



South Korea 50 2019

The annual report on the most valuable and strongest South Korean brands
July 2019

About Brand Finance.

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

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

We pride ourselves on four key strengths:

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

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

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



Get in Touch.

For business enquiries, please contact:
Richard Haigh
Managing Director
rd.haigh@brandfinance.com

For media enquiries, please contact:
Konrad Jagodzinski
Communications Director
k.jagodzinski@brandfinance.com

For all other enquiries, please contact:
enquiries@brandfinance.com
+44 (0)207 389 9400

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

 [linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)

 twitter.com/brandfinance

 facebook.com/brandfinance

 instagram.com/brand.finance

Brand Finance[®]
Brandirectory

**The world's largest
brand value database.**

**Visit to see all Brand Finance
rankings, reports, and whitepapers
published since 2007.**

www.brandirectory.com

Contents.

About Brand Finance	2
Get in Touch	2
Request Your Brand Value Report	4
Brand Valuation Methodology	5
Foreword	6
Executive Summary	8
Brand Finance South Korea 50 (WON m)	12
Definitions	14
Consulting Services	16
Brand Evaluation Services	17
Communications Services	18
Brand Finance Network	20

Request Your Brand Value Report.

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

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

What is a Brand Value Report?

Brand Valuation Summary

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

Brand Strength Index

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

Royalty Rates

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

Cost of Capital

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

Customer Research

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

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

enquiries@brandfinance.com

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.

Samsung Steals the Show as Most Valuable and Strongest South Korean Brand.

- + Samsung remains most valuable and strongest South Korean brand
- + Technology brands dominate South Korea's top 10 most valuable brands
- + Coupang is fastest-growing, up by whopping 127%
- + LG Group holds strong despite troubles with LG Display

Executive Summary.



Samsung holds on as most valuable and strongest South Korean brand

Samsung is the most valuable South Korean brand. At ₩83.3 billion, the tech giant’s brand value remains eight times more than Hyundai, which is the next brand on the Brand Finance South Korea 50 2019 ranking, valued at ₩10.3 billion. Notably, this only accounts for Samsung’s operations in the technology industry, as Samsung Group’s combined brand value is worth ₩106 trillion. This cements Samsung’s position as not only the most valuable South Korean brand, but also the fifth most valuable brand in the world, following US tech giants Amazon, Apple, Google and Microsoft.

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. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to these criteria, Samsung is also South Korea’s strongest brand, with a Brand Strength Index (BSI) score of 87.3 out of 100 and a corresponding AAA rating.

Following some instability over the past couple of years regarding the exploding Galaxy Note 7 and the jailing of Jay Y. Lee, Samsung has managed to build and protect a very strong brand across multiple industries by consistently leading the charge for technological innovation and delivering high quality

Samsung has overcome its troubled past by delivering on what they know best – innovative and high-quality technology. The brand subsequently continues to surpass its competitors in customer satisfaction, with a 92.3% loyalty rate that outperforms other big players in the market, both domestically and on a global scale.

David Haigh
CEO, Brand Finance

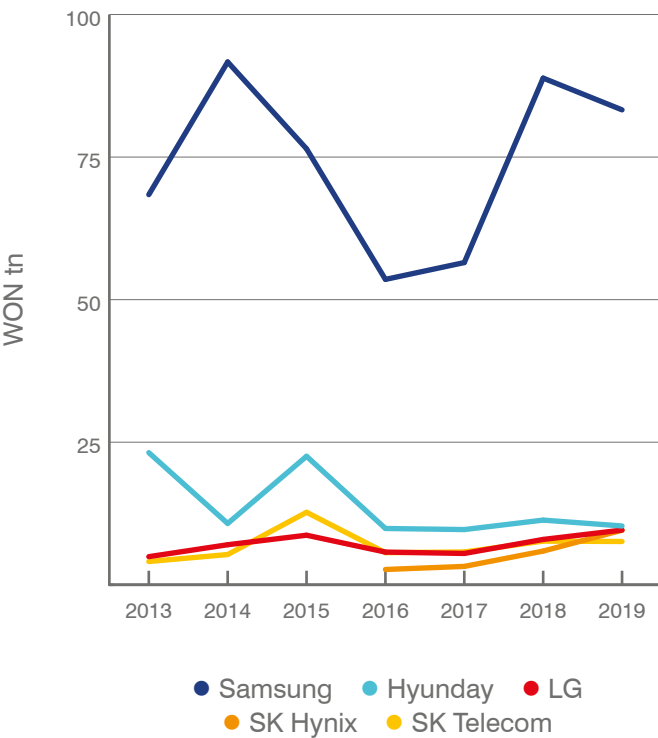
products. Samsung’s release of four variants of the Galaxy S10 coupled with their pledge to develop 5G technology alongside the first remotely-controlled 5G car sets the brand ready to race ahead of the crowd in the coming year.

Technology brands collated on top end of ranking

South Korean technology brands are concentrated at the top of the Brand Finance South Korea 50 2019 ranking this year, taking 3 of the top 10 spots. This domestic success is also played out on a global stage, as Samsung (brand value, ₩83.3 billion), LG (brand value, ₩9.6 billion) and SK Hynix (brand value, ₩9.6 billion) are also among the top 50 technology brands in the world, challenging their counterparts in China and the US.

South Korean technology brands have stayed ahead of the game through the technology developed in Pangyo Techno Valley – the country’s answer to Silicon Valley. With excellent transport links and an influx of tech head offices to the region, Pangyo Techno Valley encourages

Brand Value over Time



Top 10 Most Valuable Brands

SAMSUNG	1 ← 1		2019: ₩83,287,433 2018: ₩88,849,968 -6.3%
HYUNDAI	2 ← 2		2019: ₩10,310,299 2018: ₩11,342,291 -9.1%
LG	3 ← 3		2019: ₩9,595,037 2018: ₩7,951,432 +20.7%
SK hynix	4 ↑ 6		2019: ₩9,564,996 2018: ₩5,919,550 +61.6%
SK telecom	5 ↓ 4		2019: ₩7,590,324 2018: ₩7,658,734 -0.9%
KEPCO	6 ↑ 7		2019: ₩7,513,457 2018: ₩5,754,395 +30.6%
신한은행 SHINHAN BANK	7 ↑ 11		2019: ₩4,817,883 2018: ₩4,193,436 +14.9%
KB	8 ↑ 9		2019: ₩4,657,778 2018: ₩5,261,191 -11.5%
kt	9 ↓ 5		2019: ₩4,405,859 2018: ₩6,002,439 -26.6%
SAMSUNG SAMSUNG C&T	10 ← 10		2019: ₩4,331,956 2018: ₩4,454,239 -2.7%



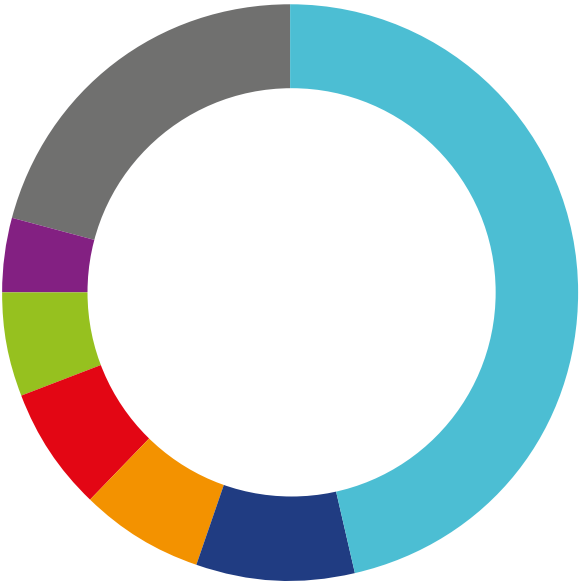
South Korea’s brightest technological minds to develop the technology skills embedded in South Korean culture, as computer coding is taught from as early as primary school.

However, Japan’s trade sanctions on South Korea may destabilise these brands over the coming year, which are currently heavily-reliant on high-tech Japanese materials. A further challenge could emerge from the backlash over 5G, which was recently rolled out in South Korea using Huawei tools, to an onslaught of customer complaints regarding its slow performance.

Coupang is fastest-growing

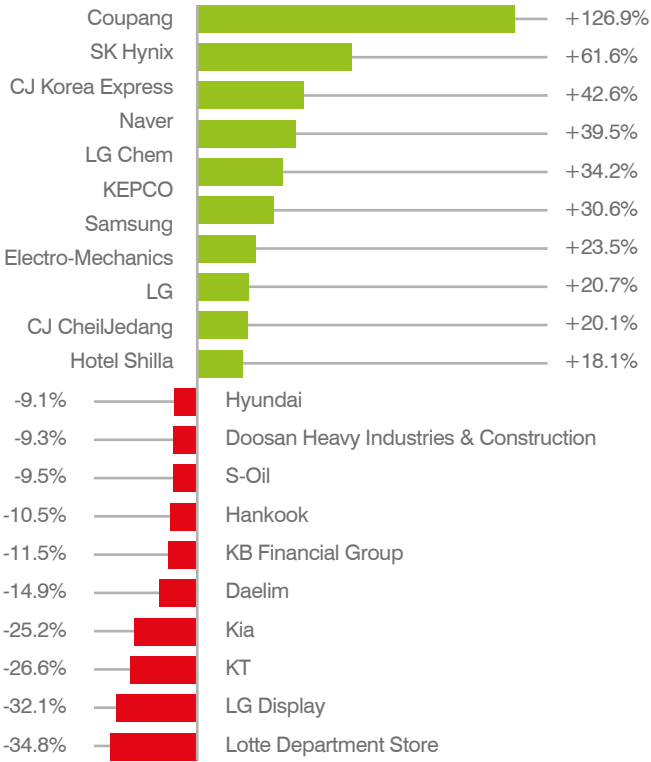
With a whopping brand value growth of 127% to ₩1.7 billion, Coupang is both a new entrant and the fastest-growing brand on the Brand Finance South Korea 50 2019 ranking, also becoming the country’s largest e-commerce outlet. Despite being a newly-established brand, Coupang has surpassed its competitors by developing tech infrastructure to create a monopoly over South Korean delivery services. The latest of these developments is the premium Rocket Delivery service, which guarantees delivery by dawn for orders placed before midnight, thus making the service even speedier than Amazon Prime.

Brand Value by Sector



Sector	Brand Value (WON tn)	% of total
Tech	111.5	46.7%
Banking	21.2	8.9%
Telecoms	15.7	6.6%
Engineering & Construction	15.5	6.5%
Auto	14.3	6.0%
Utilities	10.0	4.2%
Other	50.3	21.1%
Total	238.6	100.0%

Brand Value Change 2018-2019 (%)



LG holds strong but troubled by LG Display

While LG Group (brand value, ₩9.6 billion) holds on to third place on the Brand Finance South Korea 50 2019 ranking, the chaebol is troubled by LG Display, which has dropped 12 positions since last year, decreasing in brand value by 32% from ₩3.5 billion to ₩2.4 billion, and in brand strength by 11% to 66.5 out of 100. This follows lower than expected sales of LG’s OLED TV screens, complicated by competition from Samsung, and outcry on social media surrounding LG Display’s limited warranty policy.

While LG Display struggles to maintain a favourable brand reputation, LG’s chemicals brand, LG Chem outperforms its competitors with a brand value increase by 34% to ₩3.7 billion, classifying it as the fastest-growing Chemicals brand of 2019. This follows LG Chem enhancing its brand visibility in Asia, largely due to increased sales and expansion of the company’s battery plants in China. With prospective expansion into the US, the brand is set to continue on a positive trajectory over the next year.

Top 10 Strongest Brands

SAMSUNG	1	← 1		2019: 87.3 AAA 2018: 93.0 AAA+	-5.6
KEPCO	2	↑ 3		2019: 85.5 AAA 2018: 82.2 AAA-	+3.3
KOREAN AIR	3	↑ 23		2019: 82.2 AAA- 2018: 71.6 AA	+10.6
innisfree	4	← 4		2019: 80.4 AAA- 2018: 81.9 AAA-	-1.4
SK telecom	5	↓ 2		2019: 80.2 AAA- 2018: 82.2 AAA-	-2.1
SAMSUNG SAMSUNG C&T	6	↑ 7		2019: 79.8 AAA- 2018: 79.3 AA+	+0.6
Sulwhasoo	7	↑ 22		2019: 78.0 AA+ 2018: 72.2 AA	+5.8
ESSE	8	← 8		2019: 74.0 AA 2018: 78.5 AA+	-4.5
SAMSUNG SAMSUNG FIRE & MARINE INSURANCE	9	↑ 13		2019: 73.5 AA 2018: 74.8 AA+	-1.3
LG U+	10	↑ 17		2019: 73.4 AA 2018: 73.8 AA	-0.3

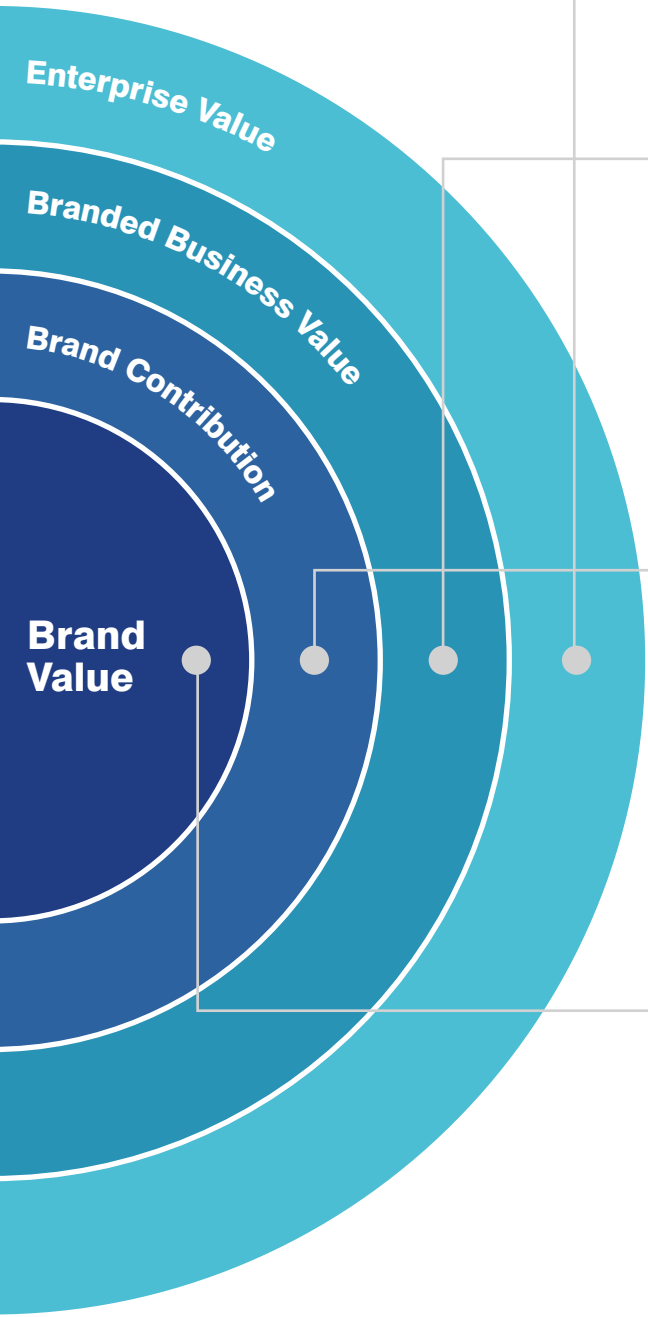
Brand Finance South Korea 50 (WON m).





Top 50 most valuable South Korean brands 1-50

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← Samsung	Tech	₩83,287,433	-6.3%	₩88,849,968	AAA	AAA+
2	2	← Hyundai	Auto	₩10,310,299	-9.1%	₩11,342,291	AA-	AA
3	3	← LG	Tech	₩9,595,037	+20.7%	₩7,951,432	AA	AAA-
4	6	↑ SK Hynix	Tech	₩9,564,996	+61.6%	₩5,919,550	AA	AA
5	4	↓ SK	Telecoms	₩7,590,324	-0.9%	₩7,658,734	AAA-	AAA-
6	7	↑ KEPCO	Utilities	₩7,513,457	+30.6%	₩5,754,395	AAA	AAA-
7	11	↑ Shinhan Financial Group	Banking	₩4,817,883	+14.9%	₩4,193,436	AA	AA
8	9	↑ KB Financial Group	Banking	₩4,657,778	-11.5%	₩5,261,191	AA-	AA
9	5	↓ KT	Telecoms	₩4,405,859	-26.6%	₩6,002,439	AA	AA+
10	10	← Samsung C&T	Engineering & Construction	₩4,331,956	-2.7%	₩4,454,239	AAA-	AA+
11	8	↓ Kia	Auto	₩	₩	₩	₩	₩
12	15	↑ SK Innovation	Oil & Gas	₩	₩	₩	₩	₩
13	14	↑ Samsung SDS	IT Services	₩	₩	₩	₩	₩
14	12	↓ Posco	Mining, Iron & Steel	₩	₩	₩	₩	₩
15	13	↓ Hyundai Mobis	Auto Components	₩	₩	₩	₩	₩
16	17	↑ LG U+	Telecoms	₩	₩	₩	₩	₩
17	20	↑ LG Chem	Chemicals	₩	₩	₩	₩	₩
18	23	↑ Naver	Tech	₩	₩	₩	₩	₩
19	19	← Hana Financial Group	Banking	₩	₩	₩	₩	₩
20	18	↓ Samsung Fire & Marine Insurance	Insurance	₩	₩	₩	₩	₩
21	24	↑ Woori Bank	Banking	₩	₩	₩	₩	₩
22	25	↑ Doosan Corporation	Engineering & Construction	₩	₩	₩	₩	₩
23	21	↓ Hyundai Engineering & Construction	Engineering & Construction	₩	₩	₩	₩	₩
24	27	↑ KOGAS	Utilities	₩	₩	₩	₩	₩
25	22	↓ E-Mart	Retail	₩	₩	₩	₩	₩
26	26	← Samsung Life Insurance	Insurance	₩	₩	₩	₩	₩
27	29	↑ Industrial Bank of Korea	Banking	₩	₩	₩	₩	₩
28	16	↓ LG Display	Tech	₩	₩	₩	₩	₩
29	37	↑ CJ CheilJedang	Food	₩	₩	₩	₩	₩
30	30	← GS Caltex	Oil & Gas	₩	₩	₩	₩	₩
31	39	↑ Korean Air	Airlines	₩	₩	₩	₩	₩
32	38	↑ Esse	Tobacco	₩	₩	₩	₩	₩
33	33	← Sulwhasoo	Cosmetics & Personal Care	₩	₩	₩	₩	₩
34	36	↑ Samsung Card	Banking	₩	₩	₩	₩	₩
35	44	↑ Hotel Shilla	Hotels	₩	₩	₩	₩	₩
36	41	↑ Hyundai Heavy Industries	Engineering & Construction	₩	₩	₩	₩	₩
37	31	↓ Doosan Heavy Industries & Construction	Engineering & Construction	₩	₩	₩	₩	₩
38	-	New Coupang	Tech	₩	₩	₩	₩	₩
39	32	↓ Hankook	Tires	₩	₩	₩	₩	₩
40	35	↓ S-Oil	Oil & Gas	₩	₩	₩	₩	₩
41	40	↓ Innisfree	Cosmetics & Personal Care	₩	₩	₩	₩	₩
42	47	↑ NH Bank	Banking	₩	₩	₩	₩	₩
43	50	↑ Samsung Electro-Mechanics	Tech	₩	₩	₩	₩	₩
44	43	↓ GS E&C	Engineering & Construction	₩	₩	₩	₩	₩
45	42	↓ Hyundai Marine & Fire Insurance Company	Insurance	₩	₩	₩	₩	₩
46	46	← Cass	Beers	₩	₩	₩	₩	₩
47	-	New CJ Korea Express	Logistics	₩	₩	₩	₩	₩
48	45	↓ Daelim	Engineering & Construction	₩	₩	₩	₩	₩
49	34	↓ Lotte Department Store	Retail	₩	₩	₩	₩	₩
50	-	New Kyobo Life	Insurance	₩	₩	₩	₩	₩



Definitions.



Brand Value	
<div> [Samsung]</div>	<div><div>+ Enterprise Value</div><div>The value of the entire enterprise, made up of multiple branded businesses.</div><div>Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.</div></div>
<div> [Samsung C&T]</div>	<div><div>+ Branded Business Value</div><div>The value of a single branded business operating under the subject brand.</div><div>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.</div></div>
<div> [Samsung C&T]</div>	<div><div>+ Brand Contribution</div><div>The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.</div><div>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.</div></div>
<div> [Samsung C&T]</div>	<div><div>+ Brand Value</div><div>The value of the trade mark and associated marketing IP within the branded business.</div><div>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.</div></div>

Brand Strength

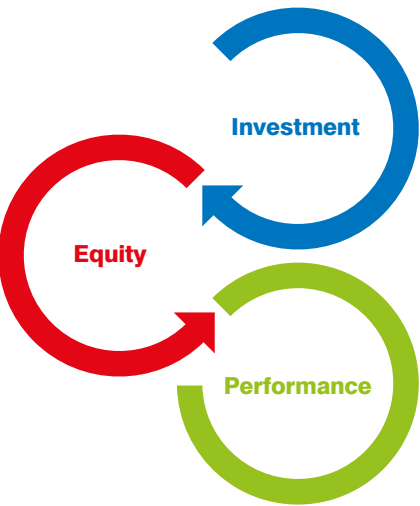
Brand Strength is the efficacy of a brand’s performance on intangible measures, relative to its competitors.

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
SOUTH KOREAN
BRAND**



**MOST VALUABLE
SOUTH KOREAN
BRAND**



**STRONGEST
SOUTH KOREAN
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

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



BRAND EXCHANGE[®]
WHERE BRANDS MEET FINANCE

BECOME A MEMBER TODAY

A CONTEMPORARY AND EXCLUSIVE
MEMBERS' CLUB
IN THE HEART OF THE CITY OF LONDON

CHARACTERFUL SPACE
for
MEETINGS
&
PRIVATE EVENTS

MEMBERS' EVENTS
with
FOCUS ON MARKETING
&
BRANDING

DISCOUNTED
ROOM HIRE
for
MEMBERS

3 Birchin Lane, London, EC3V 9B +44 (0)207 389 9410 enquiries@brandexchange.com

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

Brand Finance Network.

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

Market	Contact	Email	Telephone
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 282 498 320
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Caribbean	Nigel Cooper	n.cooper@brandfinance.com	+1 876 825 6598
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
East Africa	Jawad Jaffer	j.jaffer@brandfinance.com	+254 204 440 053
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany	Holger Muehlbauer	h.muehlbauer@brandfinance.com	+49 151 54 749 834
India	Savio D'Souza	s.dsouza@brandfinance.com	+44 207 389 9400
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Ireland	Simon Haigh	s.haigh@brandfinance.com	+353 087 669 5881
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Japan	Jun Tanaka	j.tanaka@brandfinance.com	+81 90 7116 1881
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 1559 197 1925
Middle East	Andrew Campbell	a.campbell@brandfinance.com	+971 508 113 341
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com	+234 012 911 988
Romania	Mihai Bogdan	m.bogdan@brandfinance.com	+40 728 702 705
South Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Spain	Teresa de Lemus	t.delemus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 11 770 9991
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com

