



South Korea 100 2023

The annual report on the most valuable and strongest South Korean brands
July 2023

Contents.

About Brand Finance	3
Foreword	8
<i>Alex Haigh, Managing Director, Brand Finance Asia Pacific</i>	
Ranking Analysis	10
Sector Analysis	16
Brand Value Ranking	23
Sustainability	25
Methodology	28
Our Services	35

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 more than 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 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.

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.



IVSC
MEMBER



Get in Touch.

For business enquiries, please contact:

Alex Haigh

Managing Director, Asia Pacific
a.haigh@brandfinance.com

For media enquiries, please contact:

Andrew Ee

Communications Director, Asia Pacific
a.ee@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com
+44 207 389 9400
www.brandfinance.com



linkedin.com/company/brand-finance



twitter.com/brandfinance



facebook.com/brandfinance



youtube.com/brandfinance



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 performance and offers a cost-effective way to gaining a better understanding of your position against peers.

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



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Benefits



Brand Valuation
Summary



Brand
Strength Tracking



Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking

Contents

Brandirectory.com



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.

Brand Finance®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **38 countries** and **31 sectors** covered
- More than **150,000 respondents** surveyed annually
- We are now **in our 7th consecutive year** conducting the study

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



enquiries@brandfinance.com



Bringing you the best, and then some more

With one of the world's leading reports on South Korea's most valuable brands at your fingertips, expand your insights with coverage on ASEAN's top brands in our first-ever ASEAN 300 2023 report releasing globally in October 2023. Alongside this report, Brand Finance proudly presents...

Brand Value Trends: The Importance of Corporate Conduct and Leadership for ASEAN brands

SAVE THE DATE

17 October 2023 | 2.00PM (SGT) | 6.00AM (GMT)

- 1 Recognise** the role senior leaders play in building brand value and brand strength as well as who the top "Brand Guardians" in the region are
- 2 Discover** why analysing the gap between brand perceptions and brand performance is important and which brands do best
- 3 Understand** how corporate conduct and sustainability help build brand value
- 4 Learn** about the factors that drive brand value performance in ASEAN and how you can leverage these
- 5 Find** out the top brands by brand value, brand strength and brand popularity in each sector across ASEAN

✉ Register your interest today at bfs@brandfinance.com

Foreword.



Alex Haigh
Managing Director,
Brand Finance
Asia Pacific

What makes a brand valuable? That is the question this study answers.

A commitment to customers, cutting edge technology, new approaches to service delivery, an understanding of market needs and the capability to take advantage of them are all root causes of why brands rise and fall in our rankings.

Ultimately, however, it is not Brand Finance but customers and other stakeholders that decide how valuable a brand is. They do this by voting with their minds and feet to choose which brands are their favourites.

With this in mind, Brand Finance's brand valuation study starts with a deep review of what people think about brands. We study the views of over 100,000 respondents worldwide including over 25,000 in the Asia Pacific region covering brand awareness, consideration and many measures of brand reputation. This produces an understanding of a brand strength.

Given that at Brand Finance, our reason for being is to "bridge the gap between marketing and finance" to help communicate the benefits of marketing and branding to financial teams the next step is to combine this analysis of brand perceptions with financial analysis of the business the brand is used for. This enables us to define the brand value.

By conducting these two phases together, we as brand managers are able to identify what are the root causes of brand value in order to guide brands' positioning, their promotional activities, their products, services and prices and their approach for all other manner of marketing tool.

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? How do you know how much to spend behind each brand?

Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

And answering them is particularly important in our region. Understanding the value that brands bring and maximising it will help bring growth, profitability and worldwide popularity.

We hope you find this study and its associated analyses interesting, and that it enables you to explain and improve the value of brands in businesses you are working in or advising. If you need any help in doing so, the team and I are here to continue the conversation with you.

Value of Oil & Gas brands rise to double-digit % levels fueled by winter heating demand and Russo-Ukrainian War

- + All Oil & Gas brands from 2022 rankings post brand value % increases of at 17%; **Hyundai Oilbank** makes its first appearance
- + **Samsung** defends crown as South Korea's most valuable brand at US\$82.7 billion
- + **Naver** retains title of South Korea's strongest brand
- + **GS Caltex** (up 40%) powers through as fastest growing brand in South Korea

Ranking Analysis.



Ranking Analysis.



All Oil & Gas brands from 2022 rankings post brand value % increases of at 17%; Hyundai Oilbank makes its first appearance

The value of Oil & Gas brands in South Korea rose alongside a surge in global oil prices, coupled with heightened demand for heating in winter as well as a protracted Russo-Ukrainian war.

Brands recorded a collective growth of 23% in brand value, with those listed in our 2022 rankings each posting a double-digit brand value % increase of at least 17%.

GS Caltex was additionally the fastest growing brand across all sectors (brand value up 40% to US\$2.4 billion), jumping eight places to 28th position overall in our rankings this year. **SK Innovation** (brand value up 17% to US\$3.7 billion) and **S-Oil** (brand value up 19% to US\$2.8 billion) also conveyed much optimism for the sector, moving up four ranks to 18th and three ranks to 25th respectively. The sector ushered in a new

entrant this year with **Hyundai Oilbank** (brand value at US\$733.56 million) coming in 71st place.

SK Innovation and S-Oil are looking to diversify their business portfolios in 2023. SK Innovation is focused on expanding its electric vehicles battery business, allocating about 70% of its capital spending budget on batteries as the demand for electric vehicles grow. Similarly, S-Oil is poised to enter the chemicals industry. Together with parent company, **Aramco**, the brand launched the nation's largest petrochemical plant, the US\$7 billion Shaheen project.

Meanwhile, Hyundai Oilbank aims to enhance customer experience by revamping its gas stations into lifestyle platforms. It collaborated with **Sevo Mobility** to make the ultra-small electric vehicle, Sevo C, available for test drives at five of its gas stations. The brand also installed a digital art exhibition at its Sadang-dong gas station, showcasing over 100 art pieces from Hyundai Oilbank. Through these initiatives, Hyundai Oilbank aims to attract customers who are seeking new experiences.

Top 10 Most Valuable South Korean Brands

© Brand Finance Plc 2023

1 ← 1  SAMSUNG USD82.7 bn -7%	2 ← 2   HYUNDAI USD15.9 bn +17%	3 ← 3   LG USD11.3 bn +6%	4 ← 4   SK hynix USD9.1 bn -2%	5 ↑ 8   KIA USD8.3 bn +38%
6 ← 6  coupang USD6.5 bn +6%	7 ↑ 13  posco USD4.7 bn +4%	8 ↑ 9   KB USD4.6 bn -14%	9 ↑ 14   LG Chem USD4.5 bn +5%	10 ← 10  NAVER USD4.5 bn -12%



Samsung defends crown as South Korea's most valuable brand at US\$82.7 billion

Samsung retained its title of being the most valuable brand in South Korea despite recording a decrease in brand value by 7% to US\$82.7 billion. Moreover, it also saw a decrease in brand strength rating from AAA to AAA-. The decline in brand value resulted from a fall in brand strength coupled with exchange rate fluctuations.

To wrest global dominance away from **Apple** over the premium to ultra-premium smartphone market, Samsung plans to focus on enhancing product competitiveness rather than profitability through cost-reduction strategies. For instance, the tech brand intends to use **Qualcomm's** Snapdragon's chipset for the entire Galaxy S23 series rather than splitting the market between Snapdragon and its in-house developed Exynos chip. Consequently, implementing the use of superior processors will significantly increase the appeal and competitiveness of Samsung's Galaxy S23 series smartphones to rival that of Apple's iPhone line-up. Additionally, the widespread adoption

of the superior Snapdragon chip would pave the way for **Samsung** to develop a competitive in-house chipset that will surpass the capabilities of its Exynos chip.















As the most valuable brand in South Korea, Samsung leads the industry by investing heavily into environmental, social and governance (ESG) initiatives and collaborations. For instance, the brand made sustainability the core theme of its device solutions division. In doing so, Samsung strives for improved energy efficiency for all its major semiconductor products.

Additionally, to reduce the energy consumption of its products, the brand plans to improve the luminance efficiencies of lighting LED package (LM310B) devices by 2% each year. For its efforts towards sustainability, the Korea Environmental Industry and Technology Institute (KEITI) certified the brand for its low-carbon products. Samsung's products were also labelled as "Reducing CO2" by Carbon Trust. As testament to its ESG commitment, Samsung posted the highest Sustainability Perceptions Value among all brands listed in our rankings at US\$4.2 billion.



Top 10 Strongest South Korean Brands

© Brand Finance Plc 2023

1 ← 1  NAVER 91.3 -1.2 AAA+	2 New  CHAMISUL 86.3 - AAA	3 ↑ 12   85.7 +5.2 AAA	4 ↑ 7  SK telecom 85.2 +0.7 AAA	5 ← 5  kakao 85.1 +0.2 AAA
6 ↓ 2  SAMSUNG LIFE INSURANCE  84.5 -3.1 AAA	7 ↑ 11  CJ CHEILJEDANG 83.5 +2.6 AAA-	8 ↑ 9   LG Chem 83.4 -0.1 AAA-	9 ↑ 10   LG 82.5 +0.4 AAA-	10 ↓ 4  SAMSUNG 82.4 -3.2 AAA-

Naver retains title of South Korea's strongest brand

Naver reigned as South Korea's strongest brand for the second consecutive year although its brand value declined by 12% to US\$4.5 billion. Nonetheless, it retained both its 10th position in our rankings and brand strength rating of AAA+. The media brand experienced a dip in brand value due to the weakening of its brand strength as more users are expected to turn away from using search engines in favour of artificial intelligence (AI)-powered chatbots such as ChatGPT.

Nevertheless, in a game-changing move for online retail, Naver introduced initiatives to bolster support for small and medium enterprises (SMEs) through its live shopping platform, NAVER Shopping Live. In 2022, NAVER Shopping Live launched a beta version of its "Short Clip" service, allowing businesses to create two-minute videos to market their products. It also

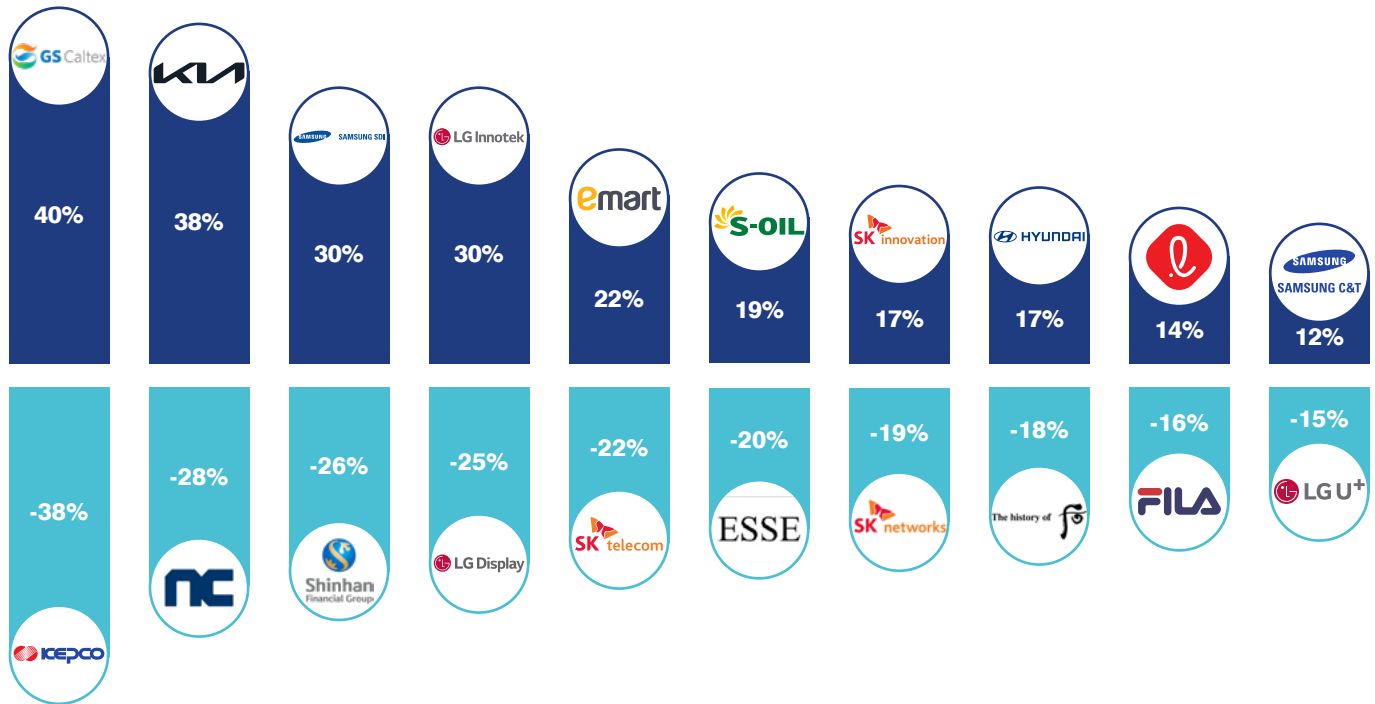
developed features for businesses to create, edit and upload content conveniently within the service. These initiatives saw the number of short video clips and participating businesses increase by 102% and 119% respectively by March 2023.

Naver's subsidiary, **NAVER Cloud**, partnered with Samsung to launch South Korea's first private 5G network in 2022. This network would exclusively power cloud-based autonomous mobile robots in Naver's headquarters, providing services for employees such as indoor food deliveries. In 2023, Naver's mobile payment service, NAVER Pay, joined forces with **Samsung Pay** to integrate both mobile payment services. Customers enjoyed greater convenience and were incentivised with points when making payments with the integrated app. By April 2023, about 581,000 stores accepted NAVER Pay on-site payments, making up almost 20% of the three million Samsung Pay-affiliated stores nationwide.



Brand Value Change 2023-2022 (%)

© Brand Finance Plc 2023



GS Caltex (up 40%) powers through as fastest growing brand in South Korea

GS Caltex is South Korea's fastest growing brand, posting an upturn in brand value by 40% to US\$2.4 billion which propelled the brand eight positions to 28th place. It also retained a brand strength rating of AA+. The surge in GS Caltex's brand value was attributed to an improvement in brand strength as the brand strives to diversify its products in order to cushion itself from the volatility of oil prices.

GS Caltex expanded its oil refinery operations to include biodegradables and petrochemical manufacturing. In 2022, it signed a deal with **LG Chem** to establish a pilot plant aimed at building a white bio ecosystem. This ecosystem substitutes materials used in the chemical industry with renewable components such as micro-organisms and enzymes.

Furthermore, the brand completed the construction of its biggest investment project – a US\$2 billion petrochemical manufacturing plant in Yeosu, South Jeolla. These new establishments seek to accelerate GS Caltex's entry into new industries.

GS Caltex also seeks to spearhead sustainability initiatives among Oil & Gas brands as it teamed up with **Posco** in 2022 to promote an eco-friendly bio business based on palm oil. By expanding capabilities in green technology, both brands can drive tangible efforts in reducing their carbon footprint. Additionally, GS Caltex's subsidiary, **GS Bio Co.**, is expected to inject US\$29.3 million into expanding the production capacity of its biodiesel Yeosu plant by the end of 2024.



Sector Analysis.



Banking






The banking sector in South Korea is made up of six national and regional brands, three digital brands, five government-affiliated specialty brands, and 35 branches of foreign banking brands. Due to a recent decrease in interest rates and increased competition within the sector, local brands have begun to boost their non-interest income through initiatives such as digitalisation. Indeed, we note that mobile banking in South Korea has expanded quickly in recent years. As large fintech businesses and digital banking brands make their foray into the sector, traditional banking brands are under increasing pressure to keep up with changing market demands.

Banking brands are the third largest contributor to our rankings with a combined brand value of US\$21.41 billion. This makes up approximately 7.6% of the total value of all 100 brands across sectors. The top five most valuable banking brands are **KB Financial Group**, **Shinhan Financial Group**, **Hana Financial Group**, **Woori Bank** and **Industrial Bank of Korea**.

KB Financial Group saw a drop in brand strength rating from AAA to AA+ and a corresponding decrease in brand value of 14% to US\$4.6 billion. However, it was able to inch one spot higher to 8th place in our rankings. To improve its brand, KB Financial Group is turning to innovation to appeal to a wider consumer base. For instance, the brand launched the “Liv

Top 5 Most Valuable South Korean Banking Brands

© Brand Finance Plc 2023

1	2	3	4	5
				
USD4.6 bn -14%	USD4.5 bn -26%	USD3.3 bn -3%	USD2.2 bn -15%	USD2.0 bn +3%



Next” platform to attract Gen Z users through tailored financial services. One such tailored service is its AI banking service, “Talk to Collie”, where users can chat with a virtual character to carry out financial transactions.

Shinhan Financial Group recorded a decrease in brand value by 26% to US\$4.5 billion. Similarly, it also saw a decline in brand strength rating from AAA- to AA+ and a drop in rankings by six positions to 11th. The brand continues to prioritise its consumers’ needs through collaborations. For example, Shinhan Financial Group partnered with **KT Corporation** to integrate the latter’s technological capabilities in data analysis and natural language processing with its customer service initiatives to improve service levels. Taking this a step further, both brands plan to jointly open a metaverse exchange for the trading of digital assets.

Hana Financial Group posted a loss of 3% in brand value to US\$3.3 billion, resulting in a drop in ranking by two places to 21st. Its brand strength rating also fell from AA+ to AA. One of the brand’s priorities is digitalisation of its processes to increase efficiency and relevancy. In 2021, it placed emphasis on robotic process automation (RPA) and other work streamlining projects. Consequently, doing so enabled Hana Financial Group to automate 80 tasks and save a cumulative 1.5 million man-hours that year. Following this achievement, the brand will continue investing in

RPA projects such as AI chatbot, cognitive technology and machine learning.

Woori Bank saw its brand value dip 15% to US\$2.2 billion and ranking fall five places to 31st. However, it was able to retain its AA brand strength rating. The brand prioritises digital innovation to upgrade its business model. For instance, Woori Bank signed an MOU with **LG** for the implementation of a super AI in its banking processes. Through this partnership, Woori Bank seeks to develop a next-generation financial service and “AI Banker” programme that can learn financial language in order to provide specialised services for the finance sector.

Industrial Bank of Korea (IBK) managed to chart an increase in brand value of 3% to US\$2 billion. The brand was also able to inch up a spot to 32nd place and maintain its brand strength rating of AA-. As a specialised policy bank for small and medium enterprises (SMEs), the brand seeks to defend its position by upgrading its services and customer satisfaction through digitalisation. For instance, IBK improved digital infrastructure for foreign direct investment procedures and legal compliance support functions. These new infrastructure upgrades have considerably improved the convenience levels for SMEs. For its efforts, the brand won the “Best Banker Prize” at the Seoul Economic Daily’s Korea Best Banker Awards 2022.



Engineering & Construction

South Korea’s domestic construction sector is expected to achieve its highest performance ever, with volume growth due to enforcement of a strict pre-sale price limit system for private residential lands, growth of provincial real estate developments outside Seoul and low interest rates. The increase in the nation’s local construction market size was mainly due to the significant growth in private residential constructions. Engineering & Construction (E&C) brands actively engage with multinational companies for external engineering, procurement and construction projects. Furthermore, many prominent contractors and builders are working towards financing projects overseas.

With their combined brand value of US\$14.98 billion, making up approximately 5.3% of the total value of South Korea’s 100 most valuable brands, E&C brands are the fifth largest contributor to our rankings. The top five most valuable brands are **Samsung C&T, Hyundai Engineering & Construction, Doosan Corporation, Doosan Enerbility** and **GS E&C**.

Samsung C&T posted a growth in brand value of 12% to US\$4.4 billion, with a corresponding improvement in brand strength rating from AA to AAA-. Its ranking improved by three positions to 12th place overall. With a strengthened brand, Samsung C&T also saw improved year-on-year earnings. Given the recent industrial shifts towards prioritising ESG goals,

Top 5 Most Valuable South Korean Engineering & Construction Brands © Brand Finance Plc 2023

1		2		3		4		5	
									
USD4.4 bn									
+12%									
									
USD2.2 bn									
-1%									
									
USD1.8 bn									
+12%									
									
USD1.3 bn									
-2%									
									
USD1.2 bn									
-									



the brand plans to boost its eco-friendly business by signing an MOU with **Chiyoda** on green hydrogen cooperation using the latter's SPERA hydrogen technology. Additionally, both brands seek to continue discussions on decarbonisation projects to further their sustainability endeavours.

Hyundai Engineering & Construction saw a loss of 1% in brand value to US\$2.2 billion, resulting in a drop in ranking by one place to 30th. However, its brand strength rating improved from AA+ to AAA-. In 2023, Hyundai Engineering & Construction was involved in the reconstruction of Ukraine's energy infrastructure. To ensure that the reconstruction was conducted with the appropriate expertise, the brand signed a tripartite business agreement with **Holtec** and **Korean Trade Insurance Corporation (K-Sure)** to enhance cooperation in nuclear power. It also signed a separate agreement with the **Export-Import Bank of Korea (K-exim)** to ensure there was sufficient funding for the reconstruction.

Doosan Corporation charted an increase in brand value by 12% to US\$1.8 billion, in line with an improvement in ranking by four places to 34th. Its brand strength rating also improved from AA- to AA+. The brand plans to utilise autonomous and electrified technologies to increase efficiency of its construction processes through automation.

To fulfill this goal, Doosan Corporation invested and collaborated with multiple brands such as **Agtonomy**, **Ainsteinm**, **Greenzie** and **Kollmorgan** – each specialising in a different aspect of autonomous and electrified technology.

Doosan Enerbility saw a decrease in brand value by 2% to US\$1.3 billion. Despite this, its ranking improved by four positions to 45th and it was able to defend its brand strength rating of A+. The brand collaborated with **Siemens Gamesa** to strengthen the competitiveness of its offshore wind power business. To achieve this, it seeks to adopt the latter's unique offshore "Direct Drive" nacelle technology. The collaboration will also help expedite South Korea's transition to green technology while providing job growth and investment opportunities.

GS E&C completes the top five brands with a brand value of US\$1.2 billion, a brand strength rating of AA- and a 53rd place ranking. The brand marked its re-entry into our rankings with high profile collaborations. In 2023, it signed an MOU with **Kepeco Nuclear Fuel (KNF)** and **Seaborg** to explore the feasibility of developing a low-enriched uranium fuel salt production facility in South Korea. All three collaborators seek to establish leading positions within fluoride fuel salt supply for the global fourth generation nuclear energy market.



Tech

Since 2011, the tech industry has been a key driver of South Korea’s economy, accounting for roughly 9% of its GDP. By investing continuously in innovation, tech brands have adapted to market demands and technology trends. For instance, recent supply agreements were established by some of its biggest brands, such as **Samsung**, with US mobile carriers to expand 5G technology. However, the sector is not resting its laurels with 5G technology as the South Korean government has also unveiled plans to develop new advancements such as 6G wireless networks and AI. In addition, as one of the largest foreign investors in the US semiconductor and clean tech sectors, South Korean tech brands continue to propel the nation’s growing global influence.

Tech brands collectively form the largest contributor of brand value in our rankings, with a combined brand value of US\$113.76 billion. This makes up approximately 40.1% of the total brand value of all brands listed. This year, **Samsung, LG, SK hynix, Samsung SDS** and **Lg Innotek** are crowned the top five most valuable tech brands in South Korea.

Samsung defended its crown as the most valuable brand in South Korea. Its brand value decreased by 7% to US\$82.7 billion. The dip in brand value corresponds with a drop in its brand strength rating to AAA- from AAA, owing to declined brand strength and exchange rate fluctuations. This year, in an expansion of its collaboration with **NAVER Cloud**, Samsung will launch a private 5G network for **Hoban Construction**. This is a first-of-its-kind network for the nation’s construction

Top 5 Most Valuable South Korean Tech Brands

© Brand Finance Plc 2023



sector which will combine various 5G applications to enhance worksite safety and efficiency.

LG charted a growth in brand value by 6% to US\$11.3 billion, keeping its 3rd place in our rankings while retaining a brand strength rating of AAA-. It saw a slight increase in brand value although global demand for television sets waned. Nevertheless, LG's brand performance continues to be backed by its commitment to sustainability as well as the arts and culture scene.

This year, it joined a global initiative, Renewable Energy 100, advocating for businesses to convert to 100% renewable energy for all their electricity requirements. LG also continues to enhance the enjoyment of art for consumers with its technology. For the second year in a row, its premium brand, **LG SIGNATURE**, was the title sponsor for a performance at the LG Arts Center. This year's performance was that of Swan Lake, choreographed by esteemed French ballet master Angelin Preljocaj.

SK hynix recorded a decrease in brand value of 2% to US\$9.1 billion, ranking 4th. Similarly, its brand strength rating declined from AA+ to AA. The decline in brand value was due to weaker brand strength. SK hynix aims to be a top-tier global technology enterprise leading the advancement of the tech sector. To meet rising demand for storage devices, the brand released its first portable solid-state drive (SSD), the SK hynix Beetle X31, this year. Following its launch in South Korea, the SSD was

met with praise for its superior performance in terms of operating speed, heat management capabilities, portability and stylish design.

Samsung SDS, South Korea's leading cloud and digital logistics services provider, posted a 2% increase in brand value to US\$3.4 billion, keeping its 20th position. Its brand strength rating also improved from AA- to AA.

This year, during its "Cello Square Media Day" held at its global headquarter campus, Samsung SDS announced its intention to lead digital transformation in logistics with digital forwarding platform, **Cello Square**. With Cello Square, customers can directly manage the entire logistics process from quotation and booking to shipping, tracking and settlement. New functions that were added to the platform were unveiled, such as data analysis, automation and carbon emission tracking.

Lg Innotek ascended the ranks to 33rd position, leaping 11 places and recording a 30% increase in brand value to US\$1.9 billion. It sustained its brand strength rating of A+. To help cement its position as a leading solutions provider of autonomous driving vehicles, the brand debuted various innovative products such as those related to optics solution and electric components at the Consumer Electronics Show in Las Vegas this year. Lg Innotek also garnered a platinum medal in the 2022 EcoVadis Sustainability Rating Awards in recognition of its sustainability management system.



Brand Value Ranking (USDm).

Top 100 most valuable South Korean brands 1-50

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	Samsung	Tech	82,722	-7.3%	89,229	AAA-	AAA
2	2	←	Hyundai	Automobiles	15,863	+16.6%	13,604	AAA-	AAA-
3	3	←	LG	Tech	11,306	+6.3%	10,636	AAA-	AAA-
4	4	←	SK Hynix	Tech	9,146	-2.3%	9,361	AA	AA +
5	8	↑	Kia	Automobiles	8,269	+38.2%	5,983	AA	AA +
6	6	←	Coupang	Retail	6,457	+5.9%	6,098	A	A +
7	13	↑	Posco	Mining, Metals & Minerals	4,667	+4.3%	4,475	AA-	AA
8	9	↑	KB Financial Group	Banking	4,635	-14.5%	5,419	AA +	AAA
9	14	↑	LG Chem	Chemicals	4,526	+5.3%	4,297	AAA-	AAA-
10	10	←	Naver	Media	4,494	-11.6%	5,085	AAA +	AAA +
11	5	↓	Shinhan Financial Group	Banking	🔒	🔒	🔒	🔒	🔒
12	15	↑	Samsung C&T	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
13	12	↓	Kakao	Media	🔒	🔒	🔒	🔒	🔒
14	11	↓	SK Telecoms	Telecoms	🔒	🔒	🔒	🔒	🔒
15	16	↑	KT	Telecoms	🔒	🔒	🔒	🔒	🔒
16	21	↑	E-Mart	Retail	🔒	🔒	🔒	🔒	🔒
17	7	↓	KEPCO	Utilities	🔒	🔒	🔒	🔒	🔒
18	22	↑	SK Innovation	Oil & Gas	🔒	🔒	🔒	🔒	🔒
19	17	↓	HYUNDAI MOBIS	Auto Components	🔒	🔒	🔒	🔒	🔒
20	20	←	Samsung SDS	Tech	🔒	🔒	🔒	🔒	🔒
21	19	↓	Hana Financial Group	Banking	🔒	🔒	🔒	🔒	🔒
22	18	↓	Fila	Apparel	🔒	🔒	🔒	🔒	🔒
23	24	↑	CJ CheilJedang	Food	🔒	🔒	🔒	🔒	🔒
24	25	↑	KOGAS	Utilities	🔒	🔒	🔒	🔒	🔒
25	28	↑	S-Oil	Oil & Gas	🔒	🔒	🔒	🔒	🔒
26	23	↓	Samsung Life Insurance	Insurance	🔒	🔒	🔒	🔒	🔒
27	31	↑	Lotte	Food	🔒	🔒	🔒	🔒	🔒
28	36	↑	GS Caltex	Oil & Gas	🔒	🔒	🔒	🔒	🔒
29	27	↓	Samsung Fire & Marine Insurance	Insurance	🔒	🔒	🔒	🔒	🔒
30	29	↓	Hyundai Engineering & Construction	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
31	26	↓	Woori Bank	Banking	🔒	🔒	🔒	🔒	🔒
32	33	↑	Industrial Bank of Korea	Banking	🔒	🔒	🔒	🔒	🔒
33	44	↑	Lg Innotek	Tech	🔒	🔒	🔒	🔒	🔒
34	38	↑	Doosan Corporation	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
35	48	↑	Samsung Sdi	Tech	🔒	🔒	🔒	🔒	🔒
36	-	New	Korean Air	Airlines	🔒	🔒	🔒	🔒	🔒
37	32	↓	LG U+	Telecoms	🔒	🔒	🔒	🔒	🔒
38	30	↓	LG Display	Tech	🔒	🔒	🔒	🔒	🔒
39	41	↑	Hyundai Glovis	Logistics	🔒	🔒	🔒	🔒	🔒
40	37	↓	Kyobo Life	Insurance	🔒	🔒	🔒	🔒	🔒
41	39	↓	Dongbu Insurance	Insurance	🔒	🔒	🔒	🔒	🔒
42	35	↓	Esse	Tobacco	🔒	🔒	🔒	🔒	🔒
43	46	↑	NH Bank	Banking	🔒	🔒	🔒	🔒	🔒
44	34	↓	Ncsoft Corp	Media	🔒	🔒	🔒	🔒	🔒
45	49	↑	Doosan Enerbility	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
46	50	↑	Samsung Card	Banking	🔒	🔒	🔒	🔒	🔒
47	47	←	Hyundai Marine & Fire Insurance Company	Insurance	🔒	🔒	🔒	🔒	🔒
48	45	↓	Sulwhasoo	Cosmetics	🔒	🔒	🔒	🔒	🔒
49	43	↓	Hankook	Tyres	🔒	🔒	🔒	🔒	🔒
50	-	New	CJ Logistics	Logistics	🔒	🔒	🔒	🔒	🔒

Top 100 most valuable South Korean brands 51-100

2023 Rank	2022 Rank		Brand	Sector	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
51	40	↓	The History of Whoo	Cosmetics	₩	₩	₩	₩	₩
52	42	↓	SK Networks	Retail	₩	₩	₩	₩	₩
53	-	New	GS E&C	Engineering & Construction	₩	₩	₩	₩	₩
54	-	New	SK Broadband	Telecoms	₩	₩	₩	₩	₩
55	-	New	Lotte Mart	Retail	₩	₩	₩	₩	₩
56	-	New	HD Hyundai	Engineering & Construction	₩	₩	₩	₩	₩
57	-	New	GS Retail	Retail	₩	₩	₩	₩	₩
58	-	New	Coway	Tech	₩	₩	₩	₩	₩
59	-	New	DAEWOO E&C	Engineering & Construction	₩	₩	₩	₩	₩
60	-	New	CJ O Shopping	Retail	₩	₩	₩	₩	₩
61	-	New	Samsung Electro-Mechanics	Tech	₩	₩	₩	₩	₩
62	-	New	Hanwha Life Insurance	Insurance	₩	₩	₩	₩	₩
63	-	New	KG Chemical	Chemicals	₩	₩	₩	₩	₩
64	-	New	Hyundai Department Store	Retail	₩	₩	₩	₩	₩
65	-	New	Downy	Household Products	₩	₩	₩	₩	₩
66	-	New	Lotte Chemical	Chemicals	₩	₩	₩	₩	₩
67	-	New	Chamisul	Spirits	₩	₩	₩	₩	₩
68	-	New	Samsung Engineering	Engineering & Construction	₩	₩	₩	₩	₩
69	-	New	SK E&S	Utilities	₩	₩	₩	₩	₩
70	-	New	NETMARBLE CORP	Media	₩	₩	₩	₩	₩
71	-	New	Hyundai Oilbank	Oil & Gas	₩	₩	₩	₩	₩
72	-	New	HANWHA AEROSPACE	Aerospace & Defence	₩	₩	₩	₩	₩
73	-	New	Asiana Airlines	Airlines	₩	₩	₩	₩	₩
74	-	New	BNK financial Group	Banking	₩	₩	₩	₩	₩
75	-	New	Hanwha Chemical	Chemicals	₩	₩	₩	₩	₩
76	-	New	Cass	Beers	₩	₩	₩	₩	₩
77	-	New	Kangwon	Leisure & Tourism	₩	₩	₩	₩	₩
78	-	New	KDB Group	Banking	₩	₩	₩	₩	₩
79	-	New	Hotel Shilla	Hotels	₩	₩	₩	₩	₩
80	-	New	Hyundai Steel	Mining, Metals & Minerals	₩	₩	₩	₩	₩
81	-	New	Hanon Systems	Auto Components	₩	₩	₩	₩	₩
82	-	New	Baedal Minjok	Logistics	₩	₩	₩	₩	₩
83	-	New	Laneige	Cosmetics	₩	₩	₩	₩	₩
84	-	New	DGB Financial Group	Banking	₩	₩	₩	₩	₩
85	-	New	KG Steel	Chemicals	₩	₩	₩	₩	₩
86	-	New	Innisfree	Cosmetics	₩	₩	₩	₩	₩
87	-	New	Cantata	Soft Drinks	₩	₩	₩	₩	₩
88	-	New	LX International	Engineering & Construction	₩	₩	₩	₩	₩
89	-	New	Daelim	Engineering & Construction	₩	₩	₩	₩	₩
90	-	New	Incheon International Airport	Airports	₩	₩	₩	₩	₩
91	-	New	HYBE CO LTD	Media	₩	₩	₩	₩	₩
92	-	New	Nexen Tire	Tyres	₩	₩	₩	₩	₩
93	-	New	SK Geo Centric	Chemicals	₩	₩	₩	₩	₩
94	-	New	Hera	Cosmetics	₩	₩	₩	₩	₩
95	-	New	Hi-Mart	Retail	₩	₩	₩	₩	₩
96	-	New	Samsung Biologics	Pharma	₩	₩	₩	₩	₩
97	-	New	LIG	Aerospace & Defence	₩	₩	₩	₩	₩
98	-	New	Pearl Abyss	Media	₩	₩	₩	₩	₩
99	-	New	Samsung Heavy Industries	Engineering & Construction	₩	₩	₩	₩	₩
100	-	New	Samsung Securities	Banking	₩	₩	₩	₩	₩

A stack of papers is shown in a grayscale, slightly blurred style. A solid green rectangular box is positioned in the upper left area of the image. Inside this box, the word "Sustainability." is written in a bold, white, sans-serif font.

Sustainability.

Sustainability Perception Values (SPV)

© Brand Finance Plc 2023

1		2		3		4		5	
SAMSUNG	HYUNDAI	KIA	LG	NAVER					
USD4,189 m 4.63	USD1,527 m 4.14	USD765 m 3.98	USD572 m 4.63	USD537 m 4.46					
6		7		8		9		10	
SK telecom	SK hynix	kakao	KEPCO	kt					
USD438 m 5.01	USD425 m 4.25	USD415 m 3.59	USD380 m 4.60	USD374 m 4.31					

Top Sustainability Perceptions Score and Value for 2023

As part of its analysis, Brand Finance assesses the role that specific brand attributes play in driving overall brand value. One such attribute growing rapidly in significance is sustainability. Brand Finance assesses how sustainable specific brands are perceived to be, represented by a Sustainability Perceptions Score (SPS). The value that is linked to this score, the Sustainability Perceptions Value (SPV), is then calculated for each brand.

Samsung Group's Pharma and Electronics arms secure top positions for Sustainability Perceptions Score and Value

Samsung Biologics has the highest SPS among brands listed in our rankings at 6.07 out of 10. This indicates the successful communication of its sustainability initiatives to stakeholders. Parent company **Samsung Group** also had three other subsidiaries within our ranking of the top ten brands in terms of SPS: **Samsung Fire & Marine Insurance** (5.42/10), **Samsung Life Insurance** (5.41/10) and **Samsung C&T** (5.41/10).



Samsung Biologics successfully built strong perceptions of its commitment to sustainability among stakeholders through a range of initiatives and partnerships. For example, the brand achieved a significant 32.3% reduction in net-zero carbon emissions (Scope 1 & Scope 2) as compared with 2021.

In addition, Samsung Biologics committed to further reducing total Scope 1 and 2 emissions by 54.3% and Scope 3 emissions by 25.7% by 2026.

The brand is also actively working to engage with its suppliers along its value chain to transition to net-zero emissions in multiple areas and invest in renewable energy.

Samsung Biologics is also engaged in several collaborative initiatives to enhance sustainability efforts. For example, it collaborates with the Health Systems Taskforce as part of the Prince of Wales' Sustainable Markets Initiative, alongside healthcare leaders, academia, WHO and UNICEF.

The brand also participates in the Frontier 1.5D initiative for climate risk management and the Carbon Disclosure Project. The latter analyses business risks and opportunities related to climate change and adjusts response policies, including reducing greenhouse gas emissions.

In partnership with other Samsung affiliate brands, Samsung Biologics introduced programmes like "Dream Class" for career counselling and "Stepping Stone of Hope" for youth-at-risk training and support.

South Korea's most valuable brand

Samsung – Samsung Group's electronics arm – holds the highest SPV among all brands listed in the Korea 2023 ranking at US\$4.2 billion.

It is important to note that this value is not an assessment of the brand's overall sustainability performance. Rather, SPV indicates how much brand value Samsung has that is tied up in sustainability perceptions among stakeholders.

In 2022, Samsung unveiled an ambitious environmental strategy centred around achieving net-zero carbon emissions and increasing the use of renewable energy. The brand aims to reach Scope 1 and 2 emissions for all operations within its Device eXperience Division by 2030 and extend this goal to encompass all global operations, including the Device Solutions Division, by 2050.

Additionally, Samsung plans to invest significantly in energy-efficient technology and product recycling. As part of its commitment, Samsung joined RE100, a global initiative dedicated to transitioning to 100% renewable energy sources. These environmental initiatives are underpinned by Samsung's pledge to invest over US\$765 million in becoming more sustainable by 2030.

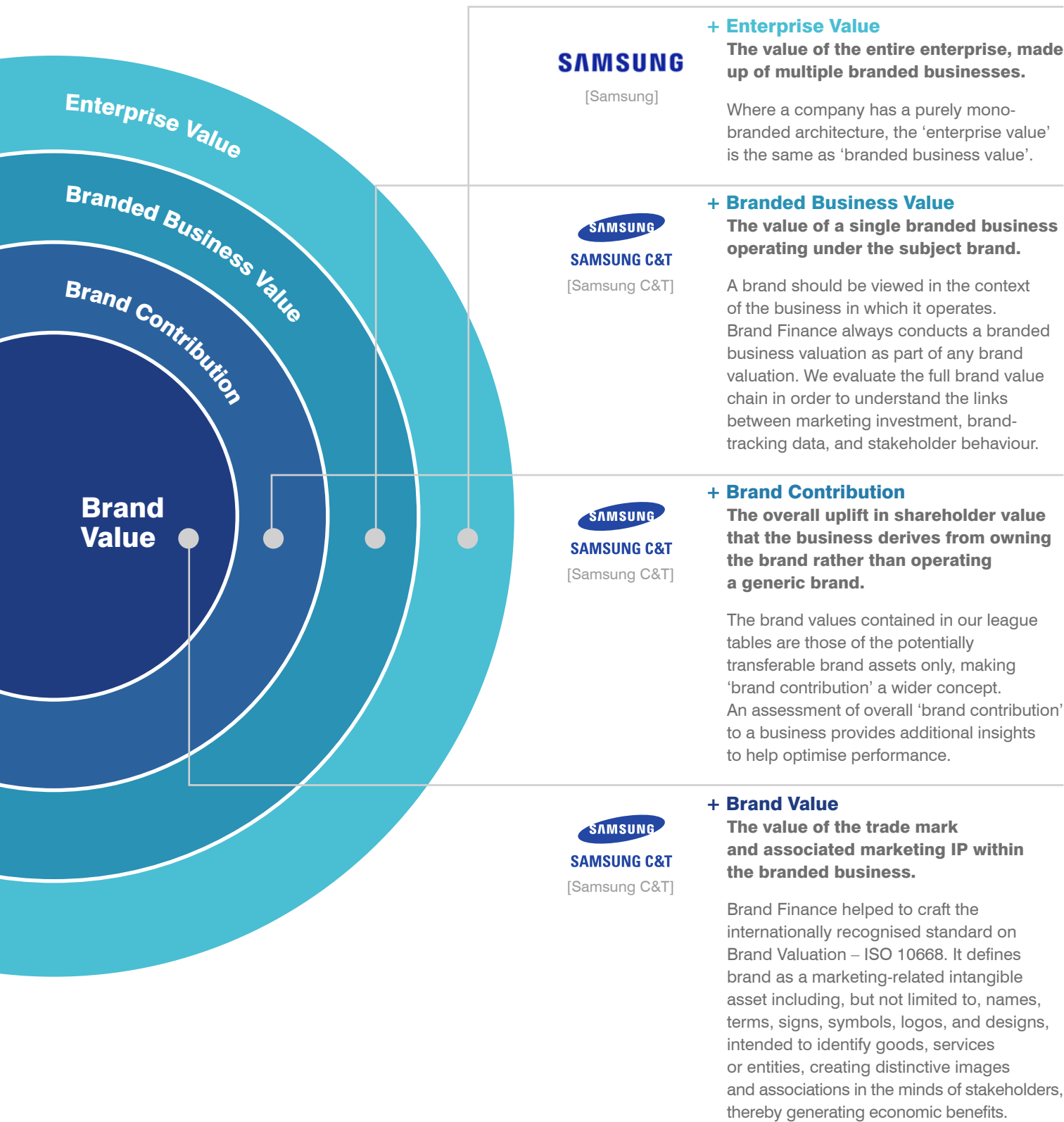
Although Samsung's substantial investment demonstrates commitment to sustainability, there is still room for growth as the brand looks to become a sustainability leader in the electronics industry and build stronger perceptions among stakeholders.





Methodology.

Definitions.



Brand Valuation Methodology.

Definition of Brand

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.

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.

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. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding Brand Rating up to AAA+ in a format similar to a credit rating.

3



Brand Impact × 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%.

Forecast Brand Value Calculation

4

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.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

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



1 Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

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

2

Data Collection

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

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

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



Benchmarking and Final Scoring

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







Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.















Global Brand Equity Monitor.

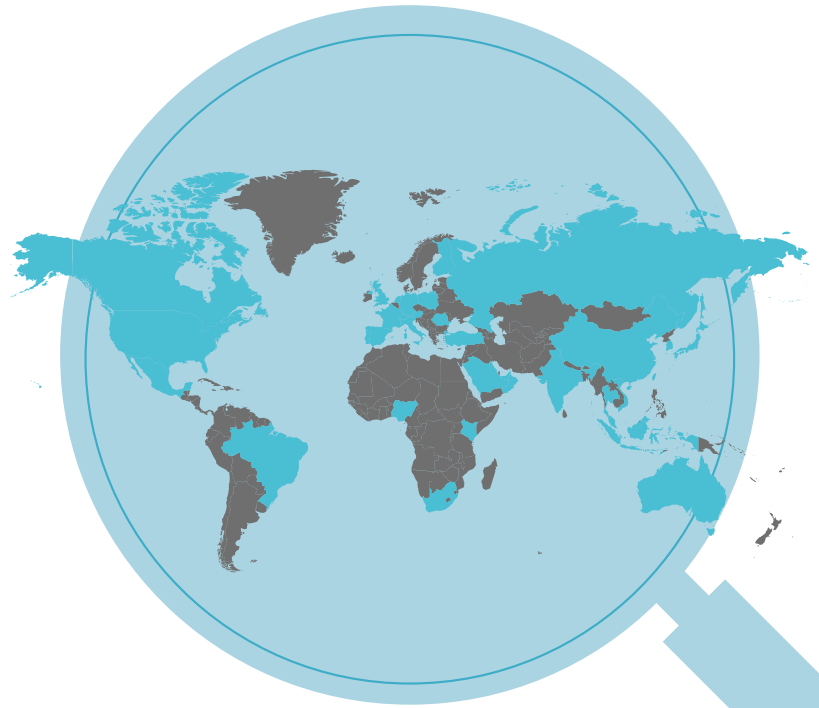
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

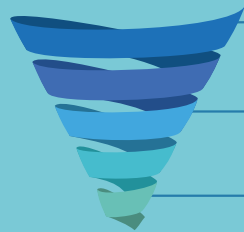
Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance's proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the 'best of a bad bunch' in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world's strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon's particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience ("excellent website/apps"), and this powerful combination is irresistible for many consumers, even those who question Amazon's values and broader corporate reputation.

Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to "care about the wider community" does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald's** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it's not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

© Brand Finance Plc 2023



43% Care about the wider community (Rank #1)

88% Consideration Conversion



8% Care about the wider community (Rank #86)

92% Consideration Conversion

Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is... **Burger King**.

Get your brand talked-about









Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM’s inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton’s** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users)

© Brand Finance Plc 2023

	1 st	2 nd	3 rd
	  PORSCHE	Jeep	
	 Levi's®		
	 CONVERSE		 PORSCHE
	 HARLEY-DAVIDSON	 PORSCHE	 UNDER ARMOUR

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?



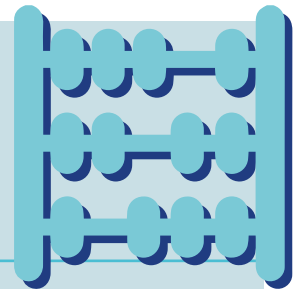
Brand Valuation

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?



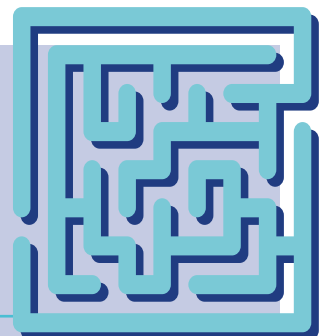
Brand Strategy

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 over 38 markets in 31 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.

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 and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

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



Public Relations & Communications

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



Marketing & Events

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



Content Creation

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



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)



Brand Finance Network.

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

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Alex Haigh	a.haigh@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Alexandre St-Amour	a.amour@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Ireland	Declan Ahern	d.ahern@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Poland	Konrad Jagodzinski	k.jagodzinski@brandfinance.com
Portugal	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
South America	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Spain	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Sri Lanka	Aliakber Alihussain	a.hussain@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
United Kingdom	Annie Brown	a.brown@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com



Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com