Lukoil	Oil & Gas	397,260	+41.3%	281,063	AAA-	AA+
4	4	← Rosneft	Oil & Gas	246,918	+21.1%	203,869	AA+	AA+
5	5	← Russian Railways	Logistics	185,882	+16.9%	158,975	A	A+
6	6	← Magnit	Retail	170,388	+17.4%	145,182	AA+	AAA-
7	7	← VTB Bank	Banking	144,889	+23.3%	117,556	AA	AAA-
8	9	↑ Tatneft	Oil & Gas	132,494	+36.2%	97,303	AA-	AA-
9	8	↓ MTS	Telecoms	121,502	+6.1%	114,532	AAA	AAA-
10	13	↑ Novatek	Oil & Gas	119,976	+59.1%	75,389	A+	A+
11	10	↓ Pyaterochka	Retail	🔒	🔒	🔒	🔒	🔒
12	12	← Aeroflot	Airlines	🔒	🔒	🔒	🔒	🔒
13	16	↑ Yandex	Tech	🔒	🔒	🔒	🔒	🔒
14	11	↓ Megafon	Telecoms	🔒	🔒	🔒	🔒	🔒
15	18	↑ ROSATOM	Utilities	🔒	🔒	🔒	🔒	🔒
16	15	↓ Transneft	Oil & Gas	🔒	🔒	🔒	🔒	🔒
17	14	↓ Surgutneftegas	Oil & Gas	🔒	🔒	🔒	🔒	🔒
18	22	↑ Lenta	Retail	🔒	🔒	🔒	🔒	🔒
19	17	↓ Beeline	Telecoms	🔒	🔒	🔒	🔒	🔒
20	20	← Nor Nickel	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
21	19	↓ Gazprombank	Banking	🔒	🔒	🔒	🔒	🔒
22	26	↑ Rosseti	Utilities	🔒	🔒	🔒	🔒	🔒
23	21	↓ Inter RAO	Utilities	🔒	🔒	🔒	🔒	🔒
24	25	↑ Rostelecom	Telecoms	🔒	🔒	🔒	🔒	🔒
25	24	↓ UAC	Aerospace & Defence	🔒	🔒	🔒	🔒	🔒
26	23	↓ Baltika	Beers	🔒	🔒	🔒	🔒	🔒
27	27	← Sibur	Chemicals	🔒	🔒	🔒	🔒	🔒
28	28	← Russian Helicopters	Aerospace & Defence	🔒	🔒	🔒	🔒	🔒
29	33	↑ Bashneft	Oil & Gas	🔒	🔒	🔒	🔒	🔒
30	-	New Stroygazmontazh	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
31	41	↑ NLMK	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
32	34	↑ Alfa Bank	Banking	🔒	🔒	🔒	🔒	🔒
33	31	↓ Rusal	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
34	37	↑ TMK	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
35	30	↓ Lada	Auto	🔒	🔒	🔒	🔒	🔒
36	35	↓ Slavneft	Oil & Gas	🔒	🔒	🔒	🔒	🔒
37	29	↓ Rushydro	Utilities	🔒	🔒	🔒	🔒	🔒
38	32	↓ Perekrestok	Retail	🔒	🔒	🔒	🔒	🔒
39	-	New Alrosa	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
40	-	New Prostokvashino	Food	🔒	🔒	🔒	🔒	🔒
41	39	↓ PIK	Real Estate	🔒	🔒	🔒	🔒	🔒
42	45	↑ Mostotrest	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
43	38	↓ Detsky Mir	Retail	🔒	🔒	🔒	🔒	🔒
44	44	← Severstal	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
45	40	↓ DIXY	Retail	🔒	🔒	🔒	🔒	🔒
46	46	← S7 Airlines	Airlines	🔒	🔒	🔒	🔒	🔒
47	36	↓ M.Video	Retail	🔒	🔒	🔒	🔒	🔒
48	-	New Russian Post	Logistics	🔒	🔒	🔒	🔒	🔒
49	50	↑ MMK	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
50	-	New Rossiya	Airlines	🔒	🔒	🔒	🔒	🔒





# Definitions.



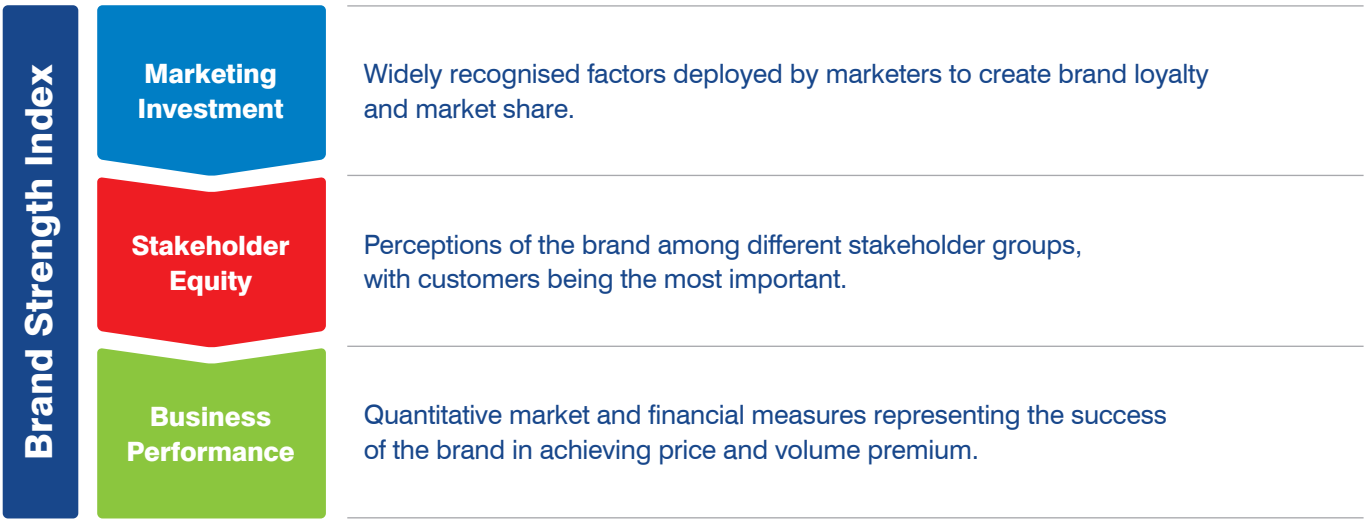
## Brand Strength

**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 Valuation Methodology.

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

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

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

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance’s extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.

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



# Market Research Methodology.

Brand Finance conducted original market research in 10 sectors across 31 markets with a sample size of over 50,000 adults, representative of each country’s internet population aged 18+. Surveys were conducted online during Autumn 2018.



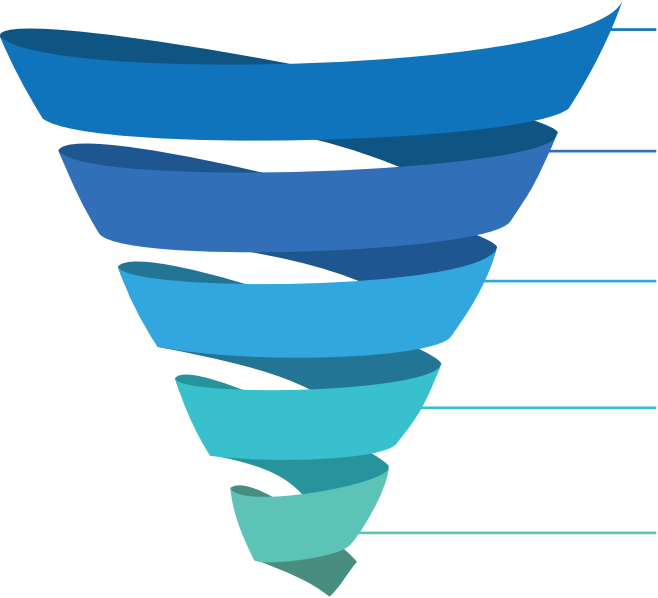
# Stakeholder Equity Measures.

**Key Metrics**

- + Reputation
- + Innovation
- + Trust
- + Emotional Fit
- + Recommendation
- + Quality etc.

**Brand converison funnel**

The brand conversion funnel is a way of summarising the likely strength of a brand to convert to purchase.





# Consulting Services.



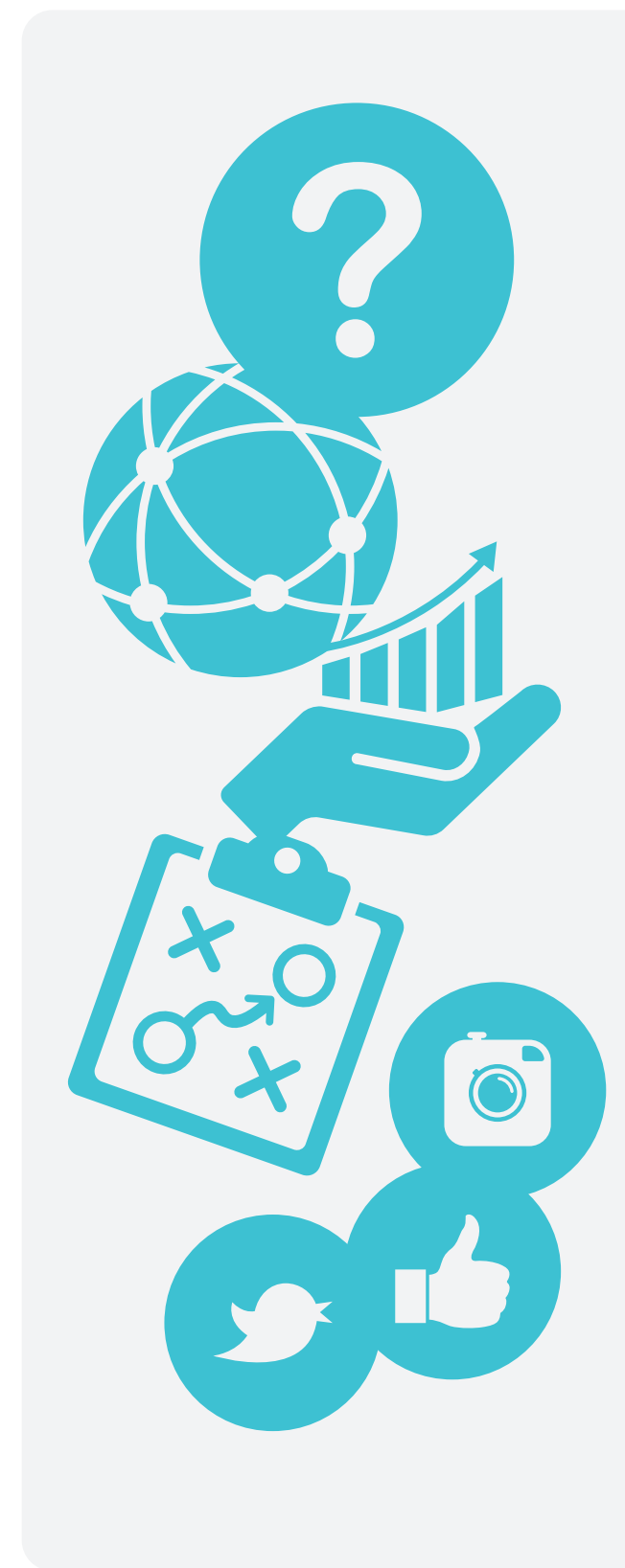
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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

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

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

# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



**TOP 50  
RUSSIAN  
BRAND**



**MOST VALUABLE  
RUSSIAN  
BRAND**



**STRONGEST  
RUSSIAN  
BRAND**



**Video Endorsement** – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



**Bespoke Events** – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



**Digital Infographics** – design infographics visualising your brand's performance for use across social media platforms.



**Trophies & Certificates** – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



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



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

## Brand Dialogue<sup>®</sup>



### Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

#### SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact [enquiries@brand-dialogue.co.uk](mailto:enquiries@brand-dialogue.co.uk) or visit [www.brand-dialogue.co.uk](http://www.brand-dialogue.co.uk)

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



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