



# Switzerland

# 50

# 2019

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

# About Brand Finance.

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

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

We pride ourselves on four key strengths:

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

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

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



# Get in Touch.

**For business enquiries, please contact:**  
**Richard Haigh**  
Managing Director  
[rd.haigh@brandfinance.com](mailto:rd.haigh@brandfinance.com)

**For media enquiries, please contact:**  
**Konrad Jagodzinski**  
Communications Director  
[k.jagodzinski@brandfinance.com](mailto:k.jagodzinski@brandfinance.com)

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

**For more information, please visit our website:**  
[www.brandfinance.com](http://www.brandfinance.com)

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# Request Your Brand Value Report.

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

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

## What is a Brand Value Report?

### Brand Valuation Summary

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

### Brand Strength Index

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

### Royalty Rates

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

### Cost of Capital

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

### Customer Research

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

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

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

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



Insight



Strategy



Benchmarking



Education



Communication



Understanding

# Brand Valuation Methodology.

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

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

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

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

### Disclaimer

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



### Brand Strength Index (BSI)

Brand strength expressed as a BSI score out of 100.



### Brand Royalty Rate

BSI score applied to an appropriate sector royalty range.



### Brand Revenues

Royalty rate applied to forecast revenues to derive brand value.



### Brand Value

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

# Foreword.



**David Haigh**  
CEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

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

# Nestlé Leading the Way as Most Valuable Swiss Brand, Rolex Enters Top 5.

- + Nestle reigns supreme as most valuable, brand value CHF19.1 billion
- + Rolex enters top 5 brands for the first time this year as Switzerland's strongest brand, Brand Strength Index (BSI) score 90.0 out of 100
- + UBS and ABB stay strong in 2<sup>nd</sup> and 3<sup>rd</sup> place, brand values CHF10.3 billion and CHF8.2 billion respectively



# Brand Value Analysis.



## Nestlé reigns supreme

Once again, **Nestlé** is Switzerland’s most valuable brand, its brand value increasing by 1% to CHF19.1 billion. The brand dominates the ranking, its brand value nearly twice as much as second placed **UBS** (brand value up 21% to CHF10.3 billion).

Nestlé celebrated a boost in organic growth, following stronger performances in the brand’s two largest markets, China and the US. The brand continually strives towards greater product innovation in order to meet the ever-changing consumer trends and has successfully capitalised on the popular vegan and vegetarian health food movements.

Nestlé has also recently bought the rights to sell its products under the Starbucks brand name, opening up vast opportunities globally through Starbuck’s immense power as the world’s biggest coffee chain brand.

Three other brands in the Nestlé portfolio claim spots in the top 50: **Nescafé** (9<sup>th</sup> position); **Maggi** (31<sup>st</sup> position); and **Nespresso** (38<sup>th</sup> position).

## About time – Rolex enters top 5 and proves strongest

Aside from calculating overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity,

Swiss brands are synonymous with timeless quality, impeccable style and luxury. It is no surprise that Rolex has broken into the top 5 as it continues to make its presence felt through tactical sporting sponsorships at the most prestigious of sporting events. Some of the most successful sports professionals are ambassadors for the Rolex brand and as an official timekeeper, the brand retains maximum visibility whenever a tournament or competition is broadcast on the world’s television screens.

David Haigh  
CEO, Brand Finance

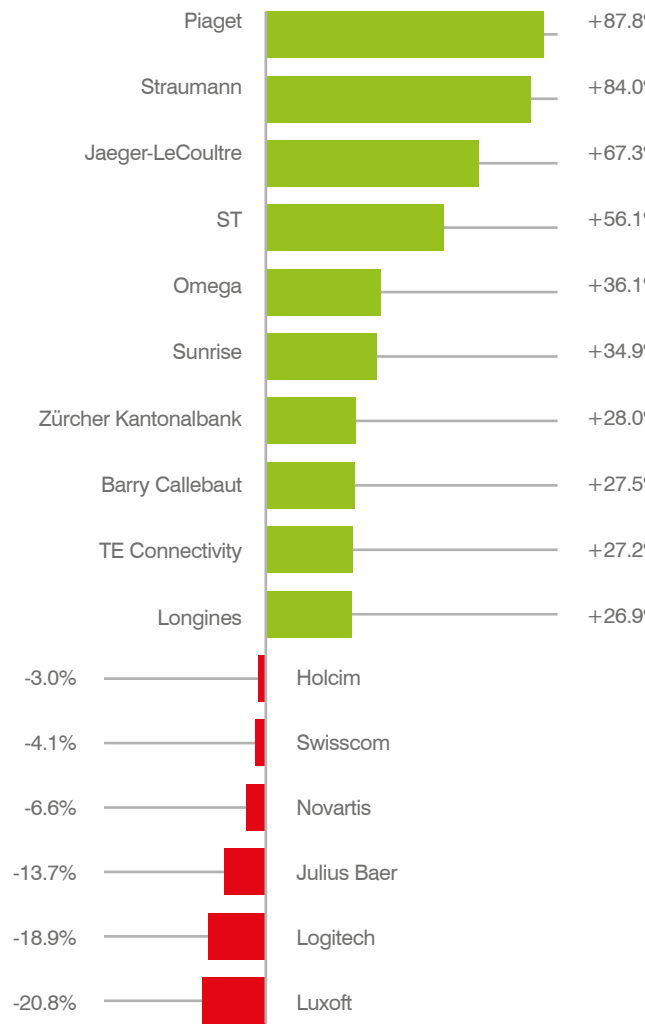
and business performance. According to these criteria, **Rolex** is Switzerland’s strongest brand with a Brand Strength Index (BSI) score of 90.0 out of 100 and a corresponding AAA+ brand strength rating.

Luxury watchmaker Rolex has entered the top 5 of Switzerland’s most valuable brands for the first time, following an impressive 27% increase in brand value to CHF8.0 billion.

## UBS and ABB: non-movers

Financial services giant, UBS, retains second place in the rankings after recording a healthy 21% increase in its brand value. Sitting in third, ABB, has seen a very modest 2% increase in brand value to CHF8.4 billion.

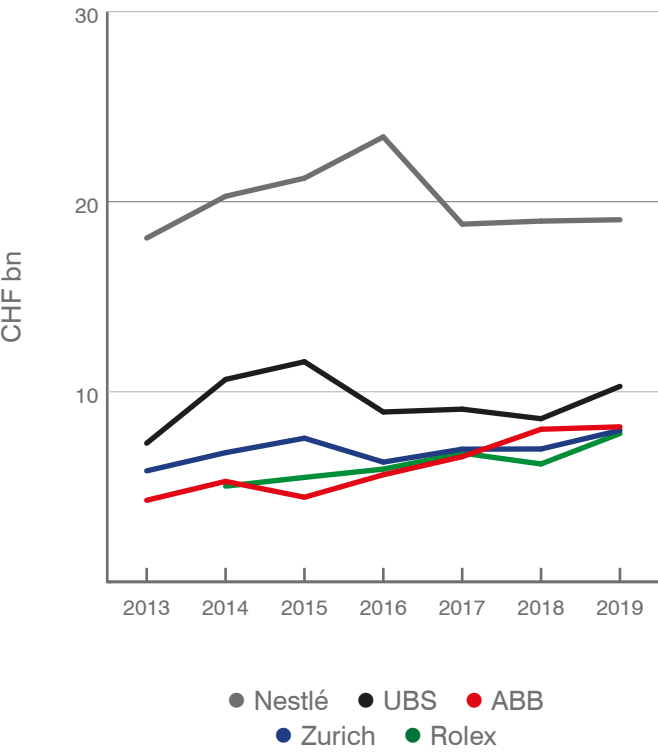
## Brand Value Change 2018-2019 (%)



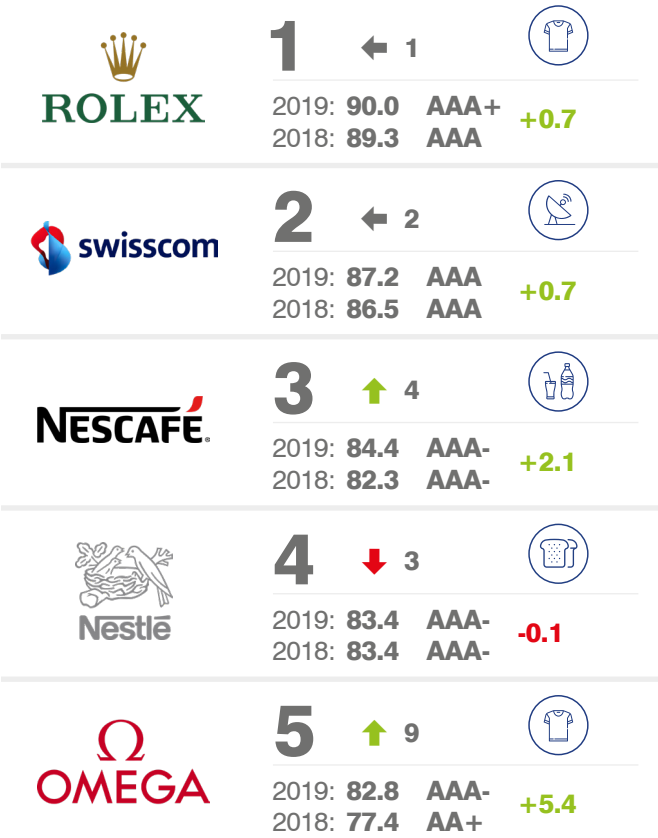
## Top 10 Most Valuable Brands

	1	← 1		2019: CHF 19,050m 2018: CHF 18,890m	+0.8%
	2	← 2		2019: CHF 10,285m 2018: CHF 8,583m	+19.8%
	3	← 3		2019: CHF 8,156m 2018: CHF 8,028m	+1.6%
	4	← 4		2019: CHF 7,970m 2018: CHF 6,991m	+14.0%
	5	↑ 7		2019: CHF 7,804m 2018: CHF 6,203m	+25.8%
	6	↓ 5		2019: CHF 7,267m 2018: CHF 6,497m	+11.8%
	7	↓ 6		2019: CHF 6,705m 2018: CHF 6,254m	+7.2%
	8	← 8		2019: CHF 5,801m 2018: CHF 6,047m	-4.1%
	9	← 9		2019: CHF 5,763m 2018: CHF 5,184m	+11.2%
	10	← 10		2019: CHF 5,291m 2018: CHF 4,453m	+18.8%

Brand Value over Time



Top 5 Strongest Brands



Brand Value by Sector



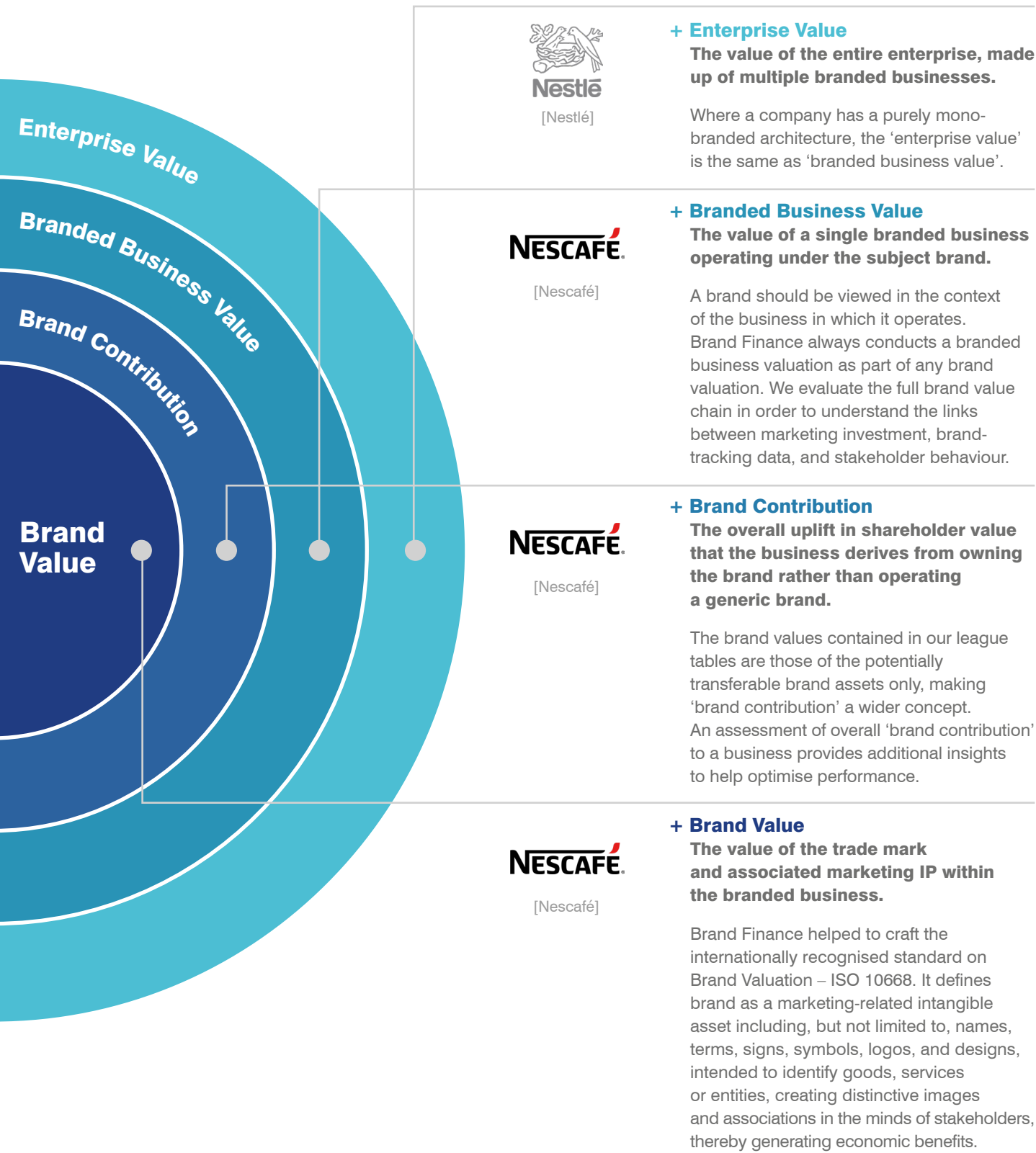
Sector	Brand Value (CHF bn)	% of total
Food	25.1	17.3%
Banking	19.9	13.7%
Insurance	19.3	13.3%
Apparel	19.2	13.2%
Engineering & Construction	14.7	10.1%
Pharma	10.0	6.9%
Other	37.1	25.5%
Total	145.3	100.0%

# Brand Finance Switzerland 50 (CHF m).

Top 50 most valuable Swiss brands 1-50

2019 Rank	2018 Rank	Brand	Sector	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	Nestlé	Food	19,050 CHF	+0.8%	18,890 CHF	AAA-	AAA-
2	2	UBS	Banking	10,285 CHF	+19.8%	8,583 CHF	AA+	AA+
3	3	ABB	Engineering & Construction	8,156 CHF	+1.6%	8,028 CHF	AA+	AA+
4	4	Zurich	Insurance	7,970 CHF	+14.0%	6,991 CHF	AA-	AA-
5	7	Rolex	Apparel	7,804 CHF	+25.8%	6,203 CHF	AAA+	AAA
6	5	Credit Suisse	Banking	7,267 CHF	+11.8%	6,497 CHF	AA	AA
7	6	Roche	Pharma	6,705 CHF	+7.2%	6,254 CHF	AA+	AA+
8	8	Swisscom	Telecoms	5,801 CHF	-4.1%	6,047 CHF	AAA	AAA
9	9	Nescafé	Soft Drinks	5,763 CHF	+11.2%	5,184 CHF	AAA-	AAA-
10	10	Swiss Re	Insurance	5,291 CHF	+18.8%	4,453 CHF	AA	AA
11	14	Omega	Apparel					
12	11	Adecco	Commercial Services					
13	12	Glencore	Mining, Iron & Steel					
14	13	Novartis	Pharma					
15	16	Swiss Life	Insurance					
16	15	Holcim	Engineering & Construction					
17	18	TE Connectivity	Tech					
18	17	Kuehne + Nagel	Logistics					
19	27	ST	Tech					
20	20	Swatch	Apparel					
21	19	SGS	Commercial Services					
22	22	Schindler	Engineering & Construction					
23	23	TAG Heuer	Apparel					
24	21	Dufry	Retail					
25	25	Barry Callebaut	Food					
26	24	Lindt	Food					
27	26	Helvetia	Insurance					
28	31	Zürcher Kantonalbank	Banking					
29	30	Basler	Insurance					
30	28	Tissot	Apparel					
31	33	Maggi	Food					
32	32	Geberit	Engineering & Construction					
33	29	Julius Baer	Banking					
34	34	Syngenta	Chemicals					
35	35	Emmi	Food					
36	42	Sunrise	Telecoms					
37	41	Longines	Apparel					
38	37	Nespresso	Soft Drinks					
39	39	Sika	Engineering & Construction					
40	38	sonova	Healthcare					
41	50	Jaeger-LeCoultre	Apparel					
42	44	Swiss	Airlines					
43	45	Lindor	Food					
44	40	Logitech	Tech					
45	46	SIX Swiss Exchange	Exchanges					
46	48	Clariant	Chemicals					
47	47	Lonza	Chemicals					
48	-	New Piaget	Apparel					
49	-	New Straumann	Healthcare					
50	43	Luxoft	Tech					

# Definitions.



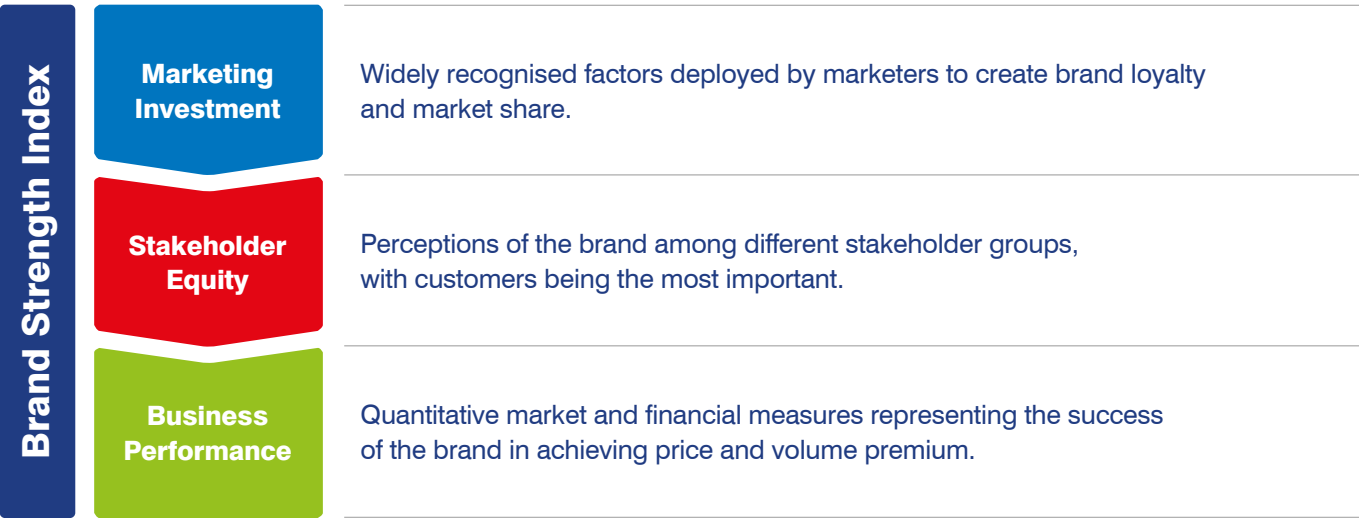
## Brand Strength

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

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

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

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





# Consulting Services.

## 1. Valuation: What are my intangible assets worth?

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

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

## 2. Analytics: How can I improve marketing effectiveness?

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

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

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

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

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

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

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

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



## MARKETING



## FINANCE



TAX



## LEGAL

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

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

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

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

# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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



# Communications Services.

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



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



**TOP 50  
SWISS  
BRAND**



**MOST VALUABLE  
SWISS  
BRAND**



**STRONGEST  
SWISS  
BRAND**



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



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



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



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



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



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

## Brand Dialogue<sup>®</sup>



### Value-Based Communications

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

#### SERVICES

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

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

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

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# Brand Finance Network.

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

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

**T:** +44 (0)20 7389 9400

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

[www.brandfinance.com](http://www.brandfinance.com)

