Brand Finance®

Sustainability Perceptions Index 2023

The inaugural report on the value of sustainability perceptions to the world's leading brands

January 2023

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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 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 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 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.

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Foreword.

Robert Haigh
Strategy &
Sustainability Director,
Brand Finance

Acting sustainably and being seen to do so is imperative for brands, but sustainability is a multifaceted concept that can be hard for business leaders to navigate.

Investors, CFOs and CEOs are told by campaigners, NGOs, consultants and sustainability teams that committing to sustainability is both the right thing to do and a business imperative. There are indeed many opportunities, whether in supplying the products and services that facilitate the transition to a green economy, or simply by differentiating your brand as a sustainable alternative.

However, without articulating the case in financial terms it can be hard to determine the business case for action. The Sustainability Perceptions Index is intended to be the first step to addressing this challenge. By quantifying the value of sustainability perceptions, we hope to make the value of action on sustainability more tangible.

Our research shows that even for individual businesses, there could be billions of dollars of financial value to be gained from enhanced action and associated communication.

Equally, there can be billions at risk from insufficient action that leads to accusations of greenwashing, or even misallocated or excessive investments in sustainability communication that does not cut through.

We hope this report is a useful first step in understanding the financial role of sustainability perceptions to your business (or the business leaders that you are trying to persuade). If you would like to continue the conversation, please get in touch. We have developed an extensive program of research and a full suite of services intended to deliver actionable insight for our clients.

We work with CEOs, strategists, recruitment teams, CFOs, Sustainability Officers, and of course marketers, to help answer a range of pressing questions, including:

- How sustainable is your businesses perceived to be?
- How do you compare vs competitors?
- How important is sustainability in driving consumer choice?
- How important is sustainability when recruiting staff, or securing investment?
- What is the potential value of enhancing sustainability perceptions?
- Is your brand recognized for its sustainability leadership?
- Do your brand's actions live up to its claims? Could value be at risk?
- What are the 'sustainable consumer' segments and how do we target them?
- Which sustainability issues and themes are most relevant?
- Which NGOs / causes should I align my brand with?
- How do I champion corporate action on sustainability?
- How do I maximize funding for my cause?

If you have been wrestling with any of these questions, we look forward to helping you solve them!

The IAA – A Global Compass for Sustainability.

Dagmara Szulce
Managing Director,
IAA Global

With the digital revolution continuing to open new channels and new consumer markets around the world, CEOs, CMOs, and CFOs who understand the tangible and intangible assets contributing to the creation of brand value can have a significant business and economic advantage.

However, many marketing and financial teams struggle to connect these dots and, as a result, underestimate the significance of their brands to business.

The latest economic crisis triggered by the COVID-19 pandemic has had a profound impact on changing consumers' perceptions towards brands. Sustainability is increasingly a priority for consumers when purchasing brands and, as a result, sustainability perceptions have an increased impact on brand valuation.

Expectations have shifted from "do no harm" to "must create positive impact". If brands do not push to transform their business into a sustainable one, they, more than ever, risk their bottom line. For many consumers, purchasing a product now requires an alignment on ethical grounds.

International Advertising Association is the only global association that represents all spheres of the marketing and marketing communications industry. We partner with leading global consulting firms to serve the marketing communications industry as the global compass in the ever-evolving marketing communications world. For over 80 years, IAA has played a strong role in reporting the latest trends in the industry to provide valuable insights for CMOs to understand "WHAT'S COMING NEXT".

We've partnered with Brand Finance, a global leader in bridging the gap between marketing and finance, to provide the industry's first consumer-centric index that measures consumers' sustainability perception of the most valuable global brands.

The Brand Finance / IAA Sustainability Perceptions Index is the first of its kind – a ranking of the world's biggest brands based on the financial value of their sustainability perceptions, and we'll be launching it at the World Economic Forum in Davos in January 2023.

We see this as an incredibly potent tool to incentivize action that aligns with the UN SDGs and wider aims of the UN Global Compact. Our research shows that the world's biggest brands, whether they are seen as sustainability champions or not, have hundreds of millions of dollars' worth of value contingent on how sustainable they are perceived to be. By highlighting the financial value that is contingent on sustainability perceptions, we hope to harness businesses' profit motive, moving them past the point where they see sustainability as a 'hygiene factor', to a point of rapid, concerted action.

IAA believes that in a fragmented and always evolving global marketplace, the marketing communications industry could benefit from a global perspective and a global framework. We believe the world would be a better place if we work together as an industry to leverage brands to help create a more sustainable world for consumers, communities, and for the planet.

Planet Mark – Embedding Sustainability and Net Zero at the Core of Business Strategy.

Steve Malkin
CEO and Founder
Planet Mark

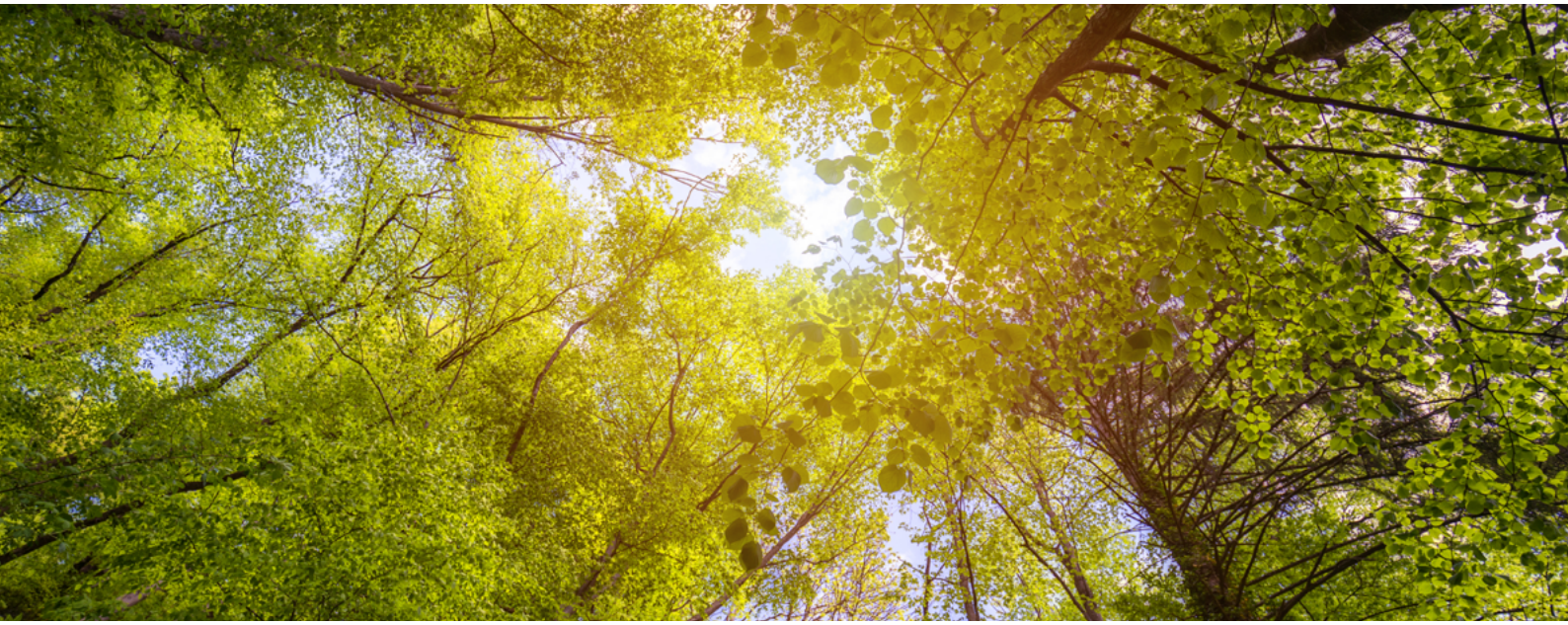
The events of the past few years have highlighted both the resilience and fragility of our global environmental, social and economic systems. We've experienced a worldwide pandemic, supply chain disruptions, a challenged energy market, extreme weather conditions, and more. The need for business transformation and collaboration has never been more critical and at this time we are reminded that the economic pillar of sustainability is just as important and the environmental and social pillars.

Embedding sustainability at the core of business strategy and communicating the value radical decarbonisation is having not only on the operation, but it's people too, encourages huge positive association with brands. It helps attract and retain both employees, channel partners and consumers.

In 2013, we began Planet Mark as a truly effective, people-driven sustainability certification helping organisations, of any size, to measure what matters and to devise practical pathways to positive change while increasing business value. 10 years on, our core purpose remains the same, but more. Continued focus on scope 3 within a net zero pathway shines a light on how all organisations exist within a commercial ecosystem that is as complex and synergistic as the natural one. No organisation can achieve Net Zero alone, we have to work together, to engage and to communicate our journey to those around us. This includes our customer and prospects, whose perception of our brands and propensity to buy from us, feeds our organisational growth and market performance.

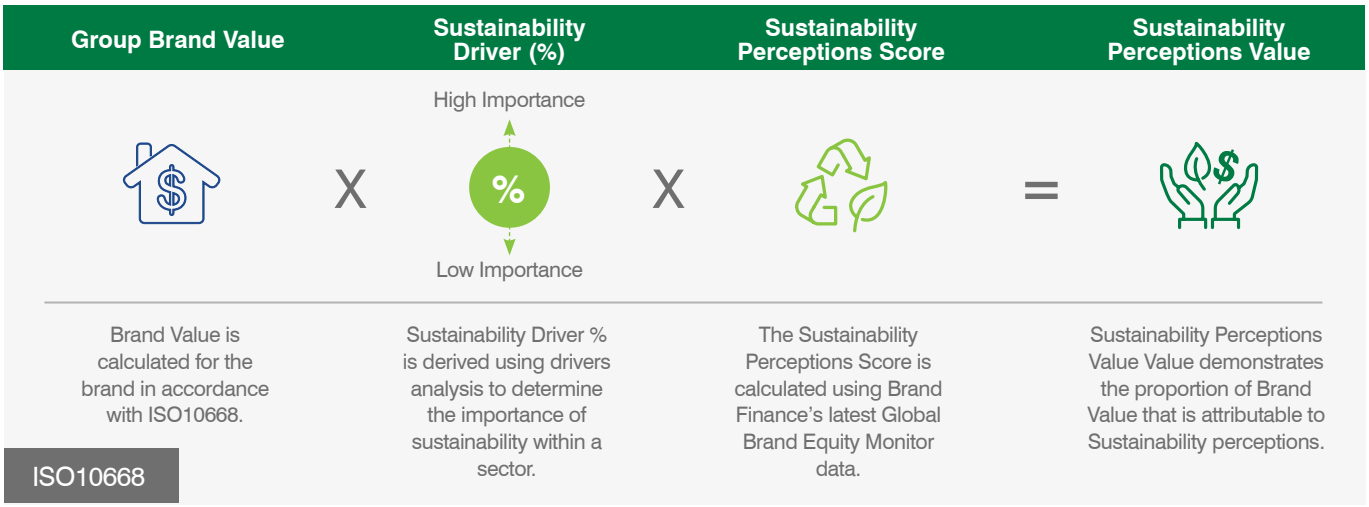
While cash remains king, brand drivers have changed, and sustainability is now a core priority for consumers. Those brands that stay ahead of the curve and move with the times will be able to leverage their credentials for commercial gain. Those already on a pathway to net zero will already be reaping huge rewards through commercial resilience, future-proofing their business and adding tangible financial value to their balance sheets as demonstrated in this report.

The time to act is now for the future of the planet, and for the future of your business.



Methodology.

Valuing the proportion of Brand Value that is attributable to Sustainability perceptions



The starting point of the sustainability perceptions value is brand value.

When we talk about 'brand' we therefore mean more than just a logo. It is the focal point for all accumulated perceptions about a business. Any characteristic of a product or service that cannot be directly experienced or tested by the customer at the point of purchase is evaluated through the brand.

A business' commitment to sustainability is one such characteristic. Whilst there are dozens of reporting frameworks and data sources providing some level of information on sustainability performance, these typically only provide partial information, and are usually not easily found or evaluated by most stakeholders, including employees and customers.

Further, the sheer proliferation of such schemes can create uncertainty around the relative importance of the information they provide. The brand therefore remains an essential tool in the evaluation of sustainability by most stakeholders.

The perceptions that these stakeholders (be they employees, customers, investors etc) hold are expressed through employment decisions, purchase habits, or investment decisions etc.

These decisions have clear economic implications, which brand valuation seeks to quantify.

The full brand valuation methodology is covered later in this report.

There are many features bound up with brand, these could be a reputation for being good value for money, for reliability, for innovation, customer service and support, or easy to use. Commitment to sustainability is just one of these characteristics. Therefore, the next step in deriving the sustainability perceptions value is to evaluate the role that sustainability plays in driving the choice.

We do this using an analytical technique known as brand drivers' analysis. The starting point is our annual, flagship market research exercise, the Global Brand Equity Monitor. We research the attitudes of over 100,000 members of the general public from over 36 countries about over 4,000 brands.

Respondents are asked a wide range of questions, including marketing funnel questions about awareness, familiarity and consideration. They are also asked whether they associate a list of attributes (such as value for money, reliability etc) with a brand. Sustainability is included in this list.

Sustainability is of course not a monolith. To capture some of the nuance and varying themes within sustainability (whilst maintaining a manageable analysis), we have subdivided sustainability using the 'ESG' framework, i.e. 'Environment', 'Social' and

'Governance', by asking respondents the following three attribute questions.

- Is BRAND X committed to protecting the natural environment?
- Is BRAND X professionally, ethically, and responsibly managed?
- Is BRAND X committed to supporting communities & wider society?

Drivers analysis involves running multiple correlation analyses between the consideration of usage of a brand, and the various brand attributes to determine how much explanatory value each attribute has.

In simple terms, the results of these correlation analyses are layered on top of one another in different combinations to determine their relative role in driving consumer consideration. The output is a percentage figure for each attribute that can be interpreted as its contribution to revenue, and therefore to brand value.

We have conducted brand drivers analysis at the sector level. As might be expected, there is considerable variation between sectors, with a range of 2.8% for engineering and construction, to 22.9% for luxury auto.

The final stage of the process involves determining a brand-specific 'Sustainability Perceptions Score'.

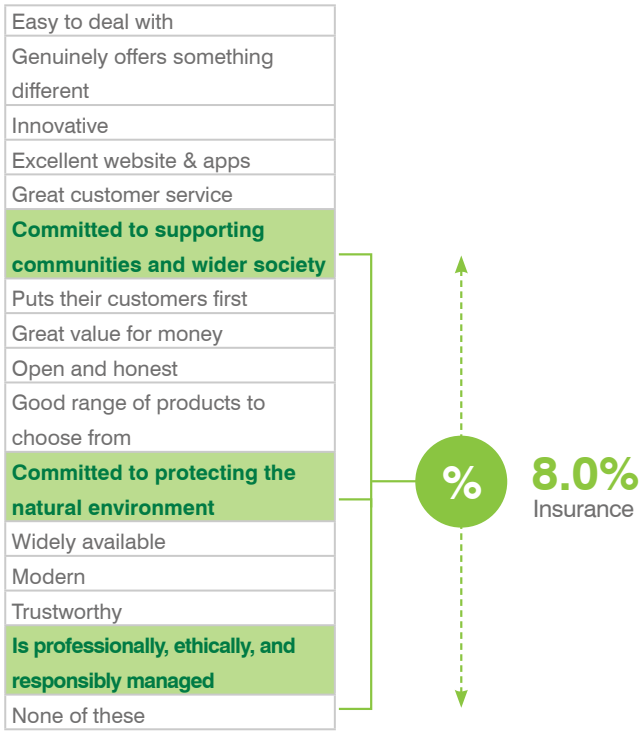
To do this we ask the following question:

How 'sustainable' is BRAND X in your opinion, in terms of its actions to protect the environment and in supporting communities and wider society?

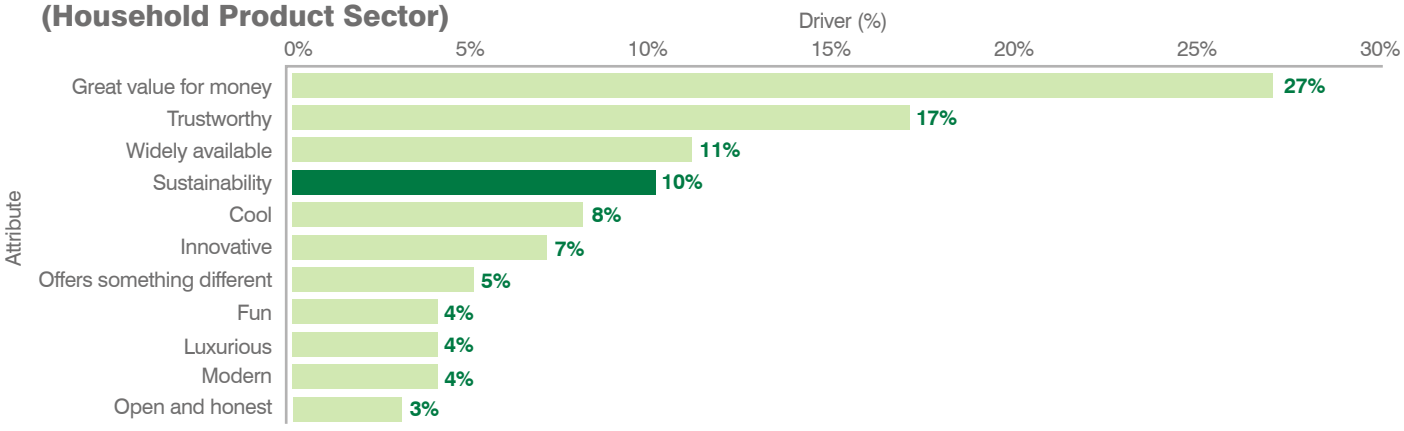
Sustainability Driver (%)

The Sustainability Driver % is the combined consideration driver % score of the three ESG metrics in the GBEM research, showing the importance of Sustainability to consumers in this sector.

Question: Which of these statements, if any, do you think apply to Brand X?



Role of Sustainability in Driving Consideration (Household Product Sector)



Valuing the proportion of Brand Value that is attributable to Sustainability perceptions

Sustainability Driver (%)

The Sustainability Perceptions Score shows how sustainable consumers perceive the brand to be.

Question: How much effort is Brand X making to protect the environment and supporting communities and wider society?

Response	Corresponding Score
A leader in 'Sustainability'	10
Taking significant actions	5
Making some effort but could do more	2
Making very limited efforts	1
Making no real effort to be a sustainable business	0

Brand Value		Sustainability Driver (%)		Sustainability Perceptions Score		Sustainability Perceptions Value
$48,351m	X	Utilities 9.4% Telecoms 8.7% **Insurance 8.0%** Oil&Gas 8.0% Banking 6.8%	X	4.20 / 3.99 Brand Sustainability Perceptions Score / Sector Median Sustainability Perceptions Score	=	$3,915m
Brand Value is calculated for the brand in accordance with ISO10668. ISO10668		Sustainability Driver % is derived using drivers analysis to determine the importance of sustainability within a sector.		The Sustainability Perceptions Score is calculated using Brand Finance's latest Global Brand Equity Monitor data.		Sustainability Perceptions Value Value demonstrates the proportion of Brand Value that is attributable to Sustainability perceptions.

Respondents are asked to select one of five options, which have an associated allocation of points: 'A leader in sustainability' (10), 'taking significant actions' (5), 'making some effort but could do more' (2), 'making very limited efforts' (1), 'making no real effort to be a sustainable business' (0). The mean of these scores is then taken to create a national level sustainability perceptions score out of a possible maximum of 10.

National level scores are then combined on a revenue weighted basis to create the overall sustainability perceptions score.

Taken in isolation, these scores can be interpreted as how sustainable consumers perceive brands to be, and are the most direct KPI for long term management of sustainability perceptions.

These scores also feed into the value calculation. The degree to which a brand's score differs from the median for the sector is used to moderate the sector driver score. For example a brand with a sustainability perceptions score of 6 and a median for the sector of 5, would have a moderating factor of 1.2 applied to the sustainability driver for that sector.

Finally, the brand-specific moderating factor, the sustainability driver for the sector and the brand's value are combined to arrive at the sustainability perceptions value.

Research Analysis.

Research Analysis.

Largest Sustainability Perceptions Value

1	2	3	4	5
amazon	TESLA		Google	Microsoft
US$19.9 bn	US$17.8 bn	US$14.7 bn	US$14.6 bn	US$9.0 bn
4.40	5.43	4.50	4.74	4.28

6	7	8	9	10
	PORSCHE	TikTok	国家电网 STATE GRID	
US$8.4 bn	US$8.1 bn	US$8.0 bn	US$7.4 bn	US$6.5 bn
6.27	4.44	4.55	5.64	4.74

Amazon has the highest sustainability perceptions value of any brand, US$19.9 billion. This may come as a surprise to some. Like many of the world's top brands, Amazon has a huge scope for impact due to the sheer scale of its operations. It has been the focus of regular criticism about issues as diverse as labour conditions, emissions associated with its supply chains, and the polluting effects of packaging.

It is important to reiterate that Amazon's position at the top of the table is not an assessment of its overall sustainability performance. Instead, we are focussed on perception. Regardless of Amazon's track record, it is clear that consumers around the world have confidence that Amazon is minimising its negative impacts, or at least is committed enough for them to continue to use its services.

This should by no means be seen as a cause for complacency however. The driver score for the retail sector is 6.1%, demonstrating a material role for sustainability in driving choice. Amazon's $19.9 billion of value is reliant on maintaining its reputation for (a certain level of) sustainability.

Consumer expectations may change in response to exposes, enhanced reporting requirements, education, and media coverage. If Amazon fails to keep pace through a precautionary approach to improving its sustainability performance, and to communicate clearly and honestly about its progress, those billions of dollars of value could be at risk.

Tesla is a somewhat more expected strong performer. Tesla is not only a valuable brand driven by high revenue forecasts, but it is also well known as a pioneer of the electric vehicles and battery technology that are aiding the transition to a lower carbon economy. This image has clearly carried across into the perceptions held by global consumers. Tesla has the highest sustainability driver score of any brand, at 26.9%, resulting in a sustainability perceptions value of US$17.8 billion.

The Luxury Autos sector accounted for a number of brands that performed extremely well in terms of sustainability perception, such as Porsche and Mercedes-Benz. The research has revealed the important role of sustainability perception in driving choice amongst consumers in the sector, reflected through an average driver score of 22.9%.

It might seem counterintuitive that brands associated with high fuel consumption are so reliant on a reputation for sustainability. However, our research has found that at the premium end of all sectors, sustainability plays a powerful role. In luxury auto, where the purchase is

discretionary and the brand is publicly expressed, the role of sustainability is further enhanced.

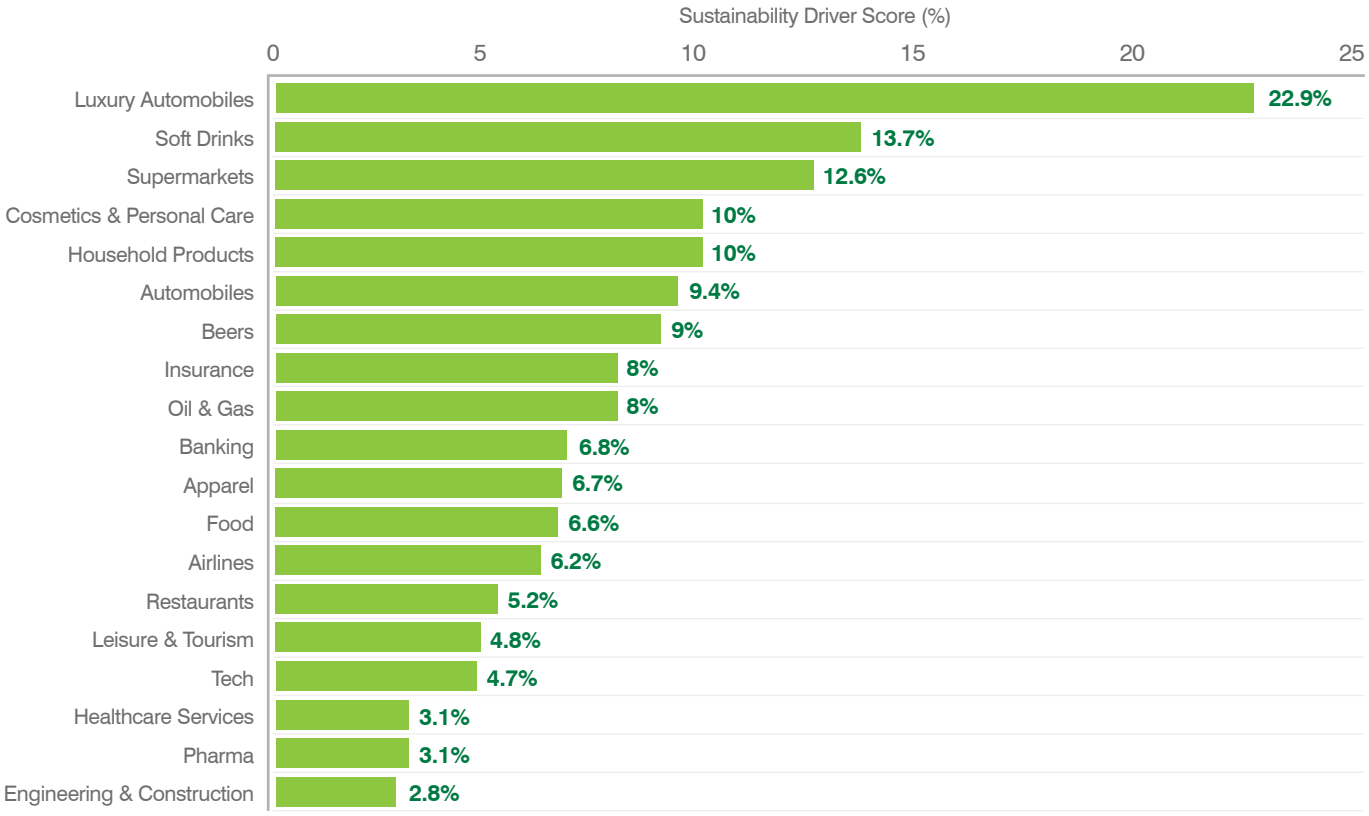
After luxury auto, there is a notable dip in driver scores, but other sectors in which sustainability plays a powerful role are soft drinks (13.7%), supermarkets (12.6%), media (10.1%) and cosmetics (10%).

For soft drinks and supermarkets, the potential impact of the products in question is a lot more tangible for consumers than in many sectors, be it plastic pollution, deforestation, or food miles. In cosmetics, many brands have for decades focused marketing communications on the 'natural' qualities of their products and avoidance of animal testing.

There is also variation in the roles of the sub-elements of sustainability, i.e. environmental, social, and governance concerns.

The Household Products and Media sectors have similar overall driver scores for sustainability (10%), however this is where the similarity ends.

Role of Sustainability in Driving Consideration by Sector



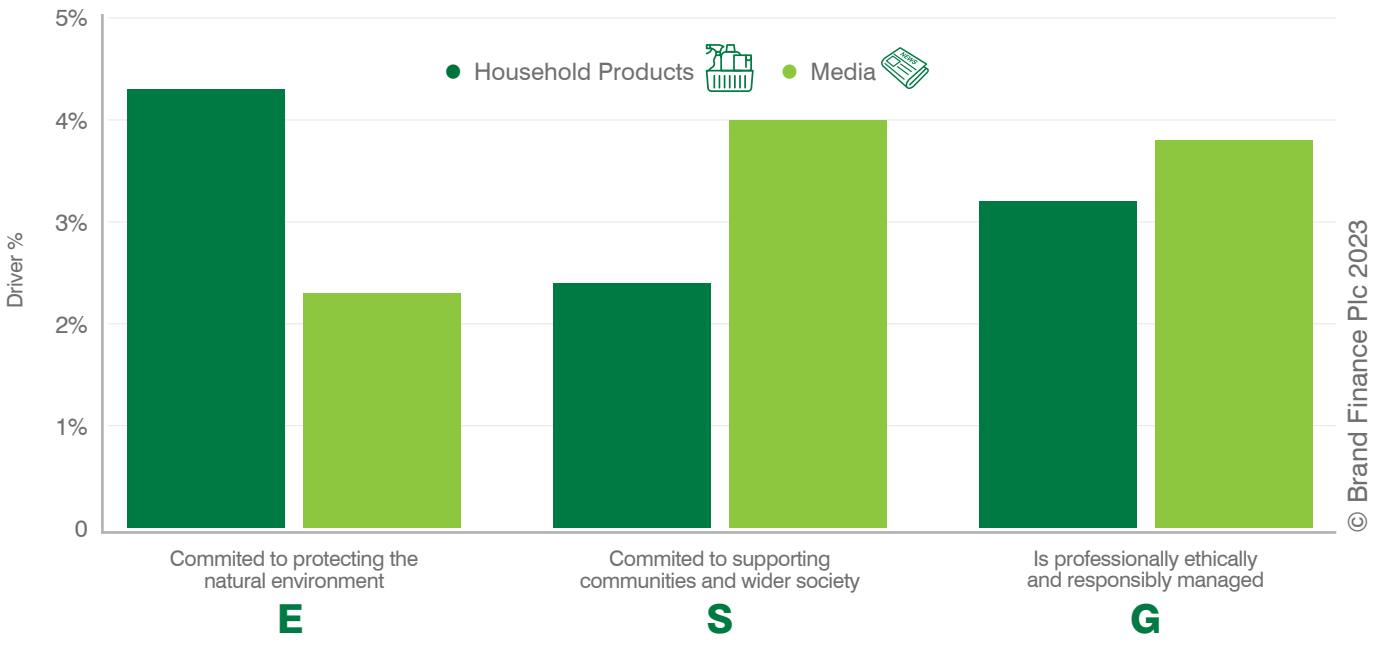
For household products, a commitment to protecting the natural environment is the strongest driver, at 4.3%. Its governance and social driver scores are 3.2% and 2.4% respectively.

The potential environmental impact of household goods via chemical runoff, plastic waste and transport emissions, that are of increasing concern to consumers help to explain this. In contrast in the media sector, the environment is of relatively limited concern (2.3%), while the governance and social drivers have a more powerful role. Concern over media bias, political influence and fake news could be helping to drive this.

As part of the analysis, we evaluate how sustainable each brand is perceived to be, allocating a 'Sustainability Perceptions Score'. Taken in isolation, the impact of revenues is removed to see which brands consumers think are the most committed to sustainability. On this measure, Tesla, IKEA and Patagonia performed well across a wide range of markets. Lush and The Body Shop scored very highly in the UK. In France, Yves Rocher and tyre brand Michelin stood out, while Brazilian cosmetics giant Natura scored highly in its home market.

Further analysis of sustainability perceptions can be found in the following article.

Relative Importance of Environment, Social and Governance sustainability drivers



Sustainability Perceptions Scores.

Tesla, best known for its manufacturing of electric vehicles, received strong sustainability perceptions scores across the board in Brand Finance's research. Tesla is a leader in the EV market, and an increasingly important player in solar power and battery production. It defines its mission as to 'accelerate the world's transition to sustainable energy'.

Tesla's commitment to sustainability is twofold. Firstly, it produces products and services, such as electric vehicles, that replace less sustainable traditional alternatives. In 2021 it sold close to 1 million electric vehicles. Secondly, it produces solar panels. Tesla claims these have generated more electricity than has been consumed by its vehicles and factories between 2012 and 2021. Tesla continues to see success in its markets and contributes significantly to the innovation and advancement of the capabilities of electric vehicles, sustainable energy sources, and sustainable technology.

Despite having sustainability as central to its brand, Tesla's communication of its sustainability initiatives is relatively limited considering the impact that it has. This is potentially due to a worry that the brand is too defined by sustainability. However, Brand Finance's research suggests that this worry is unwarranted, and in fact, having a strong sustainability perception will only increase consumer choice, particularly in the luxury auto sector.

Luxury Auto brands perform strongly

Somewhat surprisingly the Luxury Autos sector accounted for a number of brands that performed extremely well in terms of sustainability perception. Brand Finance's research has revealed the important role of sustainability perception in driving choice amongst consumers in the sector, reflected through an average driver score of 22.9%. This is likely down to the widely discussed negative impact that cars and the auto industry has traditionally had on the environment being at the forefront of consumers' minds when making purchases. This is particularly the case amongst consumers making discretionary purchases in the luxury auto market, and who are less restrained by budget.

Ferrari for example, performed particularly well in Italy with a score of 5.83. This is partly due to Ferrari's strong home-grown loyalty amongst consumers in Italy. However, it also comes from its clearly communicated sustainability strategy.

Ferrari is entering an important decade of development in which sustainability will be central to its strategic direction, pushing it towards carbon neutrality by 2030. It has also looked to develop hybrid and electric technology, highlighted through its launch of the 296 GTB plug-in hybrid model in 2021.

Ferrari's continued involvement in Formula 1 also continues to raise its brand profile. It was one of only three teams praised for its sustainability efforts in the sport. This has allowed Ferrari to further communicate its ESG efforts to consumers and enhance its brand perception.

Other luxury auto brands also scored well, for example, Porsche and Mercedes-Benz who have both have incorporated sustainability into the core of their brands strategies. Mercedes has also taken one step further towards an all-electric future through its development of next-generation high-performance battery cells and modules, and the announcement of the expansion of its partnership with Chinese battery producer CATL.

Sustainability drives choice in the Cosmetics sector

The Cosmetics sector also had a high average driver score of 10%, highlighting the importance of sustainability in driving consumer choice in the sector. Many brands within the cosmetics sector have themes relating to nature, the environment, and body image at the heart of their brand identities.

This has subsequently increased the wider importance of sustainability in driving choice amongst consumers within the sector.

The Brazilian brand Natura, for example, performed well in its home market with a sustainability perception score of 6.25. Hailing from one of the most bio-diverse countries on earth, sustainability is central to natura as a business and brand. Its strategic decisions have been consistently guided by this, becoming the first Brazilian cosmetics brand to offer refills in 1983. It also launched the Amazon Programme in 2011, to direct investment into the area. These actions, amongst others, earned natura the coveted UN Global Climate Action Award in 2019, and an impressive sustainability perceptions score.

Brands have tended to perform very well in their home markets, as in the case of natura. Consumers are inherently loyal towards home-grown brands, who often have a proportionally larger ESG impact in their home market. It is also often easier for brands to communicate their sustainability messages to those who can relate to more localized issues.

Two French brands, Yves-Rocher and Roche-Posay demonstrate this particularly clearly, both performing best in their home market, scoring 5.87 and 5.85 respectively in France. In a similar way to natura, Yves-Rocher was built upon a deep connection to nature, which continues to guide its business development and strong commitment to sustainability. By doing all growing, harvesting, and manufacturing in-house, the brand is more accurately able to control its environmental impact. This has created high brand equity amongst sustainably minded consumers and has been inextricably linked to its growth as a brand.

Lush (7.13), The Body Shop (6.83), and Dove (5.77) all scored highly in sustainability perception score in the UK. All three have sustainability themed stories at the core of their brand identities and have successfully communicated these to consumers.

The Body Shop was a pioneer within the cosmetics industry, being one of the first brands to have ESG concerns as its main driving force. It has used this to not only fight for the better preservation of the planet and a more equal world, but also as a key marketing tool. The success of this has been reflected in The

Body Shop's B Corp certified status. Lush has followed a similar model, particularly focusing on its natural products and its positive impact on the environment, building strong loyalty amongst consumers.

Despite having a strong environmental policy, Dove has leveraged another ESG matter, body positivity, as its central brand image. It is a founding partner of the Be Real Campaign, a movement formed to change attitudes to body image, and have consistently promoted its inclusive concept of "Real Beauty" in its advertising campaigns. These continued efforts towards the promotion of body positivity have raised its ethical perception amongst consumers.

All three UK based brands have clearly positioned themselves around strong ideologies and commitments towards protecting the planet and creating a better future. These brands have actively taken a stance and successfully leveraged PR from this to promote their messages and build a strong sustainability perception.

Country Breakdown

Patagonia is another brand that performed well in sustainability perception amongst consumers in the UK market. In 2022, founder Yvon Chouinard handed ownership of Patagonia to a charitable trust dedicated to climate and other environmental causes. Much of Patagonia's value is reliant on its longstanding commitment and perceived sustainability. This acts as a powerful driver in determining the decisions of customers, investors, potential employees, regulators, and others, in the nature focused sector that Patagonia operates in.

French car tyre producer Michelin performed well in France, earning a 6.79 sustainability perception score. The tyre industry is beginning to take steps towards addressing the environmental issues caused by tyre use. These include tyre and road wear particles, and the unsustainable disposal of old tyres. Michelin has led the way in this movement, setting itself the challenge of integrating 100% sustainable materials into its tyres by 2050. This entails using renewable or recycled materials in the production of its tyres while maintaining performance and reducing environmental impact. It is making positive progress on this challenge, already producing a tyre that integrates 58% sustainable materials. It has also successfully communicated these developments to stakeholders, boosting its sustainability perceptions score.

The retail chain Woolworths, which operates in Australia, was one of the highest scoring brands in the region. The food-retail sector has increasingly looked to tackle sustainability related issues, such as single use plastic, food waste and harmful emissions. In 2022 Woolworths increased its focus on customer experience, rolling out a number of curated ranges which were tailored to local communities. This offered more inclusive experiences to a wider range of consumers. On top of this, the Group also continued to manage the impacts of climate change, working to reduce emissions from its own operations through green electricity and electric vehicle trials, as well as the phasing out of problematic plastic use.

The multinational food and drink processing giant Nestlé has had a mixed track record when it comes to ESG matters.

As well as historically being a large contributor of single-use plastic, Nestle has been involved in a number of high-profile controversies. These include false marketing of products and alleged forced labour during its production process, amongst other accusations. These controversies have undoubtedly negatively affected Nestle's brand equity and sustainability perception amongst consumers in the past.

However, as with other food-retail brands, Nestle has begun to realize the importance of sustainability to its brand, not only for protecting the environment, but also in building up a strong brand image. Nestle has now taken more positive steps towards a more sustainable future. It has pledged to reduce landfill waste to zero, and transition to 100% renewable energy and recyclable or reusable packaging. Nestle had a sustainability perception score of 5.44 in Brazil, highlighting that even brands that have had problematic ESG stances in the past can change consumer perceptions with a committed sustainability strategy and proactive communication of this.

India's Tata group has had philanthropy and a commitment to sustainability at the core of its long-term business strategy since day one. For example, it has collaborated with the Ellen MacArthur Foundation (EAF) to create a common understanding of Circular Economic thinking, actively promoting this within Tata's businesses and beyond. This has allowed them to shift towards industrial processes that minimise waste and focus on resource productivity.

Tata is also particularly committed to social and philanthropic causes in India, holding a close relationship with its local communities and being involved with a variety of education, health, environment, and empowerment initiatives. These initiatives impacted over 11 million people in 2019 and continue to have a positive impact on communities across India. Tata's sustainability perception is strong amongst consumers within India, with a score of 5.77. However, as a brand it has imminent potential to add value through further leveraging the communication of its ESG strategy to a global audience.

High Impact sectors take positive steps forward

Some sectors are invariably more damaging to the environment than others because of the roles they carry out and materials and processes they use. Some brands within these high impact sectors have increasingly begun to realise the importance of taking action to counter the damage caused to the environment. This not only helps protect the planet but can also be leveraged by brands through communication, differentiating them amongst competitors and attracting stakeholders.

IKEA for example, has in the past been accused of contributing to the 'fast-furniture' trade. This denotes cheap and poor-quality mass-produced furniture made from non-sustainably sourced materials.

IKEA has set out an ambitious sustainability strategy to become a 'circular business' by 2030. This would enable customers to acquire, care for, and pass on products in circular ways. Every product will be designed to be reused, refurbished, remanufactured, and finally recycled, as well as being made from renewable and recyclable material. Moreover, IKEA has committed to becoming climate positive by 2030,

meaning it will reduce more greenhouse gas emissions than the full IKEA value chain emits. This demonstrates a positive step in the right direction, reflected in its sustainability perception score of 6.1 in Italy. IKEA continues to communicate its sustainability strategy to consumers and will hopefully push other brands within the sector to follow suit.

Similarly, the shipping industry is a heavy impact sector. It accounts for high levels of air pollution, water pollution and port congestion. Global container carrier brand Evergreen has led the way in aligning its business strategy with the United Nations Sustainable Development Goals (SDGs). 80% of Evergreen's current fleet is less than 10 years old, allowing maximum efficiency with lower energy consumption. It has also obtained double certification for its greenhouse gas emission inventory.

This accurately tracks current emissions so Evergreen can set proactive carbon reduction targets, including a 50% reduction of CO2 emission rates by 2030. It is initiatives such as these which have increased its sustainability perception amongst consumers, earning it a 6.01 score in Italy.

Chinese brand JD Logistics has also looked to counter the sector's high emissions and increase its sustainability perception amongst consumers. Through its Green Stream Initiative and Recycling Program, JD now offers re-usable packaging on thousands of products and plans to move 100% of its logistics packaging to recyclable and reusable materials in the near future. This has reduced waste and emissions, as well as beginning to communicate sustainable consumption concepts to consumers to adopt in their daily lives. Despite not featuring in the top 5 brands in China in terms of sustainability perception score, these efforts have undoubtedly contributed to JD's decent sustainability perception score of 5.51.

Chinese media giant WeChat has the highest sustainability perception score amongst Chinese respondents. Brand Finance's research revealed that respondents in certain regions, notably Asia, seem to place high value on the societal value and impact of businesses when considering sustainability.

WeChat is deeply engrained in Chinese society, offering instant messaging, social media, and mobile payment, with over 1 billion monthly active users. However, it has limited communication of its ESG efforts to stakeholders. This suggests its strong sustainability perception score is most likely the result of Chinese respondents associating this with the strong societal value that WeChat has to them and China more generally.

State owned telecommunications company China Tower also scored disproportionately highly with a score of 5.53 in China, despite also having limited communication of its sustainability efforts. Another example is the Taiwanese brand TSMC's extremely high score of 6.87. TSMC is critical to Taiwan's economy and supply chains around the world and has subsequently ranked highly amongst consumers in sustainability perception score.

Insights.

Sustainability Reporting.

Robert Haigh
Strategy &
Sustainability Director,
Brand Finance

Introduction

Communication on sustainability performance was for many years at best a mixed bag, with only a small number of companies providing any meaningful information and only a subset of these providing reliable, verifiable information.

As the commercial imperative to provide for information has grown (to address customer concerns and align with the requirements of ESG investment products), the number of businesses publishing sustainability data has grown.

More recently, the legal imperative has also forced many businesses to publish sustainability data, as countries introduce legal requirements for businesses to report on their impact and exposure to certain sustainability-related risks, particularly climate.

The standards that are applied vary significantly by jurisdiction, though there is an increasing push to harmonize these at a global level by organizations such as the ISSB.

In this article we'll explore the state of sustainability reporting, current requirements, and the direction of travel.

Definitions

ESG / sustainability reporting is the disclosure of data related to the Environmental, Social and Governance aspects of a business. Such reporting is typically formally presented in a sustainability report, in the sustainability section of an annual report and in formats aligned with specific sustainability reporting standards, so can be distinguished, to an extent, from more informal customer-orientated sustainability communication in advertising, PR etc.

As with traditional financial reporting, a materiality threshold is applied. The IFRS defines materiality as follows: "Information is material if omitting, misstating or obscuring it could reasonably be expected to influence the decisions that the primary users of general purpose financial statements make on the basis of those financial statements, which provide financial information about a specific reporting entity."

In a sustainability reporting context, material information includes information about the governance of a business, or its exposure to environmental or social forces that could affect decisions taken on the basis of financial accounts alone.

For example, a company's portfolio of real estate assets may be exposed to rising sea levels, or the supply chains of an CPG business may be disrupted by changing agricultural conditions.

Businesses are of course not just exposed to ESG risks but, unfortunately, can exacerbate their causes too. This has led to the development of the concept of 'double materiality', for which there is as yet not a fixed definition.

One definition of double materiality would include not just direct financial exposure but also financial impact of the legal and reputational consequences that a business faces as a result of unsustainable behavior (an example of which would be the sustainability-perception valuations included in this report).

Of greater concern to many stakeholders than impact on the business, is the impact of the business. An even broader definition would also include impacts that cannot yet be easily financially quantified.

Many stakeholder groups (such as employees or civil society) would already consider a businesses negative externalities to be material (regardless of direct financial impact) but even financially orientated groups such as investors with an ESG mandate can be eager consumers of this information.

Reporting Standards – Profusion to Convergence

By some accounts there are over 600 frameworks to facilitate this reporting, but by far the best known are the 'group of five', the CDP, Climate Disclosure Standards Board (CDSB), Global Reporting Initiative (GRI), International Integrated Reporting Council (IIRC) and Sustainability Accounting Standards Board (SASB).

The frameworks operated by this group vary considerably. For example, the SASB format is more financially orientated, and takes a tighter, financially driven approach to double materiality. GRI on the other hand adopts a broader definition requiring impacts across a wider range of topics, making it, some say, more resource intensive.

Meanwhile the IIRC format introduces an integrated assessment of sources of value creation (financial, manufactured, intellectual, human, social and relationship, and natural capital) creating a potentially useful summary for external consumers, but one that is arguably less granular.

Even amongst this narrower group, concern has been expressed by some commentators about the variation in the types and extent of information disclosed. As a result, the group of five announced in September 2020 that they would work together towards a more unified standard. Since then, there has been rapid consolidation and progress.

The IIRC and SASB merged in 2021 to form the Value Reporting Foundation. Subsequently, both the Value Reporting Foundation and CDSD were consolidated into the IFRS foundation to provide resources for the IFRS's International Sustainability Standards Board (ISSB), which will drive the creation of unified reporting standards.

Also of note is the TCFD. In 2015, following the Paris Climate Conference, the Financial Stability Board and G20 created the Taskforce on Climate Related Financial Disclosures to create a more harmonized and comparable means of reporting climate-change-related financial risks. The TCFD and ISSB are working closely together to integrate the principles of the TCFD into the new ISSB standards.

The Extent of Sustainability Reporting

Many of the world's largest corporates have taken a precautionary approach and begun to report on a voluntary basis using one or more of these frameworks and have been reporting at least some sustainability information for at least a decade as the following chart shows.

The robustness of identification of material topics is more variable however, with only 30% even of G250 businesses using a strong definition of double materiality to identify the topics on which to base their disclosures.

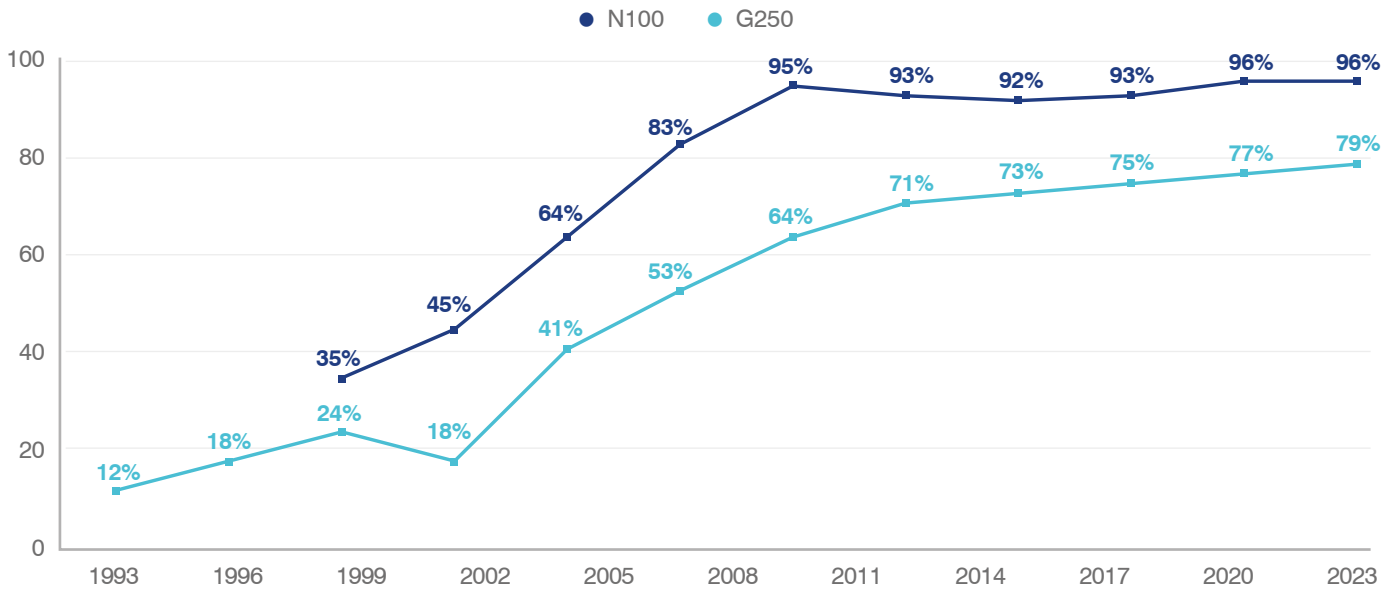
At a regional level, there has been a rapid catch up amongst Asian businesses, with 89% of the top 100 firms there reporting compared to fewer than 50% a decade ago. Firms in Africa and the Middle East (at a general level) have further to go, with 56% reporting.

At a topic level, reporting on environmental risks is most prevalent, with 64% of businesses reporting on such risks compared to 49% for social risks and 44% for governance. Within environmental risks, climate related risks dominate, with 80% of G250 businesses reporting on climate related risks. In contrast, only 46% of these businesses report on biodiversity. However, following the landmark COP 15 in Montreal and the development of the Taskforce on Nature Related Financial Disclosures that picture may change fairly rapidly.

Recent Developments and The Future

The majority of sustainability reporting is performed voluntarily. Compulsory sustainability reporting remains in its relative infancy, however the picture is changing rapidly.

Global sustainability reporting rates (1993 - 2023)



Base: 5,800 N100 companies and 250 G250 companies
Source: KPMG Survey of Sustainability Reporting 2022, HPMG International, September 2022

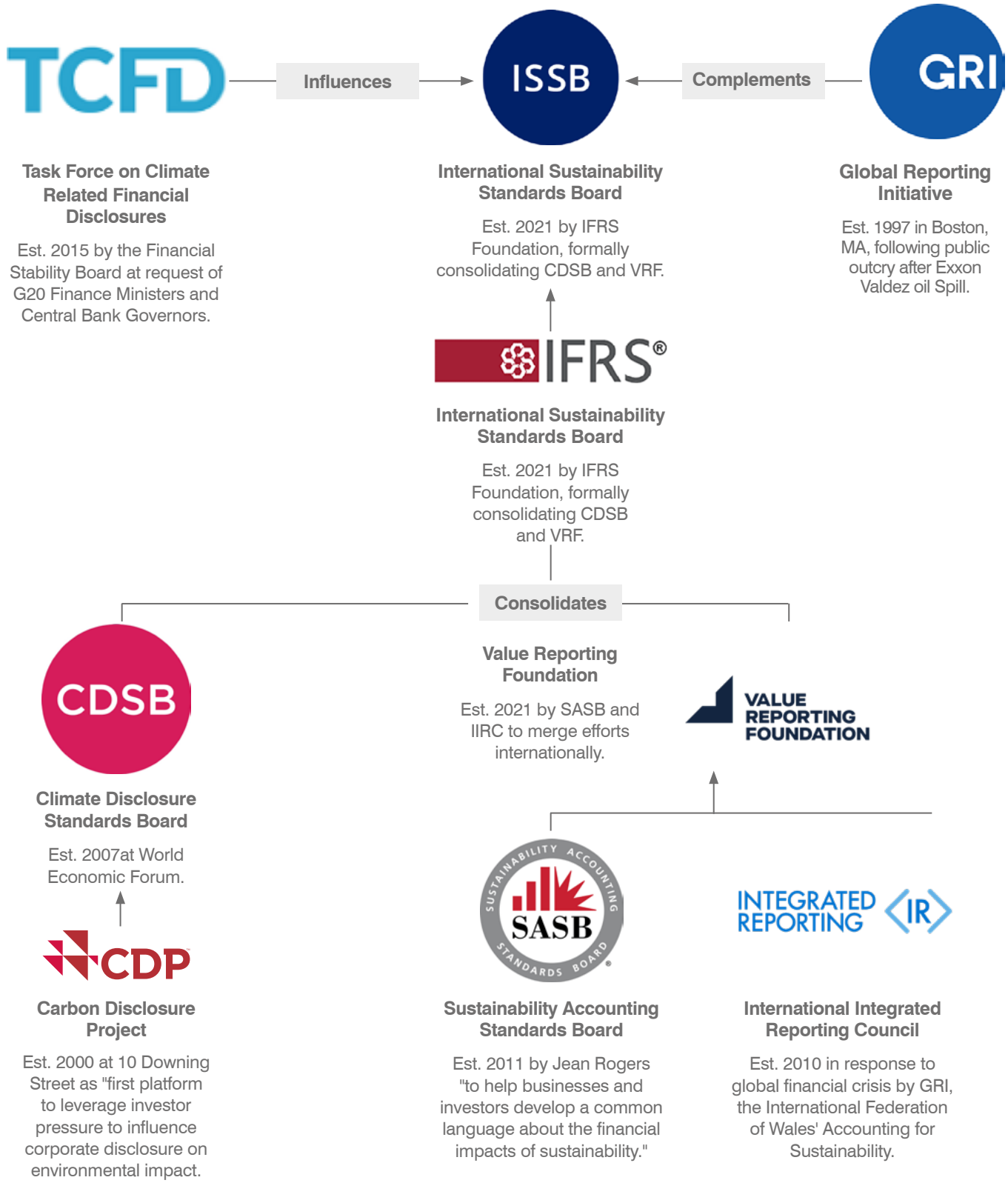
Many nations have created reporting requirements for businesses based on TCFD. The UK is one example. Under the 2022 legislation, companies of over 500 people "will be required to include disclosures on climate change related risks and opportunities, where these are material.

The disclosures should cover how climate change is addressed in corporate governance; the impacts on strategy; how climate related risks and opportunities are managed; and the performance measures and targets applied in managing these issues."

Many other countries such as New Zealand, Canada, Japan and France have introduced similar legislation. Malaysia is particularly notable for having made sustainability reporting a requirement for listed businesses since 2016.

One of the most important pieces of sustainability reporting legislation however is the EU's Corporate Sustainability Reporting Directive (CRSD), which was ratified on December 16th 2022 and comes into effect in January 2023. The CRSD is notable for both the range of businesses to which it will apply (any EU listed business with at least 50 employees and EUR 8 million in revenue is covered) and the range of topics covered, including climate change, pollution, water and marine resources, biodiversity and ecosystems, and resource use and circular economy; social topics including the business' workforce, workers in the value chain, affected communities, consumers, end-users; and a governance theme relating to business conduct.

EFRAG (the EU agency responsible for CSRD) has stated that it will work closely with the ISSB, as have the TCFD and GRI, to ensure that the ambition of a truly global set of standard can continue to be pursued. In March 2022, the ISSB published two draft standards on climate and general sustainability related disclosures and the formal versions of the standards (IFRS S1 and IFRS S2) are expected in 2023, so when the next edition of the Brand Finance Sustainability Index is issued, we can expect significant progress.



Source: AuditBoard.com

Delivering on sustainability through comprehension and community.

Sasan Saeidi
World President
& Chairman,
International Advertising
Association

In the recent Cannes Lions 2022, there was a lot of focus on brands and sustainability. This included great content and dialogue on how brands and creativity can solve some of the dire climate, environmental, and ecological problems that we are experiencing today. It was also discussed how through genuine and sustained commitment brands can contribute towards the bill and pay their share to course correct and bring down the heat. P&G's Marc Pritchard further stressed the importance of creativity as a key enabler, commenting: "there is tremendous value from creativity as a force for growth and a force for good". All relevant and correct.

Building on this further, the fact remains, and data proves that sustainable brands grow 6 x faster compared to others, based on a report on the sustainability commitment of brands by Kantar. In the same research, it is outlined that brands that are perceived to have high commitment and authenticity in the space of sustainability have grown twice the rate of others. So, it pays to be sustainable in its real sense. However, as a result, trends such as "Green-washing" and "Green-hushing" have really taken flight. Green-hushing is a consequence; it is when brands and businesses avoid talking about sustainability targets or progress due to fear of accusations of Green-washing. So, one can only imagine the utter chaos that is ensuing in boardrooms over decisions pertaining to this topic. To do or not to do? From balancing profits, to protecting long-term brand value, investing in the long term, and the pressures of prioritizing Wall Street Vs high street.

In the midst of all this, a lack of originality is surfacing. More than ever, we see and hear brands using similar claims or motives to showcase their intent and ambition to do good. In some cases, this is genuine intent, but for most, it's a trend and a tick-box; a tactic Vs a long-term ambition to solve real-life challenges, and simply not believable.

But beyond believability which is a major credibility issue for brands and businesses to overcome; research also shows and proves that because of the plethora of same for same messages that are being so widely used by every single brand, uniqueness to stand out and connect has also become almost non-existent.

Consumers to a large extent do not understand the terms and lingo being used and overused. NetZero, Offsetting, Net Climate Negative; Carbon Neutral, Climate Positive, CO2Kge, Carbon Scoring, amongst many more. The basic construct of good communication essentially follows a linear model of comprehension to action. This means first understanding the message and then taking action or not, depending on the level of engagement. I can carefully say that most sustainability messages by our industry brands are not understood, or believed. If you actually test a lot of sustainability communication, you will find a big delta on comprehension and true engagement. Very simply, if the consumer can't picture in their mind how you as a brand intend to make the world more sustainable, I think it's fair to say that we have a job to do!

In order for sustainability to become a true driver of your brand equity; in a believable, relatable, and convincing manner; it needs to be simple. It's an act that needs to break down the walls of complexity formed around this topic. It needs to use simple human language to explain complex mechanics. And more importantly, it needs to involve the community. This last point is perhaps the most important success criterion for a successful sustainability promise.

So, in summary:

1. Be human and use simple language. In order for your sustainability commitment to be believed it needs to go to a community level and involve people. Simple language and terms help crack the code. Be original in the way you want to explain complex terms.

2. Create a movement through long-term commitments. Rupen Desai, the ex-CMO of Dole said that brands need to find the superpower that lets them scale in this field. So, scaling up solutions is key for traction. Your commitment needs to go from one-off experiments to long-term practical movements. End opportunistic marketing and start long-term meaningful movements.

3. Ensure your promises are accessible to all. Try hard to democratize sustainability and make it accessible and easy enough for people to get involved with. Be inclusive.

4. Paint the picture of success through smaller goals. Ensuring we set smaller goals to achieve as part of the larger target is essential. This way your bigger goals become attainable. By setting bite-size goals you can see progress and strive for more. Human beings strive on progress. .

So yes, we agree that consumers and communities expect brands and industry to step up their sustainability commitment more than ever. But, for the most part, we are not helping our cause.

It's really time to ensure we get more creative and more human when it comes to our messages. Let's put ourselves in the shoes of the consumer and go beyond a sticker and a buzzword on our packaging and communication, that the next brand is also using.

We are talking to a community of people, let's try harder to get them involved and engaged.

Sasan Saeidi, is the CEO of Wunderman Thompson New York (WPP) and the Global client leader for The Coca-Cola Company at Wunderman Thompson. He also serves as the World President and Chairman of the International Advertising Association.

The Paradox of Greenwashing.

Hervé de Clerck
VP IAA Global,
Sustainability Council Chair

Founder, Adforum.com

Dream Leader ACT - Responsible.org

According to Wikipedia, Greenwashing is a form of advertising or marketing spin in which green PR and green marketing are deceptively used to persuade the public that a product or brand is environmentally friendly.

Green marketing was born from a growing environmental awareness among consumers since the beginning of this century. As consumer demand for sustainability grew, brands began to adopt it, in part, as a useful marketing tool to create product differentiation.

Today, many consumers consider sustainability a primary driver of choice when considering products and brands. As a result, sustainability is now part of most marketers' strategies. More brands are making green marketing claims, resulting in the further growth of environmental awareness, so creating a virtuous circle.

Greenwashing is a corollary of this trend: in the short term, it helps to grow consumer demand, but in the long term, it destroys consumer confidence in the argument, as it's often difficult to distinguish misleading claims from genuine ones.

Overall, greenwashing can be a double-edged sword for brands; while it may initially attract environmentally-conscious consumers, if exposed as a sham or an exaggeration, it will ultimately undermine consumer confidence in the brand and erode demand for the product in question.

Even worse, when a brand misleads consumers about its sustainability, this ultimately undermines consumer confidence in the value of ALL Green claims.

In short, brands have a responsibility to be truthful and transparent about their environmental practices, as the reality or otherwise of their eco-friendliness can have a major impact on consumer behavior.

The eco-friendly contradiction

One contradiction of greenwashing is that the more a corporation engages in environmentally damaging practices, the more pressure it may feel to adopt eco-friendly messages in order to appear more sustainable. However, when a company spends significantly more resources on advertising its "green-ness" than on

environmentally sound practices, its audiences may very quickly realize that these efforts are superficial and do not address the root cause of the problem.

As a result, some companies may adopt a “green-hushing” attitude, staying quiet about their environmental strategies in order to avoid being called out. But keeping environmental policies out of the public eye may also be considered a form of greenwashing!

Instead, companies should focus on genuine investments that impact their core environmental footprint and avoid making general or marginal environmental claims that leave them open to criticism.

Perception is reality

Perception is a significant factor influencing consumer purchasing intentions. Perception is reality when it comes to greenwashing, as consumers often base their purchasing decisions on how a brand expresses its impact on the environment.

If environmental claims are part of a brand’s marketing strategy, marketers have a clear responsibility to be authentic and truthful. And to monitor how their messages are perceived by the consumer.

We are part of the problem. Let's be part of the solution

The negative consequences of greenwashing affect not only consumers, but all companies in the green marketplace, whether they engage in greenwashing or not. The increasing prevalence of greenwashing has created a backlash against the concept of sustainability, and consumers may lose confidence in the green market as a result, eventually causing it to collapse. Trust is the cornerstone of successful consumer-brand relationship.

Over the last twenty years, our industry has played an important role in the sustainability agenda. In response to consumer pressure, many brands have embraced sustainability in their corporate practices. Their communication initiatives have actively promoted these measures. But if negative repercussions are to be avoided, authenticity, transparency and commitment are essential elements of the marketing mix.

Creating a smarter regulatory environment that protects consumers, allows businesses to thrive, and helps save the earth too.

Jeffrey A. Greenbaum
Chair,
IAA Public Policy Council

In 2021, the International Consumer Protection Enforcement Network released the results of a first-of-its-kind review conducted on environmental claims being made on websites around the world. The review, which was led by the United Kingdom's Competition and Markets Authority and the Netherlands Authority for Consumers and Markets, found that 40% of those websites may be engaged in greenwashing.

These findings didn't come as a big surprise to regulators and others who have been paying attention to the ways that marketers are promoting the environmental benefits of their products. The International Chamber of Commerce, for example, had already embarked on a project to update its "Framework for Responsible Environmental Marketing Communications," which it released later that year. During an IAA "fireside chat" I recently had with Raelene Martin, ICC's Head of Sustainability, she explained that one of the reasons the ICC decided to update its guidelines was that "with the proliferation of environmental marketing claims, there was some concern around greenwashing and whether some of those claims were actually substantiated."

It's not just the ICC that has taken notice. A little more than a year ago, for example, the UK's Competition and Markets Authority published its own "Green Claims Code." In releasing the Code, Andrea Coscelli, the CMA's Chief Executive, said, "We're concerned that too many businesses are falsely taking credit for being green, while genuinely eco-friendly firms don't get the recognition they deserve." Further, in the United States, the Federal Trade Commission just announced that it is planning to update its "Guides for the Use of Environmental Marketing Claims," for the first time in over a decade.

With regulators and self-regulators believing that we have a serious greenwashing problem, and actively engaging in efforts around the world to address it through regulation, enforcement, and other means, what steps should advertisers be taking right now to help protect the great value that their green credentials bring to their brand and to avoid staying out of legal trouble?

While green marketing might feel like the wild west right now in in some areas, and while there are certainly some unanswered questions, for the most part, the rules governing green marketing in many jurisdictions are well-established. With the risk of enforcement (as well as the risk of claims being brought by competitors and consumers) increasing as attention turns to green marketing issues, advertisers should be proactively reviewing their environmental marketing claims to ensure that they are legally compliant.

Although the specific rules vary by jurisdiction, one thing that every advertiser should do is to review their marketing with a view toward replacing ambiguous, general environmental benefit claims that could have the capacity to mislead consumers with claims that promote specific environmental benefits that are backed up by proper substantiation, in accordance with local legal requirements. When talking about environmental benefits that consumers may not be as familiar with or that may be interpreted in multiple ways – such as "sustainable," "carbon neutral," or "circularity" – marketers should, at a minimum, take the time to explain to consumers what they mean by those terms, so consumers don't take away unintended messages.

This is also a critical time for advertisers to engage in a meaningful dialogue about the regulation of environmental marketing with regulators and self-regulatory organizations. At IAA, we believe that smart regulation – which is the product of an open dialogue with industry and other stakeholders -- can both protect consumers and create a regulatory environment that allows businesses to thrive. And when we're talking about green marketing, smarter regulation can also incentivize businesses to create environmentally preferable products, making it easier and cheaper for consumers to get them, and ultimately, help address the world climate crisis.

These are lofty goals, but we're much more likely to achieve them if industry gives regulators and self-regulators the information and tools they need to create more effective rules and guidance.

Is complying with a patchwork of different laws around the world the best approach or should governments try to harmonize their rules? Would you rather have rules and guidance that leave room for interpretation and flexibility, or do you want specific, bright-line standards to follow? Are there rules on the books now that are acting as disincentives for you to develop environmentally preferable products? Are there standards out there that prevent you from effectively talking about the environmental attributes of your products? What about standards that are out-of-date or regulatory schemes that fail to provide guidance on the types of environmental claims that marketers are making today? Are you hesitating to make long-term corporate environmental commitments for fear that you may be held responsible if you fail to ultimately achieve them, notwithstanding the best of intentions?

Right now, marketers should identify the barriers that are preventing them from achieving their environmental marketing objectives – as well as their overall environmental goals -- and then they should work closely with governments and others to come up with real-world solutions.

This is the time for marketers to take action and ensure that their voices are heard. It's not just the value of your brand that is at stake. With smarter regulation, we can better protect the earth as well.

Sustainability Perceptions Value Ranking (USDm).

The value of sustainability perceptions to the world's top brands 1-50

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
1	Amazon	United States	Retail	$19,906	4.40
2	Tesla	United States	Luxury Automobiles	$17,817	5.43
3	Apple	United States	Electronics	$14,650	4.50
4	Google	United States	Media	$14,577	4.74
5	Microsoft	United States	Internet & Software	$8,977	4.28
6	WeChat	China	Media	$8,421	6.27
7	Porsche	Germany	Luxury Automobiles	$8,097	4.44
8	TikTok/Douyin	China	Media	$8,000	4.55
9	State Grid	China	Utilities	$7,374	5.64
10	Mercedes-Benz	Germany	Automobiles	$6,485	4.74
11	Walmart	United States	Retail	$6,258	3.64
12	Facebook	United States	Media	$6,165	3.91
13	Toyota	Japan	Automobiles	$6,104	5.00
14	Disney	United States	Media	$5,916	4.47
15	Verizon	United States	Telecoms	$5,771	3.85
16	Costco	United States	Supermarkets	$5,210	3.76
17	Deutsche Telekom	Germany	Telecoms	$5,149	3.68
18	Instagram	United States	Media	$5,125	4.04
19	Samsung Group	South Korea	Tech	$5,046	4.63
20	China Construction Bank	China	Banking	$5,024	4.71
21	ICBC	China	Banking	$4,770	4.03
22	Moutai	China	Spirits	$4,606	5.15
23	Coca-Cola	United States	Soft Drinks	$4,559	4.35
24	Aramco	Saudi Arabia	Oil & Gas	$4,539	5.23
25	China Mobile	China	Telecoms	$4,503	4.67
26	BMW	Germany	Automobiles	$4,445	4.73
27	AT&T	United States	Telecoms	$4,190	3.80
28	Home Depot	United States	Retail	$4,180	4.53
29	Agricultural Bank Of China	China	Banking	$4,055	4.13
30	Bank of China	China	Banking	$4,044	5.02
31	accenture	United States	IT Services	$3,983	7.79
32	Allianz Group	Germany	Insurance	$3,915	4.01
33	Ping An	China	Insurance	$3,726	4.13
34	NTT Group	Japan	Telecoms	$3,648	4.49
35	Tencent	China	Media	$3,604	3.54
36	Shell	United Kingdom	Oil & Gas	$3,549	3.84
37	Volkswagen	Germany	Automobiles	$3,325	4.21
38	Mitsubishi Group	Japan	Automobiles	$3,235	4.24
39	YouTube	United States	Media	$3,201	4.03
40	Starbucks	United States	Restaurants	$3,081	4.30
41	Bank of America	United States	Banking	$2,788	4.24
42	UPS	United States	Logistics	$2,723	4.57
43	Netflix	United States	Media	$2,698	4.18
44	Xfinity	United States	Telecoms	$2,667	4.18
45	Hyundai Group	South Korea	Automobiles	$2,623	4.14
46	Wuliangye	China	Spirits	$2,581	4.74
47	SK Group	South Korea	Telecoms	$2,509	5.01
48	Sinopec	China	Oil & Gas	$2,498	4.79
49	Tata Group	India	IT Services	$2,470	7.30
50	Honda	Japan	Automobiles	$2,458	4.36

The value of sustainability perceptions to the world's top brands 51-100

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
51	Uber	United States	Car Rental Services	$2,367	4.37
52	Lidl	Germany	Supermarkets	$2,358	4.47
53	PetroChina	China	Oil & Gas	$2,346	4.12
54	Sam's Club	United States	Supermarkets	$2,333	4.73
55	J.P. Morgan	United States	Banking	$2,293	4.24
56	Nike	United States	Apparel	$2,265	4.68
57	Pepsi	United States	Soft Drinks	$2,191	3.81
58	FedEx	United States	Logistics	$2,168	4.46
59	Huawei	China	Electronics	$2,156	4.45
60	Deloitte	United States	Commercial Services	$2,083	4.51
61	IBM	United States	IT Services	$2,066	6.16
62	American Express	United States	Commercial Services	$2,061	4.52
63	Ford	United States	Automobiles	$2,028	3.92
64	Chase	United States	Banking	$2,011	3.77
65	McDonald's	United States	Restaurants	$1,945	3.93
66	Taobao	China	Retail	$1,943	4.21
67	ALDI Süd	Germany	Supermarkets	$1,931	4.96
68	Oracle	United States	Internet & Software	$1,910	4.41
69	Louis Vuitton	France	Apparel	$1,894	4.66
70	Tesco	United Kingdom	Supermarkets	$1,876	4.44
71	Wells Fargo	United States	Banking	$1,869	3.33
72	VISA	United States	Commercial Services	$1,866	4.71
73	Citi	United States	Banking	$1,844	3.55
74	Woolworths	Australia	Supermarkets	$1,771	5.46
75	Spectrum	United States	Telecoms	$1,759	3.40
76	China Telecom	China	Telecoms	$1,743	4.41
77	Ferrari	Italy	Luxury Automobiles	$1,702	4.63
78	Tmall	China	Retail	$1,667	4.02
79	Sumitomo Group	Japan	Trading Houses	$1,663	4.59
80	Target	United States	Retail	$1,646	3.95
81	TotalEnergies	France	Oil & Gas	$1,645	4.14
82	CVS	United States	Retail	$1,633	3.54
83	China Merchants Bank	China	Banking	$1,628	3.90
84	TSMC	Taiwan	Semiconductors	$1,620	6.87
85	LinkedIn	United States	Media	$1,608	3.88
86	Orange	France	Telecoms	$1,594	3.90
87	Mastercard	United States	Commercial Services	$1,588	4.78
88	7-Eleven	Japan	Supermarkets	$1,554	3.88
89	Audi	Germany	Automobiles	$1,490	4.61
90	PWC	United States	Commercial Services	$1,479	4.36
91	Vodafone	United Kingdom	Telecoms	$1,478	3.95
92	Publix	United States	Supermarkets	$1,474	4.15
93	Rewe	Germany	Supermarkets	$1,470	4.72
94	EY	United Kingdom	Commercial Services	$1,467	4.26
95	Lowe's	United States	Retail	$1,466	3.07
96	CHANEL	France	Apparel	$1,462	4.88
97	China Life	China	Insurance	$1,407	3.90
98	Carrefour	France	Supermarkets	$1,380	3.93
99	TD	Canada	Banking	$1,376	3.97
100	Nestlé	Switzerland	Food	$1,353	4.10

The value of sustainability perceptions to the world's top brands 101-150

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
101	Asda	United Kingdom	Supermarkets	$1,336	5.12
102	Goldman Sachs	United States	Banking	$1,317	4.16
103	HSBC	United Kingdom	Banking	$1,287	3.81
104	JD.com	China	Retail	$1,276	4.45
105	AIA	Hong Kong	Insurance	$1,270	4.18
106	STC	Saudi Arabia	Telecoms	$1,270	4.63
107	Vanke	China	Real Estate	$1,270	4.48
108	Gucci	Italy	Apparel	$1,269	4.60
109	AXA	France	Insurance	$1,261	3.93
110	Capital One	United States	Banking	$1,258	4.03
111	Bank of Communications	China	Banking	$1,254	3.89
112	Chevron	United States	Oil & Gas	$1,247	3.73
113	L'Oréal	France	Cosmetics & Personal Care	$1,240	4.64
114	EDEKA	Germany	Supermarkets	$1,193	5.12
115	CPIC	China	Insurance	$1,191	3.89
116	Universal	United States	Media	$1,168	3.56
117	IKEA	Sweden	Retail	$1,152	4.79
118	Adidas	Germany	Apparel	$1,140	4.71
119	Equinor	Norway	Oil & Gas	$1,138	4.53
120	Etisalat by e&	Uae	Telecoms	$1,129	4.86
121	JR	Japan	Logistics	$1,126	4.85
122	Petronas	Malaysia	Oil & Gas	$1,121	4.59
123	Intel	United States	Semiconductors	$1,118	4.46
124	Enel	Italy	Utilities	$1,111	4.26
125	Walgreens	United States	Retail	$1,106	3.40
126	Santander	Spain	Banking	$1,103	3.83
127	Nissan	Japan	Automobiles	$1,096	4.29
128	Postal Savings Bank	China	Banking	$1,094	3.78
129	E.Leclerc	France	Supermarkets	$1,093	4.31
130	BP	United Kingdom	Oil & Gas	$1,087	3.40
131	LG Group	South Korea	Tech	$1,076	4.63
132	SAP	Germany	Internet & Software	$1,069	4.63
133	UnitedHealthcare	United States	Healthcare Services	$1,069	4.25
134	Coles	Australia	Supermarkets	$1,066	4.88
135	EDF	France	Utilities	$1,063	4.09
136	Cisco	United States	Electronics	$1,063	4.06
137	Viettel	Vietnam	Telecoms	$1,051	5.31
138	NBC	United States	Media	$1,045	4.16
139	Circle K	Canada	Supermarkets	$1,040	3.30
140	BYD	China	Automobiles	$1,038	4.43
141	Morgan Stanley	United States	Banking	$1,038	4.30
142	GEICO	United States	Insurance	$1,038	3.65
143	Kroger	United States	Supermarkets	$1,034	3.89
144	Hermès	France	Apparel	$1,014	4.63
145	Sky	United Kingdom	Telecoms	$998	4.33
146	NetEase	China	Media	$997	3.47
147	PayPal	United States	Commercial Services	$996	4.68
148	Canada Life	Canada	Insurance	$996	4.54
149	Infosys	India	IT Services	$985	5.90
150	Dell Technologies	United States	Electronics	$982	3.97

The value of sustainability perceptions to the world's top brands 151-200

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
151	Chubb	United States	Insurance	$979	4.17
152	LIC	India	Insurance	$976	4.96
153	DBS	Singapore	Banking	$971	5.44
154	Allstate	United States	Insurance	$966	4.21
155	Yili	China	Food	$953	5.22
156	Salesforce	United States	Internet & Software	$952	4.55
157	CSCEC	China	Engineering & Construction	$948	4.69
158	Christian Dior	France	Apparel	$946	4.65
159	Mitsui	Japan	Engineering & Construction	$944	4.32
160	RBC	Canada	Banking	$943	3.76
161	SoftBank	Japan	Telecoms	$927	3.79
162	PICC	China	Insurance	$923	3.89
163	Lexus	Japan	Automobiles	$899	4.28
164	DHL	Germany	Logistics	$899	4.50
165	au	Japan	Telecoms	$899	3.75
166	KFC	United States	Restaurants	$890	3.76
167	Engie	France	Utilities	$888	4.25
168	Fox	United States	Media	$886	3.29
169	Lamborghini	Italy	Luxury Automobiles	$875	4.79
170	Barclays	United Kingdom	Banking	$872	4.14
171	Poly Real Estate	China	Real Estate	$865	4.94
172	Chevrolet	United States	Automobiles	$864	4.15
173	Scotiabank	Canada	Banking	$858	4.22
174	Cartier	France	Apparel	$856	4.42
175	Red Bull	Austria	Soft Drinks	$856	3.92
176	CATL	China	Electronics	$856	5.32
177	Country Garden	China	Real Estate	$834	4.36
178	ExxonMobil	United States	Oil & Gas	$832	3.60
179	Capgemini	France	IT Services	$825	6.59
180	China Overseas Land & Invest	Hong Kong	Real Estate	$823	4.84
181	Monster	United States	Soft Drinks	$822	3.86
182	Longfor Properties	China	Real Estate	$808	4.47
183	eni	Italy	Oil & Gas	$806	4.19
184	Volvo	Sweden	Automobiles	$806	3.94
185	S&P Global	United States	Commercial Services	$804	4.62
186	KPMG	United Kingdom	Commercial Services	$802	4.04
187	NVIDIA	United States	Semiconductors	$794	4.29
188	Sony	Japan	Electronics	$792	4.42
189	Enterprise	United States	Car Rental Services	$788	4.38
190	Truist	United States	Banking	$786	4.59
191	Estée Lauder	United States	Cosmetics & Personal Care	$783	4.92
192	Rolex	Switzerland	Apparel	$781	4.72
193	Heineken	Netherlands	Beers	$781	4.63
194	Sainsbury's	United Kingdom	Supermarkets	$771	4.73
195	Kia	South Korea	Automobiles	$765	3.98
196	Telstra	Australia	Telecoms	$763	3.87
197	Metlife	United States	Insurance	$762	3.46
198	Mercadona	Spain	Supermarkets	$757	4.26
199	China Resources Land	Hong Kong	Real Estate	$755	4.44
200	Swisscom	Switzerland	Telecoms	$752	5.34

The value of sustainability perceptions to the world's top brands 201-250

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
201	Whole Foods	United States	Supermarkets	$731	4.58
202	Nivea	Germany	Cosmetics & Personal Care	$729	4.95
203	Prudential Plc	Hong Kong	Insurance	$729	3.79
204	SF Express	China	Logistics	$725	5.23
205	Mahindra Group	India	Automobiles	$724	4.39
206	CREC	China	Engineering & Construction	$723	5.77
207	20th Television	United States	Media	$720	4.33
208	ESPN	United States	Media	$720	3.89
209	Spotify	Sweden	Media	$717	4.00
210	Lay's	United States	Food	$716	4.40
211	Gatorade	United States	Soft Drinks	$714	4.64
212	CBS	United States	Media	$714	3.61
213	Warner Bros	United States	Media	$712	3.39
214	Shanghai Pudong Development Bank	China	Banking	$709	3.76
215	Travelers	United States	Insurance	$708	3.73
216	Conad	Italy	Supermarkets	$704	4.23
217	China CITIC Bank	China	Banking	$703	3.28
218	Safeway	United States	Supermarkets	$701	3.87
219	Progressive	United States	Insurance	$701	2.93
220	BMO	Canada	Banking	$700	3.80
221	Nescafé	Switzerland	Soft Drinks	$695	3.69
222	Corona Extra	Mexico	Beers	$692	4.19
223	PNC	United States	Banking	$691	4.04
224	Airtel	India	Telecoms	$690	4.13
225	Decathlon	France	Retail	$690	5.14
226	CRCC	China	Engineering & Construction	$689	5.71
227	ZARA	Spain	Apparel	$687	4.02
228	Land Rover	United Kingdom	Automobiles	$674	4.01
229	NONGFU SPRING	China	Soft Drinks	$673	5.23
230	Subaru	Japan	Automobiles	$673	4.35
231	Guerlain	France	Cosmetics & Personal Care	$670	4.77
232	Dove	United Kingdom	Cosmetics & Personal Care	$668	4.64
233	PTT	Thailand	Oil & Gas	$666	5.25
234	BNP Paribas	France	Banking	$664	3.48
235	Kaufland	Germany	Supermarkets	$663	4.33
236	Generali Group	Italy	Insurance	$659	3.82
237	Baidu	China	Media	$659	3.70
238	Industrial Bank	China	Banking	$658	3.48
239	Telus	Canada	Telecoms	$655	3.85
240	Optum	United States	Healthcare Services	$645	4.72
241	Alibaba.com	China	Retail	$644	4.25
242	Budweiser	United States	Beers	$643	4.35
243	MUFG	Japan	Banking	$638	4.17
244	Movistar	Spain	Telecoms	$633	3.73
245	ING	Netherlands	Banking	$630	3.82
246	Gillette	United States	Cosmetics & Personal Care	$630	4.31
247	China Everbright Bank	China	Banking	$629	3.72
248	Activision Blizzard	United States	Media	$627	3.97
249	Itaú	Brazil	Banking	$623	4.21
250	Anthem	United States	Healthcare Services	$623	4.62

The value of sustainability perceptions to the world's top brands 251-300

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
251	UBS	Switzerland	Banking	$623	3.75
252	ConocoPhillips	United States	Oil & Gas	$619	3.64
253	Brookfield	Canada	Banking	$619	4.06
254	H&M	Sweden	Apparel	$615	4.22
255	UNIQLO	Japan	Apparel	$609	4.69
256	Luzhou Laojiao	China	Spirits	$598	4.30
257	Reliance	India	Oil & Gas	$598	4.23
258	Greenland	China	Real Estate	$598	3.98
259	Danone	France	Food	$597	4.54
260	Lancôme	France	Cosmetics & Personal Care	$595	5.14
261	Bentley	United Kingdom	Luxury Automobiles	$591	4.42
262	El Corte Inglés	Spain	Supermarkets	$588	4.62
263	Commonwealth Bank	Australia	Banking	$587	4.50
264	Siemens Group	Germany	Engineering & Construction	$586	4.31
265	Meituan	China	Retail	$585	3.86
266	Dollar General	United States	Retail	$584	3.69
267	U.S. Bank	United States	Banking	$580	3.68
268	Zurich	Switzerland	Insurance	$579	3.88
269	Bud Light	United States	Beers	$575	4.35
270	E.ON	Germany	Utilities	$574	4.30
271	Sephora	France	Retail	$573	4.40
272	Electronic Arts	United States	Media	$568	3.99
273	Jeep	United States	Automobiles	$567	4.21
274	Standard Chartered	United Kingdom	Banking	$565	3.87
275	Hilton	United States	Hotels	$565	4.15
276	Cognizant	United States	IT Services	$565	5.10
277	Suzuki	Japan	Automobiles	$557	3.56
278	Bell	Canada	Telecoms	$557	3.06
279	AEON	Japan	Supermarkets	$556	5.14
280	China Post	China	Logistics	$552	5.18
281	Adobe	United States	Internet & Software	$549	3.90
282	CIBC	Canada	Banking	$548	3.89
283	Renault	France	Automobiles	$547	3.90
284	Pampers	United States	Household Products	$546	4.55
285	Munich Re	Germany	Insurance	$545	4.32
286	Delta	United States	Airlines	$544	3.87
287	State Bank of India	India	Banking	$540	4.33
288	Wipro	India	IT Services	$537	6.72
289	Naver	South Korea	Media	$537	4.46
290	Maersk	Denmark	Logistics	$534	4.27
291	Chunghwa	Taiwan	Telecoms	$534	4.52
292	3	United Kingdom	Telecoms	$534	3.60
293	MTN	South Africa	Telecoms	$532	5.23
294	BNSF	United States	Logistics	$531	4.16
295	Xinghuacun Fen Wine	China	Spirits	$530	3.52
296	Union Pacific	United States	Logistics	$529	3.71
297	Sprite	United States	Soft Drinks	$528	4.05
298	Clinique	United States	Cosmetics & Personal Care	$528	4.92
299	Discover	United States	Banking	$528	3.89
300	Jio	India	Telecoms	$523	4.38

The value of sustainability perceptions to the world's top brands 301-350

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
301	Tide	United States	Household Products	$523	4.50
302	Panasonic	Japan	Electronics	$522	4.81
303	HCLTech	India	IT Services	$517	6.17
304	Stop & Shop	United States	Supermarkets	$516	4.64
305	Hennessy	France	Spirits	$515	4.53
306	Poste Italiane	Italy	Insurance	$514	3.29
307	Tyson	United States	Food	$510	3.98
308	Manulife	Canada	Insurance	$510	4.40
309	QNB	Qatar	Banking	$508	3.90
310	Quaker	United States	Food	$508	4.87
311	BBC	United Kingdom	Media	$507	4.37
312	Japan Post Holdings	Japan	Logistics	$506	3.76
313	Tiffany & Co	United States	Apparel	$506	4.40
314	ABC	United States	Media	$505	3.31
315	Midea	China	Electronics	$504	4.49
316	NatWest	United Kingdom	Banking	$501	3.98
317	O2	United Kingdom	Telecoms	$501	4.09
318	Swiss Re	Switzerland	Insurance	$496	4.21
319	Dr Pepper	United States	Soft Drinks	$496	3.59
320	Merrill	United States	Banking	$494	3.51
321	Blackrock	United States	Banking	$491	4.37
322	Fubon Financial Holdings	Taiwan	Insurance	$489	4.41
323	Yanghe	China	Spirits	$488	3.96
324	Cadillac	United States	Automobiles	$484	4.16
325	BBVA	Spain	Banking	$482	4.28
326	AIG	United States	Insurance	$479	4.09
327	SiriusXM	United States	Media	$479	4.67
328	Haval	China	Automobiles	$477	3.84
329	Al-Rajhi Bank	Saudi Arabia	Banking	$477	4.96
330	BT	United Kingdom	Telecoms	$476	4.21
331	American Airlines	United States	Airlines	$476	3.56
332	Humana	United States	Healthcare Services	$475	4.24
333	TIM	Italy	Telecoms	$473	3.41
334	Morrisons	United Kingdom	Supermarkets	$470	4.16
335	CarMax	United States	Retail	$469	4.07
336	China Minsheng Bank	China	Banking	$467	3.65
337	Intesa Sanpaolo	Italy	Banking	$467	2.95
338	Nissay/Nippon Life Insurance	Japan	Insurance	$461	4.83
339	KEPCO	South Korea	Utilities	$460	4.60
340	TJ Maxx	United States	Retail	$458	3.63
341	Gree	China	Electronics	$458	5.23
342	Tokio Marine	Japan	Insurance	$457	4.57
343	Pantene	United States	Cosmetics & Personal Care	$456	4.42
344	Waste Management	United States	Utilities	$456	5.23
345	Prudential (US)	United States	Insurance	$455	3.67
346	Mengniu	China	Food	$453	5.05
347	Yahoo! Group	Japan	Tech	$453	3.78
348	Geely	China	Automobiles	$452	3.35
349	GMC	United States	Automobiles	$452	4.28
350	Boeing	United States	Aerospace & Defence	$450	4.06

The value of sustainability perceptions to the world's top brands 351-400

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
351	Bosch	Germany	Engineering & Construction	$448	4.55
352	General Electric	United States	Engineering & Construction	$448	3.65
353	Kellogg's	United States	Food	$447	4.17
354	United Airlines	United States	Airlines	$446	3.64
355	Rabobank	Netherlands	Banking	$446	4.25
356	Veolia	France	Utilities	$444	4.61
357	Dai-Ichi Life	Japan	Insurance	$443	4.36
358	Claro	Mexico	Telecoms	$442	3.62
359	Lloyds Bank	United Kingdom	Banking	$442	3.91
360	Lipton	United Kingdom	Soft Drinks	$442	4.67
361	Sysco	United States	Commercial Services	$441	4.37
362	HDFC Bank	India	Banking	$441	3.82
363	COOP	Italy	Supermarkets	$434	4.62
364	Discovery	United States	Media	$428	4.29
365	Cathay Life Insurance	Taiwan	Insurance	$426	4.71
366	Telenor	Norway	Telecoms	$424	4.27
367	Pinduoduo	China	Retail	$420	3.32
368	Kakao	South Korea	Media	$415	3.59
369	Subway	United States	Restaurants	$414	4.38
370	HP	United States	Electronics	$414	4.15
371	Garnier	France	Cosmetics & Personal Care	$413	4.52
372	OCBC Bank	Singapore	Banking	$412	4.48
373	Modelo Especial	Mexico	Beers	$412	4.37
374	China Unicom	China	Telecoms	$411	4.30
375	Crédit Agricole	France	Banking	$411	4.35
376	CNOOC	China	Oil & Gas	$407	3.91
377	Aviva	United Kingdom	Insurance	$406	3.70
378	Repsol	Spain	Oil & Gas	$400	4.47
379	ADP	United States	Commercial Services	$400	4.24
380	Airbus	France	Aerospace & Defence	$399	4.37
381	Broadcom	United States	Semiconductors	$397	4.43
382	Hannover Re	Germany	Insurance	$397	4.37
383	booking.com	United States	Leisure & Tourism	$396	3.89
384	Blackstone	United States	Banking	$396	4.76
385	Qualcomm	United States	Semiconductors	$396	4.21
386	Singtel	Singapore	Telecoms	$393	4.31
387	Haitian	China	Food	$392	4.28
388	Thomson Reuters	Canada	Media	$392	3.79
389	COACH	United States	Apparel	$391	4.03
390	Kirin	Japan	Beers	$388	5.49
391	Power China	China	Engineering & Construction	$388	5.46
392	Hitachi	Japan	Engineering & Construction	$387	4.62
393	SLB	United States	Oil & Gas	$386	4.04
394	UOB	Singapore	Banking	$385	4.09
395	CJ Group	South Korea	Food	$385	5.05
396	Maybelline	United States	Cosmetics & Personal Care	$384	4.32
397	3M	United States	Electronics	$383	4.55
398	Rolls- Royce	United Kingdom	Luxury Automobiles	$382	4.63
399	Telia	Sweden	Telecoms	$382	3.98
400	Haier	China	Tech	$381	4.51

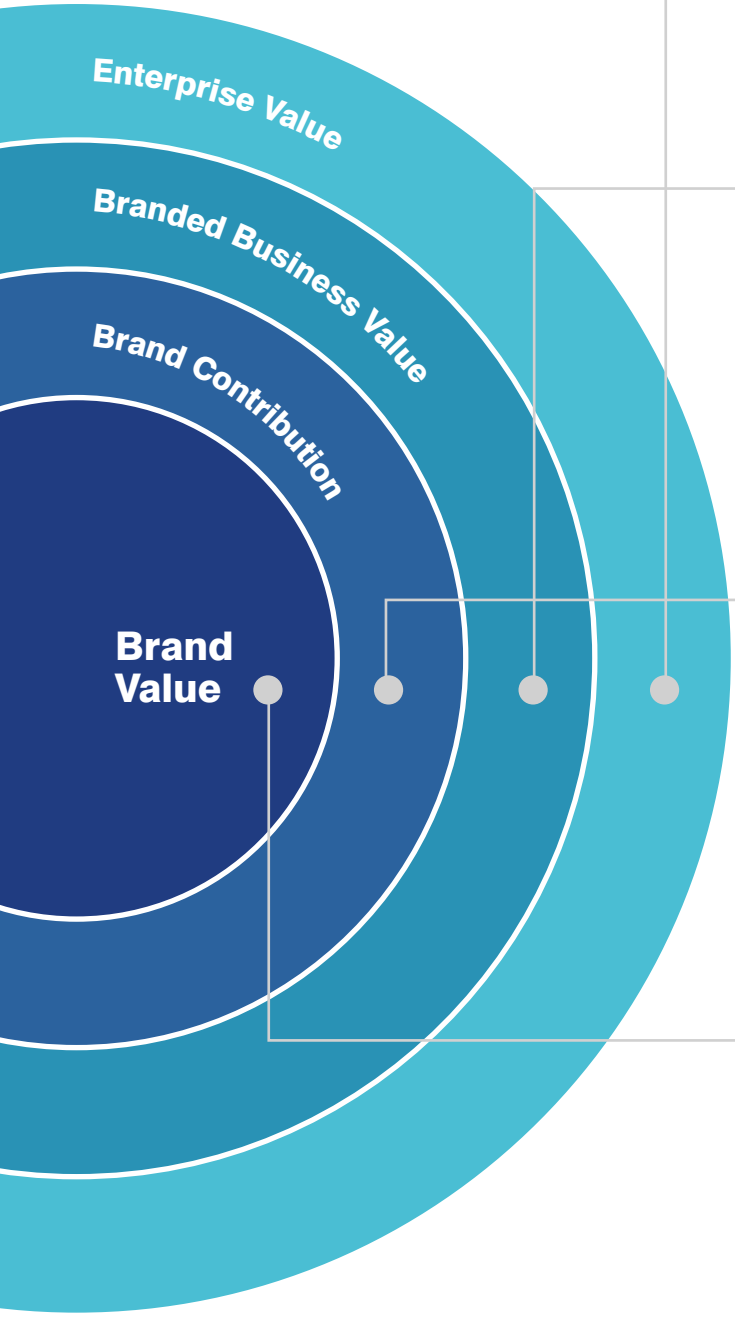
The value of sustainability perceptions to the world's top brands 401-450

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
401	Vattenfall	Sweden	Utilities	$380	4.75
402	Canon	Japan	Electronics	$379	4.25
403	Crédit Mutuel	France	Banking	$376	4.37
404	KT	South Korea	Telecoms	$374	4.31
405	Tim Hortons	Canada	Restaurants	$372	4.56
406	NAB	Australia	Banking	$372	4.10
407	Rossmann	Germany	Retail	$372	5.66
408	Dish Network	United States	Media	$372	2.95
409	kpn	Netherlands	Telecoms	$371	4.70
410	Deutsche Post	Germany	Logistics	$370	5.27
411	Domino's Pizza	United States	Restaurants	$368	3.73
412	DUKE ENERGY	United States	Utilities	$368	4.16
413	Credit Suisse	Switzerland	Banking	$367	3.84
414	Nespresso	Switzerland	Soft Drinks	$366	4.08
415	LSEG	United Kingdom	Commercial Services	$366	3.97
416	HBO	United States	Media	$365	3.69
417	Pinterest	United States	Media	$365	4.12
418	MSCI	United States	Commercial Services	$364	4.59
419	Johnson & Johnson	United States	Pharma	$364	4.20
420	Petrobras	Brazil	Oil & Gas	$362	4.83
421	AutoZone	United States	Retail	$362	3.86
422	PlayStation	Japan	Electronics	$361	4.32
423	EnBW	Germany	Utilities	$360	3.99
424	eBay	United States	Retail	$360	3.90
425	USPS	United States	Logistics	$359	4.17
426	CSX	United States	Logistics	$358	4.67
427	Telkom Indonesia	Indonesia	Telecoms	$356	4.00
428	Iberdrola	Spain	Utilities	$356	3.82
429	Snapchat	United States	Media	$356	3.73
430	Emirates	Uae	Airlines	$355	4.41
431	Bradesco	Brazil	Banking	$353	4.08
432	Colgate	United States	Cosmetics & Personal Care	$353	4.57
433	GS Group	South Korea	Food	$353	4.57
434	BNY Mellon	United States	Banking	$351	4.47
435	Esselunga	Italy	Supermarkets	$351	4.55
436	iQiyi	China	Media	$350	4.02
437	Indian Oil	India	Oil & Gas	$348	4.44
438	Xbox	United States	Electronics	$347	3.91
439	The Co-operative	United Kingdom	Supermarkets	$346	4.83
440	Marshalls	United States	Retail	$346	4.24
441	Prada	Italy	Apparel	$345	4.66
442	McLane	United States	Logistics	$345	4.23
443	dm	Germany	Retail	$345	5.76
444	Snow	China	Beers	$344	4.42
445	Best Buy	United States	Retail	$342	3.87
446	McKinsey	United States	Commercial Services	$342	4.25
447	Lululemon	Canada	Apparel	$341	4.01
448	Head & Shoulders	United States	Cosmetics & Personal Care	$340	4.32
449	KOGAS	South Korea	Utilities	$340	4.72
450	SFR	France	Telecoms	$339	3.38

The value of sustainability perceptions to the world's top brands 451-500

2023 Rank	Brand	Country	Sector	2023 Sustainability Perceptions Value	2023 Sustainability Perceptions Score (/10)
451	Wrigley	United States	Food	$339	4.11
452	KB Financial Group	South Korea	Banking	$338	4.29
453	Burberry	United Kingdom	Apparel	$337	4.50
454	Valero	United States	Oil & Gas	$336	3.60
455	PKN Orlen	Poland	Oil & Gas	$336	4.49
456	Don Quijote	Japan	Supermarkets	$336	3.48
457	Taco Bell	United States	Restaurants	$334	3.53
458	Delivery Hero	Germany	Logistics	$333	4.36
459	Tractor Supply	United States	Retail	$332	4.09
460	PECHOIN	China	Cosmetics & Personal Care	$332	4.59
461	Citizens	United States	Banking	$331	4.80
462	Hikvision	China	Electronics	$331	4.44
463	Kikkoman	Japan	Food	$331	5.64
464	Banco do Brasil	Brazil	Banking	$330	3.96
465	Caterpillar	United States	Engineering & Construction	$329	4.64
466	CaixaBank	Spain	Banking	$328	3.93
467	Huaneng Power International	China	Utilities	$327	3.97
468	Nordea	Sweden	Banking	$327	3.77
469	FIS	United States	Internet & Software	$325	5.01
470	Polaris	United States	Automobiles	$325	3.81
471	John Deere	United States	Engineering & Construction	$325	4.73
472	SNB	Saudi Arabia	Banking	$324	4.40
473	Oxy	United States	Oil & Gas	$323	3.86
474	Wendy's	United States	Restaurants	$323	3.97
475	Xiaomi	China	Electronics	$322	3.97
476	Yonghui Superstores	China	Supermarkets	$322	4.10
477	Twitter	United States	Media	$322	3.12
478	Sun Life	Canada	Insurance	$321	4.01
479	Ergo	Germany	Insurance	$321	4.09
480	BRI	Indonesia	Banking	$320	4.42
481	Maserati	Italy	Luxury Automobiles	$320	4.70
482	Food Lion	United States	Supermarkets	$318	4.19
483	CDW	United States	Retail	$318	3.88
484	Puma	Germany	Apparel	$318	4.30
485	Maybank	Malaysia	Banking	$318	4.74
486	La Poste	France	Logistics	$318	4.20
487	Yamaha	Japan	Automobiles	$317	4.07
488	Nokia	Finland	Electronics	$315	3.68
489	JD Sports	United Kingdom	Retail	$315	3.81
490	Huggies	United States	Household Products	$315	3.96
491	AMD	United States	Semiconductors	$314	4.14
492	Phillips 66	United States	Oil & Gas	$312	3.43
493	UQ Communications	Japan	Telecoms	$312	3.39
494	Always	United States	Household Products	$311	4.24
495	Yves Saint Laurent	France	Apparel	$310	4.57
496	Pizza Hut	United States	Restaurants	$310	3.93
497	CNP Assurances	France	Insurance	$309	3.84
498	Polestar	China	Automobiles	$309	5.32
499	Loblaws	Canada	Supermarkets	$309	3.77
500	O'Rilley Auto Parts	United States	Retail	$309	3.63

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'.

[Alphabet]

+ 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.

[Google]

+ 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.

[Google]

+ 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.

[Google]

Brand Valuation Methodology.

Definition of Brand

Brand is defined 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 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.

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%.

4

Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

Brand Strength.

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 emphasis 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 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.

3

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.

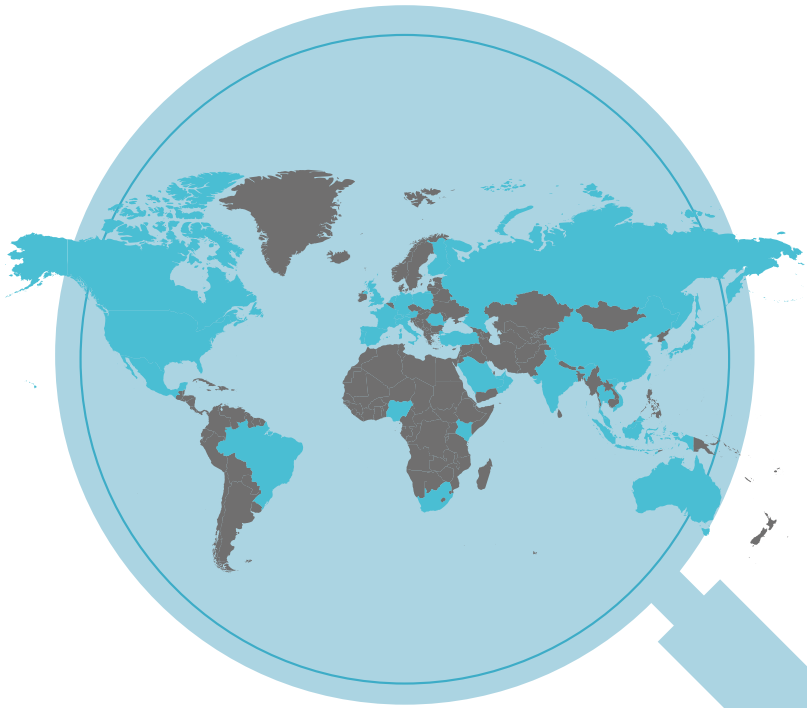
Original market research in 36 countries and across 29 sectors with over 100,000 consumers rating over 5,000 brands.

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

Our Services.

Brand Finance®

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**

Contents

- Brand Valuation Summary
- Brand Strength Tracking
- Royalty Rates
- Cost of Capital Analysis
- Customer Research Findings
- Competitor Benchmarking

Benefits

- Insight
- Strategy
- Benchmarking
- Education
- Communication
- Understanding

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 **brandirectory.com/consumer-research**
or email **enquiries@brandfinance.com**

enquiries@brandfinance.com

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.

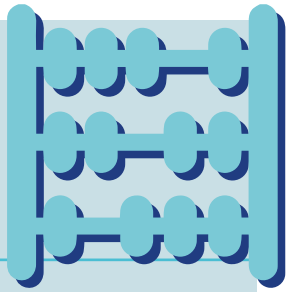
+ Brand Audits
+ Primary Research
+ Syndicated Studies
+ Brand Scorecards
+ Brand Drivers & Conjoint Analysis
+ Soft Power

+ 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 35 markets in 30 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 38-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:

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