



Saudi Arabia 50 2019

The annual report on the most valuable and strongest Saudi Arabian brands
April 2019

About Brand Finance.

Brand Finance is the world’s leading independent brand valuation and strategy 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.



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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:

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What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

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.



Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.



Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



Brand Value

Post-tax brand revenues discounted to a net present value (NPV) which equals the brand value.

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.

Saudi Arabian brands accelerate towards Vision 2030 in world’s first ranking of 50 Saudi Arabian brands.

- + STC leads the charge to defend first place, brand value up 6.7% to US\$7.1 billion
- + SABIC is Saudi Arabia’s second most valuable brand, growing 6.5% to US\$ 4.0billion
- + Chemicals brand Petro Rabigh breaks into top 10, sees 42.3% growth since last year
- + Al Rajhi bank is Saudi’s strongest brand, with brand strength index score of 82.6 out of 100

Executive Summary.



STC leads the way

STC is Saudi Arabia's most valuable brand, as its brand value grew 6.7% over the past year to US\$7.1 billion, according to the latest report by Brand Finance, the world's leading independent brand valuation consultancy. The report has for the first time been expanded to include 50 Saudi Arabian brands, building on last year's report valuing 25 brands from the Kingdom.

A digital enabler working towards Vision 2030, the brand is paving the way for 5G activities in the region, having launched its first 5G live network in May last year and more recently announcing that it has successfully made a call using a 5G smartphone – making it among the first in the world.

SABIC sees success

Saudi Arabia's petrochemicals giant **SABIC** has seen its brand value boosted 6.5% since last year, valued now at US\$4.0bn. This success can be attributed to the brand's continued expansion of investments across China, despite an expected slowdown in the country's economic growth. SABIC has also continued to raise its presence in Africa which remains a promising lucrative market. As part of its national effort to enhance cooperation between public and private sectors to support domestic development and enable Saudi Vision 2030, SABIC is at the forefront of providing opportunities for downstream growth across the Kingdom.

Saudi Arabian brands have continued to excel and in turn grow their brand values this year, giving this league table impetus to expand into a rank of 50 brands for the first time. As these brands work towards the common goal of Vision 2030, the results show just how crucial the role of brands are in realising a sound economic future for the Kingdom.

David Haigh
CEO, Brand Finance

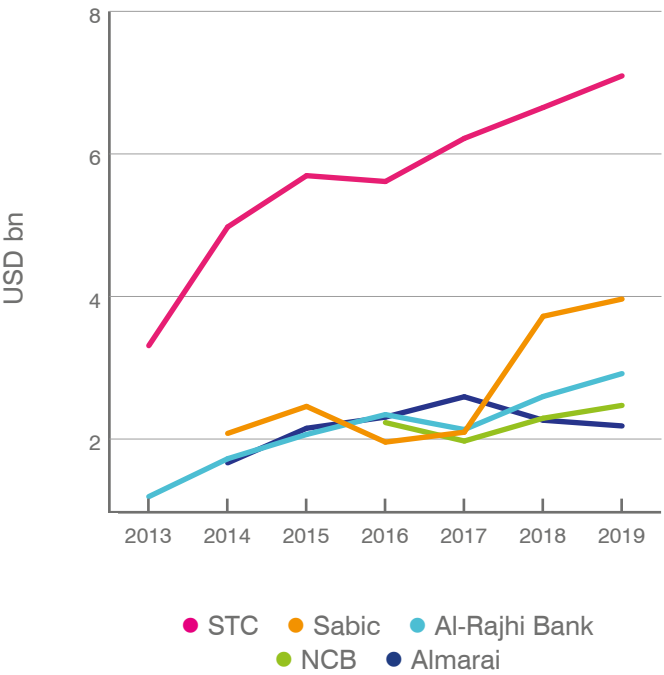
All eyes are now on Saudi ARAMCO which for the first time earlier this month, chose to publicly declare its earnings and give a breakdown of its financial performance. ARAMCO announced recently that it would buy a 70% stake in SABIC as part of its downstream expansion strategy.

Petro Rabigh breaks into top 10

A notable performance in this year's Saudi Arabia 50 comes from chemicals brand Petro Rabigh, growing 42.3% since last year with an impressive US\$907 million brand value and entering the Top 10 for the first time. With the help of the world's largest single-phase integrated refining and petrochemicals complex, Petro Rabigh yields 140 million barrels of petroleum-based products and 5 million tons of petrochemical products per year.

A joint venture between Saudi Aramco and Japan's Sumitomo Chemical, it is the Middle East's first producer of several petrochemical products and the sole producer of propylene oxide, which of course provides tremendous opportunities for both local and international investors.

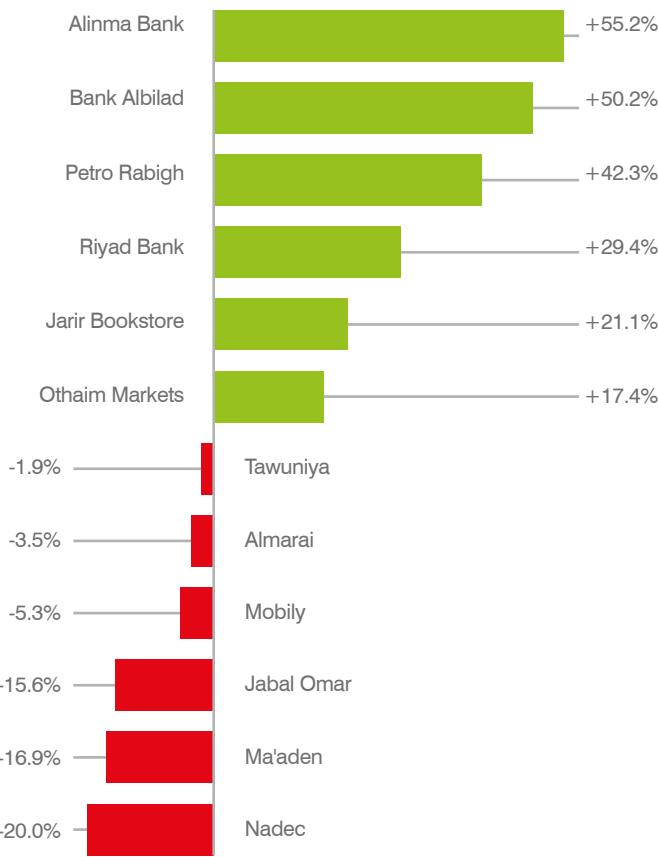
Brand Value over Time



Top 10 Most Valuable Brands

	1 ← 1		2019: \$7,095m 2018: \$6,651m	+6.7%
	2 ← 2		2019: \$3,964m 2018: \$3,722m	+6.5%
	3 ← 3		2019: \$2,918m 2018: \$2,597m	+12.4%
	4 ← 4		2019: \$2,472m 2018: \$2,292m	+7.9%
	5 ← 5		2019: \$2,184m 2018: \$2,264m	-3.5%
	6 ← 6		2019: \$2,069m 2018: \$1,913m	+8.1%
	7 ← 7		2019: \$1,078m 2018: \$957m	+12.6%
	8 ↑ 11		2019: \$987m 2018: \$763m	+29.4%
	9 ← 9		2019: \$961m 2018: \$927m	+3.6%
	10 ↑ 12		2019: \$907m 2018: \$637m	+42.3%

Brand Value Change 2018-2019 (%)



Almarai set for growth

Retaining its fifth-place rank, Saudi Arabian food and beverage manufacturing and distribution brand Almarai is valued at US\$ 2.2 billion, while its Brand rating has improved to a AA+ becoming the strongest food brand in the kingdom. Continuing its food chain expansion in Saudi Arabia, the brand has announced its intention to acquire a 100% stake in Riyadh based Premier Foods, which is the leading producer of value-added halal products.

With the acquisition set to further increase Almarai’s footprint for expansion within the foodservice channel, Almarai has tripled its capacity and provides a comprehensive range of both generic and bespoke products to more than 35 top international restaurant brands. Almarai also launched a no-added-preservatives infant formula of a baby drink which has contributed to the brand’s growing success.

Saudi bank brands to watch

Saudi banking brands which have risen through the ranking in the past year are **Alinma Bank** and **Albilad Bank**. The fastest growing Saudi Arabian brand in the ranking is Alinma Bank, with its brand value up 55% since last year to US\$ 586 million. Followingly closely behind, Albilad Bank has grown 50% to US\$ 347 million.

Brand Value by Sector



Sector	Brand Value (USD bn)	% of total
Banking	11.3	31.5%
Telecoms	8.0	22.2%
Chemicals	5.4	15.1%
Food	3.7	10.3%
Retail	2.1	5.9%
Utilities	2.1	5.8%
Other	3.3	9.3%
Total	36.0	100.0%

Alinma Bank is pioneering efforts in the digital banking space, with its new digital banking branch and interactive teller machines (ITMs) which means they have one of the most advanced technical infrastructures in Saudi Arabia. The bank provides customers with a number of 24/7 self-service banking options, which include Alinma Internet, Alinma Phone, Alinma Mobile (WAP) and a suite of applications for smart devices.

Albilad Bank carries a reputation for solid customer service across its network of over 150 branches throughout the country, offering banking to its customer base in Riyadh, Jeddah, Dhahran, Al-Kharj and Tabuk.

Al-Rajhi Bank crowned Saudi’s strongest brand

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 this criteria, Riyadh-headquartered banking brand **Al Rajhi Bank** is the strongest brand in the Brand Finance Saudi Arabia 50 2019 ranking, with a brand strength index (BSI) score of 82.6 out of 100 and a corresponding AAA- brand rating. The bank was founded in 1957 by four brothers from the prominent Al Rajhi family, a testament to the strength of the family office model. With its network of over 600 branches across the Kingdom, Al Rajhi Bank also has branches in Kuwait and Jordan, and a subsidiary in Malaysia.

Saudi’s new brand entrants

As the league table has expanded to accommodate 50 brands for the first time, it is interesting to take a look at the new entrants. These brands represent a variety of sectors, spanning across B2B sectors such as engineering (**Zamil Industrial**) and logistics (**Bahri**), to B2C sectors such as healthcare (**Mouwasat**), Retail Fuel (**Aldrees**), Restaurants (**Herfy**), Retail (**Extra, Saco, Farm superstores**), and Leisure (**Fitness Time**).

As more corporates and brands from Saudi Arabia move towards becoming financially and operationally transparent, it is likely that we will see large family owned brands making an appearance on the table in the coming years.

Top 10 Strongest Brands

	1  2 	2019: 82.6 AAA- 2018: 80.3 AAA- +2.3
	2  1 	2019: 82.5 AAA- 2018: 82.4 AAA- +0.1
	3  3 	2019: 78.9 AA+ 2018: 78.7 AA+ +0.3
	4  4 	2019: 78.7 AA+ 2018: 78.2 AA+ +0.4
	5  7 	2019: 76.2 AA+ 2018: 69.6 AA +6.6
	6  6 	2019: 75.8 AA+ 2018: 72.2 AA +3.6
	7  NEW 	2019: 74.3 AA 2018: -
	8  21 	2019: 74.0 AA 2018: 60.1 A+ +13.8
	9  5 	2019: 73.9 AA 2018: 72.9 AA +1.1
	10  10 	2019: 73.0 AA 2018: 67.6 AA- +5.4

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.

Airline brands deliver quality

Middle-Eastern airline brands are highly regarded both in the region and globally, and this helps the sector to achieve top ranking for reputation, trust, and quality of service, especially so in Saudi Arabia. Saudia and Emirates were among the top 10 of all brands assessed, but overseas carriers such as British Airways and Singapore Airlines also have strong reputations.

The premium carriers, perhaps surprisingly, are also seen as offering good value for money, and again the airline sector tops the rankings. ‘You get what you pay for’ appears to be the underlying consumer sentiment.

Confidence in tech is high








Saudi consumers hold the tech sector in high regard. As is the case globally, the reputational challenges affecting some industry giants have not eroded trust in the sector as a whole. In Saudi Arabia, the sector ranks joint-second for reputation and trust out of the 7 sectors covered in Brand Finance’s research, and globally tech is in the top 3.

In Saudi Arabia, brands such as Samsung, Apple, and YouTube enjoy very strong reputations, with several others in the top 10 of all brands covered. These brands deliver on their promises, and their scores for trust are also high – 8 of the top 10 most-trusted brands come from the tech sector.








Globally and in Saudi Arabia, consumers hold the big tech players in high regard, despite questions being asked about data privacy, corporate practices, tax avoidance, and market dominance.

Steven Thomson
Insight Director, Brand Finance

Sectors Ranked by Reputation

	1 Airlines	7.9 /10
	2= Tech	7.7 /10
	2= Utilities	7.7 /10
	2= Oil & Gas	7.7 /10
	5 Insurance	7.3 /10
	6= Telecoms	6.9 /10
	6= Banking	6.9 /10

Globally

	2= Airlines	6.8 /10
	1 Tech	7.0 /10
	5 Utilities	6.5 /10
	2= Oil & Gas	6.8 /10
	4 Insurance	6.6 /10
	6= Telecoms	6.2 /10
	6= Banking	6.2 /10

Banks and telcos lag behind

Banking brands and telecoms providers continue to struggle to earn the respect of consumers, taking the bottom places globally and in Saudi Arabia. In banking, reputation is poor – banks are generally not seen as especially trustworthy, and rank last for trust, value, and innovation. Telecoms service providers are in a similar fix.

There are exceptions in both cases: STC, Mobily, and Al-Rajhi Bank stand out from the crowd in their respective sectors, and Vodafone posts respectable scores among the foreign brands. But with brands such as Apple and PayPal enjoying significantly higher scores for reputation, innovation, and closeness, even the strongest banking and telecoms brands need to address the threat from tech brands increasingly encroaching on their territories.

Utilities well-regarded

In many markets, utility brands are not well-regarded, seen as monopolies with high prices and poor customer service. But in Saudi Arabia it is a different story – value-for-money perceptions are strong as one might expect in an energy-rich region. But service perceptions are also strong, and consumer trust in the sector is well above the global average.

A strong brand reputation is a valuable asset for any business, driving higher customer acquisition, satisfaction, loyalty, and advocacy. The net result is that high stakeholder equity is a significant contributor to a solid brand strength and in effect supports business growth and profitability.

Steven Thomson
Insight Director, Brand Finance

Brand Finance

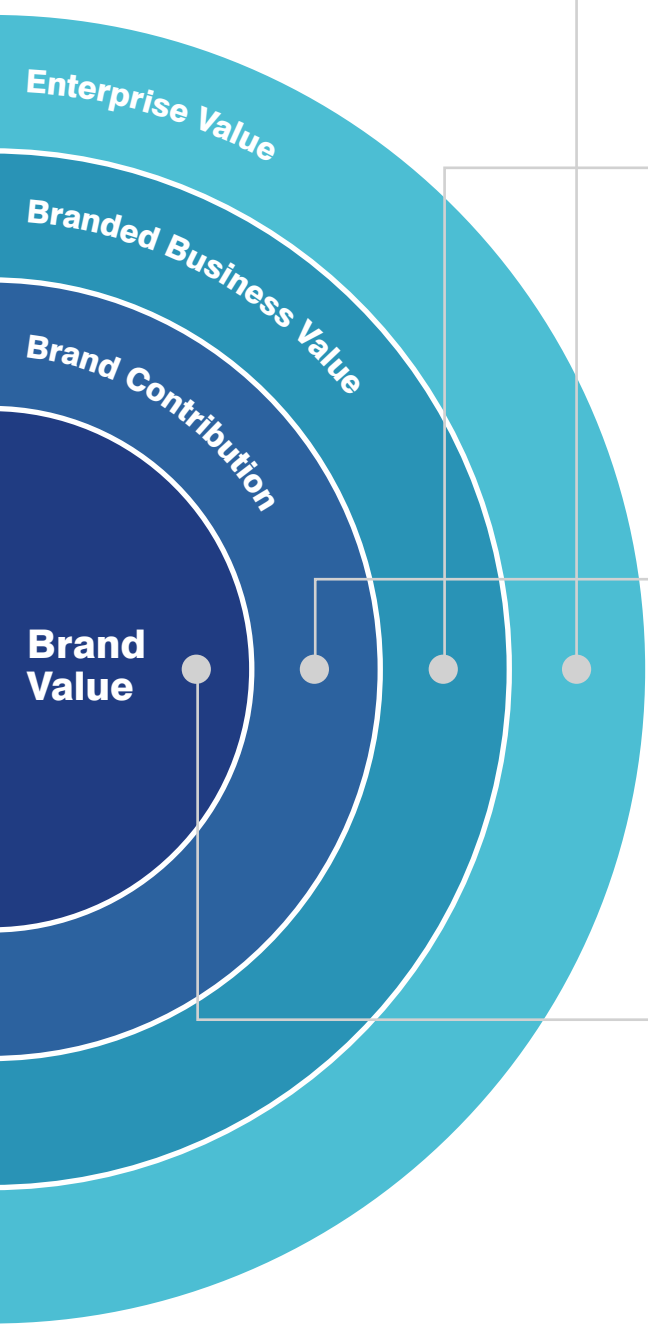
Saudi Arabia 50 (USD m).

Top 50 most valuable Saudi Arabian brands 1-50

2019 Rank	2018 Rank	Brand	Sector	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← STC	Telecoms	\$7,095	+6.7%	\$6,651	AA+	AA+
2	2	← SABIC	Chemicals	\$3,964	+6.5%	\$3,722	AA+	AA+
3	3	← Al-Rajhi Bank	Banking	\$2,918	+12.4%	\$2,597	AAA-	AAA-
4	4	← NCB	Banking	\$2,472	+7.9%	\$2,292	AA	AA
5	5	← Almarai	Food	\$2,184	-3.5%	\$2,264	AA+	AA
6	6	← Saudi Electricity Company	Utilities	\$2,069	+8.1%	\$1,913	AAA-	AAA-
7	7	← Samba Financial Group	Banking	\$1,078	+12.6%	\$957	AA+	AA
8	11	↑ Riyad Bank	Banking	\$987	+29.4%	\$763	AA	AA-
9	9	← Saudia	Airlines	\$961	+3.6%	\$927	AA-	A+
10	12	↑ Petro Rabigh	Chemicals	\$907	+42.3%	\$637	A+	A+
11	8	↓ Mobily	Telecoms	\$901	-5.3%	\$952	AA	AA-
12	10	↓ SABB	Banking	\$879	+11.3%	\$790	AA	AA-
13	15	↑ Jarir Bookstore	Retail	🔒	🔒	🔒	🔒	🔒
14	13	↓ Banque Saudi Fransi	Banking	🔒	🔒	🔒	🔒	🔒
15	14	↓ Arab National Bank	Banking	🔒	🔒	🔒	🔒	🔒
16	19	↑ Alinma Bank	Banking	🔒	🔒	🔒	🔒	🔒
17	16	↓ Panda	Retail	🔒	🔒	🔒	🔒	🔒
18	20	↑ Othaim Markets	Retail	🔒	🔒	🔒	🔒	🔒
19	17	↓ Tawuniya	Insurance	🔒	🔒	🔒	🔒	🔒
20	25	↑ Bank Albilad	Banking	🔒	🔒	🔒	🔒	🔒
21	18	↓ Jabal Omar	Real Estate	🔒	🔒	🔒	🔒	🔒
22	-	New Bahri	Logistics	🔒	🔒	🔒	🔒	🔒
23	23	← Alawwal Bank	Banking	🔒	🔒	🔒	🔒	🔒
24	21	↓ Nadec	Food	🔒	🔒	🔒	🔒	🔒
25	-	New Bank Al-Jazira	Banking	🔒	🔒	🔒	🔒	🔒
26	22	↓ Ma'aden	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
27	-	New eXtra	Retail	🔒	🔒	🔒	🔒	🔒
28	24	↓ Saudi Investment Bank	Banking	🔒	🔒	🔒	🔒	🔒
29	-	New Al Osra	Food	🔒	🔒	🔒	🔒	🔒
30	-	New L'Usine	Food	🔒	🔒	🔒	🔒	🔒
31	-	New Dar Al Arkan	Real Estate	🔒	🔒	🔒	🔒	🔒
32	-	New Saudia (Dairy & Foodstuff)	Food	🔒	🔒	🔒	🔒	🔒
33	-	New Tasnee	Chemicals	🔒	🔒	🔒	🔒	🔒
34	-	New Alyoum	Food	🔒	🔒	🔒	🔒	🔒
35	-	New Al Tayyar	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
36	-	New Saudi Kayan	Chemicals	🔒	🔒	🔒	🔒	🔒
37	-	New Zamil Industrial	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
38	-	New Aldrees	Logistics	🔒	🔒	🔒	🔒	🔒
39	-	New Herfy	Restaurants	🔒	🔒	🔒	🔒	🔒
40	-	New Saco	Retail	🔒	🔒	🔒	🔒	🔒
41	-	New Afia	Food	🔒	🔒	🔒	🔒	🔒
42	-	New Natpet	Chemicals	🔒	🔒	🔒	🔒	🔒
43	-	New Fitness Time	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
44	-	New Halwani Bros	Food	🔒	🔒	🔒	🔒	🔒
45	-	New Farm Superstores	Retail	🔒	🔒	🔒	🔒	🔒
46	-	New Yansab	Chemicals	🔒	🔒	🔒	🔒	🔒
47	-	New Mouwasat	Healthcare	🔒	🔒	🔒	🔒	🔒
48	-	New 7 Days	Food	🔒	🔒	🔒	🔒	🔒
49	-	New Savola	Food	🔒	🔒	🔒	🔒	🔒
50	-	New Medgulf	Insurance	🔒	🔒	🔒	🔒	🔒



Definitions.



Brand Value



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

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



+ Branded Business Value
The value of a single branded business operating under the subject brand.

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



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

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



+ Brand Value
The value of the trade mark and associated marketing IP within the branded business.

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

Brand Strength

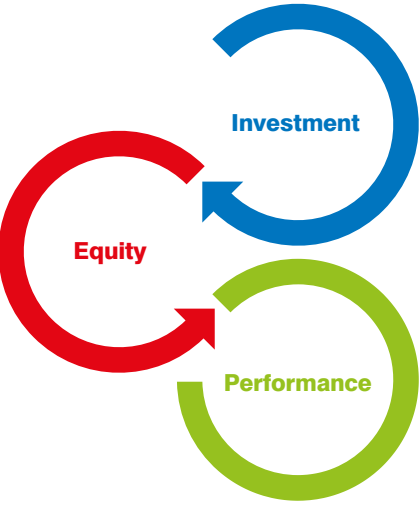
Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

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 Strength Index	Marketing Investment	Widely recognised factors deployed by marketers to create brand loyalty and market share.
	Stakeholder Equity	Perceptions of the brand among different stakeholder groups, with customers being the most important.
	Business Performance	Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

- + Branded Business Valuation
- + Trademark Valuation
- + Intangible Asset Valuation
- + Brand Contribution

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact

- Market Research Analytics +
- Return on Marketing Investment +
- Brand Audits +
- Brand Scorecard Tracking +

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

- + M&A Due Diligence
- + Franchising & Licensing
- + Tax & Transfer Pricing
- + Expert Witness

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

- Brand Governance +
- Brand Architecture & Portfolio Management +
- Brand Transition +
- Brand Positioning & Extension +



MARKETING



FINANCE



TAX



LEGAL

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
SAUDI ARABIAN
BRAND**



**MOST VALUABLE
SAUDI ARABIAN
BRAND**



**STRONGEST
SAUDI ARABIAN
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®



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 or visit www.brand-dialogue.co.uk

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