



# Switzerland

# 50

# 2020

**The annual report on the most valuable and strongest Swiss brands**  
August 2020

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# About Brand Finance.

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

**We bridge the gap between marketing and finance**  
Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 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.



## Get in Touch.

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



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Education



Communication



Understanding



Benchmarking



Strategy



Insight

What's in a Brand Value Report?

Benefits of a Brand Value Report



# 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](https://brandirectory.com) to find out more.

# Brand Finance Group.

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.



### Brand Exchange

Brand Exchange is a contemporary and exclusive members' club and events space nestled in the heart of the City of London. It was launched in 2015 to provide members with a private space to network and socialise. The club has since held several prestigious events and welcomed many key figures in the marketing and finance sectors as speakers. The membership brings together senior professionals from the world's strongest and most valuable brands.

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®



# Customer insight drives our valuations

Our brand valuations are underpinned by extensive market research across a wide range of sectors, countries and brands.

Our research integrates all key brand measures, linking them to commercial outcomes.

Available for purchase separately or as part of a Brand Value Report.

- Over **1,500 brands** researched each year
- 29 countries** and **10 sectors** covered
- More than **50,000 respondents** surveyed annually
- Key metrics** across all industries and brands
- B2B** and **B2C** results
- We are now **in our 4<sup>th</sup> consecutive year** conducting the study





# 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.

# Top Swiss Brands Could Lose Over CHF 15 Billion from COVID-19.

- + Top 50 most valuable Swiss brands stand to lose over CHF 15 billion of cumulative brand value following devastating COVID-19 pandemic
- + **Nestlé** retains title of nation's most valuable brand, valued at CHF 20.2 billion
- + **Sika** is Switzerland's fastest growing brand, up 64% and climbing 10 spots in ranking
- + **Rolex** is nation's strongest brand, Brand Strength Index (BSI) score 89.8 out of 100

# Executive Summary.



## Top Swiss brands could lose over CHF 15 billion from COVID-19

As the COVID-19 pandemic wreaks havoc on the global and national economy, Switzerland’s top 50 most valuable brands could lose up to 11% of brand value cumulatively, a drop of over CHF 15 billion compared to the original valuation date of 1<sup>st</sup> January 2020.

Looking beyond Switzerland, the value of the 500 most valuable brands in the world, ranked in the Brand Finance Global 500 2020 league table, could fall by an estimated CHF 1 trillion as a result of the Coronavirus outbreak.

Brand Finance has assessed the impact of COVID-19 based on the effect of the outbreak on enterprise value, compared to what it was on 1<sup>st</sup> January 2020. Based on this impact on enterprise value, Brand Finance estimated the likely impact on brand value for each sector. The industries have been classified into three categories – limited impact (minimal brand value loss or potential brand value growth), moderate impact (up to 10% brand value loss), and heavy impact (up to 20% brand value loss) – based on the level of brand value loss observed for each sector in the first quarter of 2020.

## Nestlé retains top spot

Nestlé has retained the title of Switzerland’s most valuable brand following a 6% brand value increase to CHF 20.2 billion. The global food giant is by far the most valuable brand in the nation, with second-placed **UBS** valued at CHF 9.1 billion.

For another year, Nestlé has celebrated strong organic growth, following a solid performance in its key US

**Nestlé’s response and resilience to the COVID-19 outbreak has demonstrated why the brand is truly a leader both on home soil and globally. Posting solid growth in a time of turmoil is testament to the agility and strength of the brand. With Brand Finance calculating that the food industry is one of the few sectors that should see limited impact from the pandemic, Nestlé certainly seems to be in a strong position to weather the storm.**

Alex Haigh  
Valuation Director, Brand Finance

market. The brand prides itself on its market-leading, high-speed innovation and has recently successfully rolled out its premium Starbucks products. Furthermore, Nestlé has capitalised on the ever-growing vegan and vegetarian movement through the development of its plant-based offering.

Hungry for growth, Nestlé has got a pipeline of expansion projects in its sights, including its Purina Australia arm, further investment in Purina US, as well as in its Romont production centre in Switzerland.

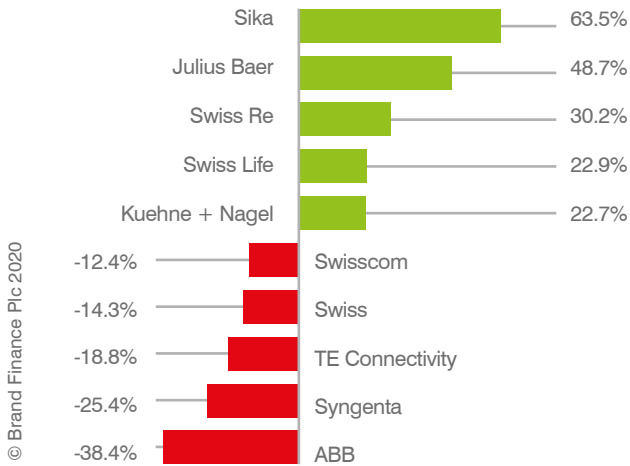
## Sika up 64%

Sika is the fastest growing brand in the ranking, following an impressive 64% brand value increase to CHF 1.4 billion, simultaneously jumping 10 places from 39<sup>th</sup> to 29<sup>th</sup>.

Celebrating an impressive performance last year, Sika posted a new sales record, bolstered by the completion of the Parax acquisition - further solidifying its position as one of the world’s leading construction chemical brands. With further acquisitions completed over the previous few months, more in the pipeline, and plants being opened across several nations globally, Sika shows no signs of slowing down its expansion programme.

The brand has defied the predominantly gloomy outlook amid the coronavirus pandemic, recording a continued growth trajectory. The future is looking even more bright as lockdown measures are beginning to be lifted in Sika’s key markets, business activities have started to return to normal and thus the industry has begun to pick up again.

## Brand Value Change 2019-2020 (%)




## Top 10 Most Valuable Brands

	<b>1</b> ← 1	
	2020: 20,161 CHF 2019: 19,050 CHF	+5.8%
	<b>2</b> ← 2	
	2020: 9,103 CHF 2019: 10,285 CHF	-11.5%
	<b>3</b> ↑ 4	
	2020: 8,177 CHF 2019: 7,970 CHF	+2.6%
	<b>4</b> ↑ 5	
	2020: 7,816 CHF 2019: 7,804 CHF	+0.2%
	<b>5</b> ↑ 7	
	2020: 7,537 CHF 2019: 6,705 CHF	+12.4%
	<b>6</b> ↑ 10	
	2020: 6,888 CHF 2019: 5,291 CHF	+30.2%
	<b>7</b> ↓ 6	
	2020: 6,859 CHF 2019: 7,267 CHF	-5.6%
	<b>8</b> ↑ 9	
	2020: 6,140 CHF 2019: 5,763 CHF	+6.5%
	<b>9</b> ↓ 8	
	2020: 5,084 CHF 2019: 5,801 CHF	-12.4%
	<b>10</b> ↓ 3	
	2020: 5,022 CHF 2019: 8,156 CHF	-38.4%




Top 5 Strongest Brands



1


← 1



2020: 89.8  
2019: 90.0


AAA+  
AAA+

-0.2



2


← 2



2020: 87.5  
2019: 87.2


AAA  
AAA

+0.3



3


← 3



2020: 85.8  
2019: 84.4


AAA  
AAA-

+1.4



4


← 4



2020: 83.0  
2019: 83.4


AAA-  
AAA-

-0.4



5

← 5



2020: 81.6  
2019: 82.8

AAA-  
AAA-

-1.2

Timeless quality: Rolex is nation’s strongest

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, customer familiarity, staff satisfaction, and corporate reputation. According to these criteria, **Rolex** (brand value CHF 7.8 billion) is the strongest brand in Switzerland with a Brand Strength Index (BSI) score of 89.8 out of 100 and a corresponding elite AAA+ brand strength rating.

Synonymous with true luxury and reliability, Rolex has performed strongly across key metrics in Brand Finance’s global brand monitor study, including familiarity and recommendation. The brand continues to place itself at the forefront of consumers’ minds through high profile sponsorships of sportspeople and global sporting events watched by millions, including Wimbledon and Formula 1.

Rolex was forced to shut its factories for 60 days amid the pandemic, which resulted in the loss of approximately 160,000 of its watches in the market this year.

Brand Value by Sector



Sector	Brand Value (CHF bn)	% of total	Number of Brands
Food	26.3	18.2%	6
Insurance	21.8	15.1%	5
Banks	19.4	13.5%	5
Apparel	18.8	13.0%	8
Engineering & Construction	11.7	8.1%	5
Pharma	10.7	7.4%	2
Other	35.5	24.6%	19
Total	144.3	100.0%	50

Brand Finance Switzerland 50 (CHF m).

Top 50 most valuable Swiss brands

2020 Rank	2019 Rank	Brand	Sector	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	↔ Nestle	Food	20,161 CHF	+5.8%	19,050 CHF	AAA-	AAA-
2	2	↔ UBS	Banks	9,103 CHF	-11.5%	10,285 CHF	AA+	AA+
3	4	↑ Zurich	Insurance	8,177 CHF	+2.6%	7,970 CHF	AA	AA-
4	5	↑ Rolex	Apparel	7,816 CHF	+0.2%	7,804 CHF	AAA+	AAA+
5	7	↑ Roche	Pharma	7,537 CHF	+12.4%	6,705 CHF	AAA-	AA+
6	10	↑ Swiss Re	Insurance	6,888 CHF	+30.2%	5,291 CHF	AA	AA
7	6	↓ Credit Suisse	Banks	6,859 CHF	-5.6%	7,267 CHF	AA	AA
8	9	↑ Nescafé	Non Alcoholic Drinks	6,140 CHF	+6.5%	5,763 CHF	AAA	AAA-
9	8	↓ Swisscom	Telecoms	5,084 CHF	-12.4%	5,801 CHF	AAA	AAA
10	3	↓ ABB	Engineering & Construction	5,022 CHF	-38.4%	8,156 CHF	AA+	AA+
11	11	↔ Omega	Apparel	↪	↪	↪	↪	↪
12	13	↑ Glencore	Mining	↪	↪	↪	↪	↪
13	15	↑ Swiss Life	Insurance	↪	↪	↪	↪	↪
14	12	↓ Adecco	Commercial Services	↪	↪	↪	↪	↪
15	14	↓ Novartis	Pharma	↪	↪	↪	↪	↪
16	18	↑ Kuehne + Nagel	Logistics	↪	↪	↪	↪	↪
17	16	↓ Holcim	Engineering & Construction	↪	↪	↪	↪	↪
18	23	↑ TAG Heuer	Apparel	↪	↪	↪	↪	↪
19	17	↓ TE Connectivity	Electronics	↪	↪	↪	↪	↪
20	26	↑ Lindt	Food	↪	↪	↪	↪	↪
21	19	↓ Stmicroelectronics	Semiconductors	↪	↪	↪	↪	↪
22	22	↔ Schindler	Engineering & Construction	↪	↪	↪	↪	↪
23	20	↓ Swatch	Apparel	↪	↪	↪	↪	↪
24	21	↓ SGS	Commercial Services	↪	↪	↪	↪	↪
25	27	↑ Helvetia	Insurance	↪	↪	↪	↪	↪
26	25	↓ Barry Callebaut	Food	↪	↪	↪	↪	↪
27	24	↓ Dufry	Retail	↪	↪	↪	↪	↪
28	33	↑ Julius Baer	Banks	↪	↪	↪	↪	↪
29	39	↑ Sika	Engineering & Construction	↪	↪	↪	↪	↪
30	29	↓ Basler	Insurance	↪	↪	↪	↪	↪
31	28	↓ Zürcher Kantonalbank	Banks	↪	↪	↪	↪	↪
32	30	↓ Tissot	Apparel	↪	↪	↪	↪	↪
33	31	↓ Maggi	Food	↪	↪	↪	↪	↪
34	32	↓ Geberit	Engineering & Construction	↪	↪	↪	↪	↪
35	36	↑ Sunrise	Telecoms	↪	↪	↪	↪	↪
36	38	↑ Nespresso	Non Alcoholic Drinks	↪	↪	↪	↪	↪
37	35	↓ Emmi	Food	↪	↪	↪	↪	↪
38	37	↓ Longines	Apparel	↪	↪	↪	↪	↪
39	40	↑ sonova	Healthcare Services	↪	↪	↪	↪	↪
40	-	New Pictet	Banks	↪	↪	↪	↪	↪
41	34	↓ Syngenta	Chemicals	↪	↪	↪	↪	↪
42	41	↓ Jaeger-LeCoultre	Apparel	↪	↪	↪	↪	↪
43	44	↑ Logitech International	Electronics	↪	↪	↪	↪	↪
44	43	↓ Lindor	Food	↪	↪	↪	↪	↪
45	49	↑ Straumann-Reg	Healthcare Services	↪	↪	↪	↪	↪
46	42	↓ Swiss	Airlines	↪	↪	↪	↪	↪
47	47	↔ Lonza	Chemicals	↪	↪	↪	↪	↪
48	45	↓ SIX	Stock Exchanges	↪	↪	↪	↪	↪
49	48	↓ Piaget	Apparel	↪	↪	↪	↪	↪
50	-	New PANALPINA	Logistics	↪	↪	↪	↪	↪

# Sector Reputation Analysis.

## Benchmarking against the best

Every brand owner will want to compare brand equity against immediate competitors and peers. But broader benchmarking against brands across a range of categories provides a more rounded assessment of brand strength.

This perspective is also important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories, like a trusted supermarket offering financial services.

Brand reputation is relatively straightforward to compare across sectors. This year's global sector rankings from our B2C research are similar to the previous wave, but there is some movement with potential implications for future brand strategy.

## Reputation dips slightly overall











On a like-for-like basis, reputation scores are lower this year, but only by a very small margin as the average brand score fell from 6.6 to 6.4 out of 10. Categories where a poor reputation is the default position, such as utilities, telecoms, and banks, have failed to convince customers that they are consumer champions – and the global average score reflects overall feelings towards brands: acceptance and appreciation, but rarely love and devotion.

## Autos lead the way









Car brands continue to enjoy strong reputations. The sector also ranks first on other indicators, such as recommendation and word-of-mouth sentiment – people like talking about cars and top brands such as **Audi** (reputation score 7.5/10) and **BMW** (7.7) remain sought after. At the top of the car brand pinnacle is where you can see true brand desire, and meanwhile there are few instances of brands with a really poor reputation – most cars nowadays are well-designed and equipped.

Importantly, the category enjoys a good reputation for being innovative – allowing century-old brands to be well-positioned to withstand the enormous disruption in mobility expected in the coming decade.

## Sectors Ranked by Reputation

	<b>1</b> <b>Auto</b>	<b>6.9</b> <sub>/10</sub>
	<b>2</b> <b>Tech</b>	<b>6.8</b> <sub>/10</sub>
	<b>3</b> <b>Apparel</b>	<b>6.6</b> <sub>/10</sub>
	<b>4</b> <b>Restaurants</b>	<b>6.6</b> <sub>/10</sub>
	<b>5</b> <b>Airlines</b>	<b>6.6</b> <sub>/10</sub>
	<b>6</b> <b>Retail</b>	<b>6.5</b> <sub>/10</sub>
	<b>7</b> <b>Insurance</b>	<b>6.4</b> <sub>/10</sub>
	<b>8</b> <b>Utilities</b>	<b>6.3</b> <sub>/10</sub>
	<b>9</b> <b>Banks</b>	<b>6.1</b> <sub>/10</sub>
	<b>10</b> <b>Telecoms</b>	<b>6.0</b> <sub>/10</sub>

## Top Sectors per Metric

Metric	Top Sector
Reputation	 AUTO
Quality	 AUTO
Recommendation (NPS)	 RESTAURANTS
Loyalty	 TECH
Innovation	 TECH
Website/App	 TECH
Value for money	 RETAIL
OVERALL STAKEHOLDER EQUITY	 TECH

## Tech halo shining less brightly

Consumers continue to hold the tech sector in high regard, even though reputation scores have fallen slightly. In part, any decline may be because issues in the public spotlight are finally impacting the reputation of some industry giants. Reputation scores for **Facebook** (6.3) and **Uber** (5.7) are all lower by 0.5 points, and **Huawei** (6.2) is under the global spotlight.

Nevertheless, brands such as **YouTube** (7.8), **Google** (7.7), and **Netflix** (7.4) continue to enjoy strong reputations and buzz – most brands would love to be in their position.

## Retail & Restaurants

Supermarkets and casual dining brands have moderately positive reputations overall, but these two are category leaders in terms of delivering value for money. Consumers are well aware that brands in these categories are out to make a profit – but unlike for instance banks, the consumer verdict is that brands such as **McDonalds** (39% 'great value') and **Tim Hortons** (38%) charge a fair price, though **Starbucks** (15%) is a notable exception.

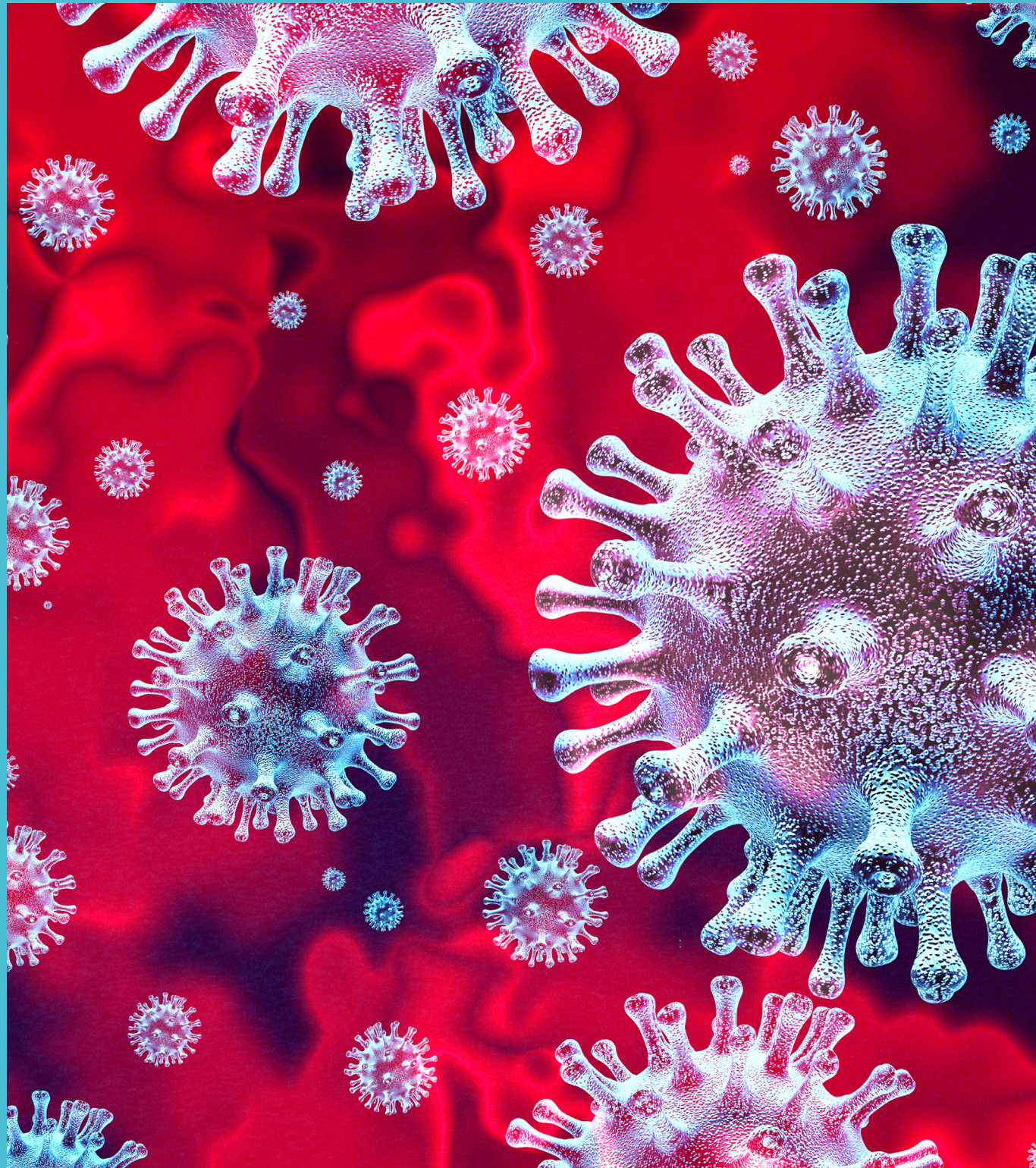
## Banks still in the red

Banking brands continue to struggle to earn the respect of consumers and are seen as offering poor value for money. However, ratings have generally stabilised – the key challenge is to show growth.

The broader set of scores in our research shows glimmers of opportunity. Banks fare reasonably well on customer service, caring about the community, and for website/app quality. For national and regional banks especially, a community-centred positioning in an age where in many places globalisation is being rejected, may be worth considering.



# COVID-19 Global Impact Analysis.

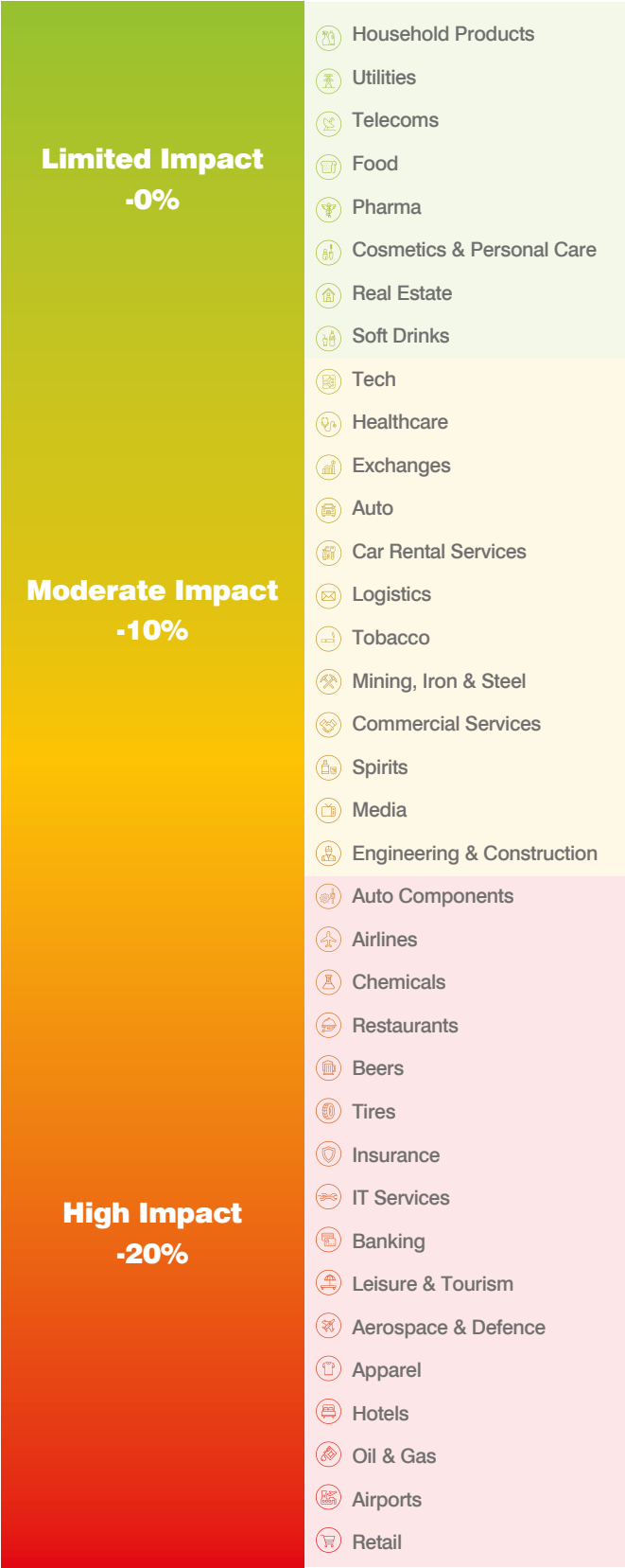


## Companies likely to lose up to \$1tn in Brand Value as Direct Impact of COVID-19 Outbreak, Effects to be Felt Well into Next Year.

- + Worst hit industries: aviation, oil & gas, tourism & leisure, restaurants, retail
- + Brand Finance has measured levels of business impact categorised by: limited impact, moderate and worst hit
- + International aviation, airlines and airports to be worst affected by Coronavirus outbreak, with measures of social distancing, closure of borders, advice against travel
- + Home delivery apps, online video conferencing platforms, digital media see surge in demand from remote working revolution



Brand Value at Risk



Up to US\$1 trillion estimated brand value loss from COVID-19 globally

The brand value of the world’s biggest companies is set to lose an estimated US\$1tn as a result of the Coronavirus outbreak, with the aviation sector being the most affected. The 2003 SARS outbreak, which infected about 8,000 people and killed 774, cost the global economy an estimated US\$50 billion. As of 4<sup>th</sup> August 2020, there have been 18,516,496 cases and 699,100 deaths of COVID-19 confirmed worldwide. Global spread has been rapid, with 146 countries now having reported at least one case.

Brand Finance has assessed the impact of COVID-19 on brands based on the effect of the outbreak on enterprise value, compared to what it was on 1<sup>st</sup> January 2020. The likely impact on brand value was estimated separately for each sector. The industries have been classified into three categories – limited impact (minimal brand value loss or potential brand value growth), moderate impact (up to 10% brand value loss), and heavy impact (up to 20% brand value loss) – based on the level of brand value loss observed for each sector in the first quarter of 2020.

The COVID-19 pandemic is now a major global health threat and its impact on global markets is very real. Worldwide, brands across every sector need to brace themselves for the Coronavirus to massively affect their business activities, supply chain and revenues in a way that eclipses the 2003 SARS outbreak. The effects will be felt well into 2021.

David Haigh,  
CEO, Brand Finance

Work from home revolution

Brands offering in-home or remote working solutions have observed an immediate uptick in demand, as multiple **Zoom** online video conferencing platform prompted huge demand for workable solutions

Food delivery apps **Deliveroo** and **UberEats**, now offering contact-free delivery options whereby a food delivery is conveniently left on your doorstep so as not to encourage contact between customer and delivery driver, have also seen a huge surge in demand for their services.

Media and film industry feel effects

Film production and promotion schedules have been affected by the outbreak, with **Disney** pushing back the release of its remake of Mulan as well as The New Mutants, part of the X-Men franchise. The effects of social distancing have meant more viewers watching TV, however **Netflix** has had to suspend production on all scripted series and films in the US and Canada. As massive televised sports events and festivals such as Glastonbury being cancelled, TV executives will be feeling the strain of providing fresh and watchable content.

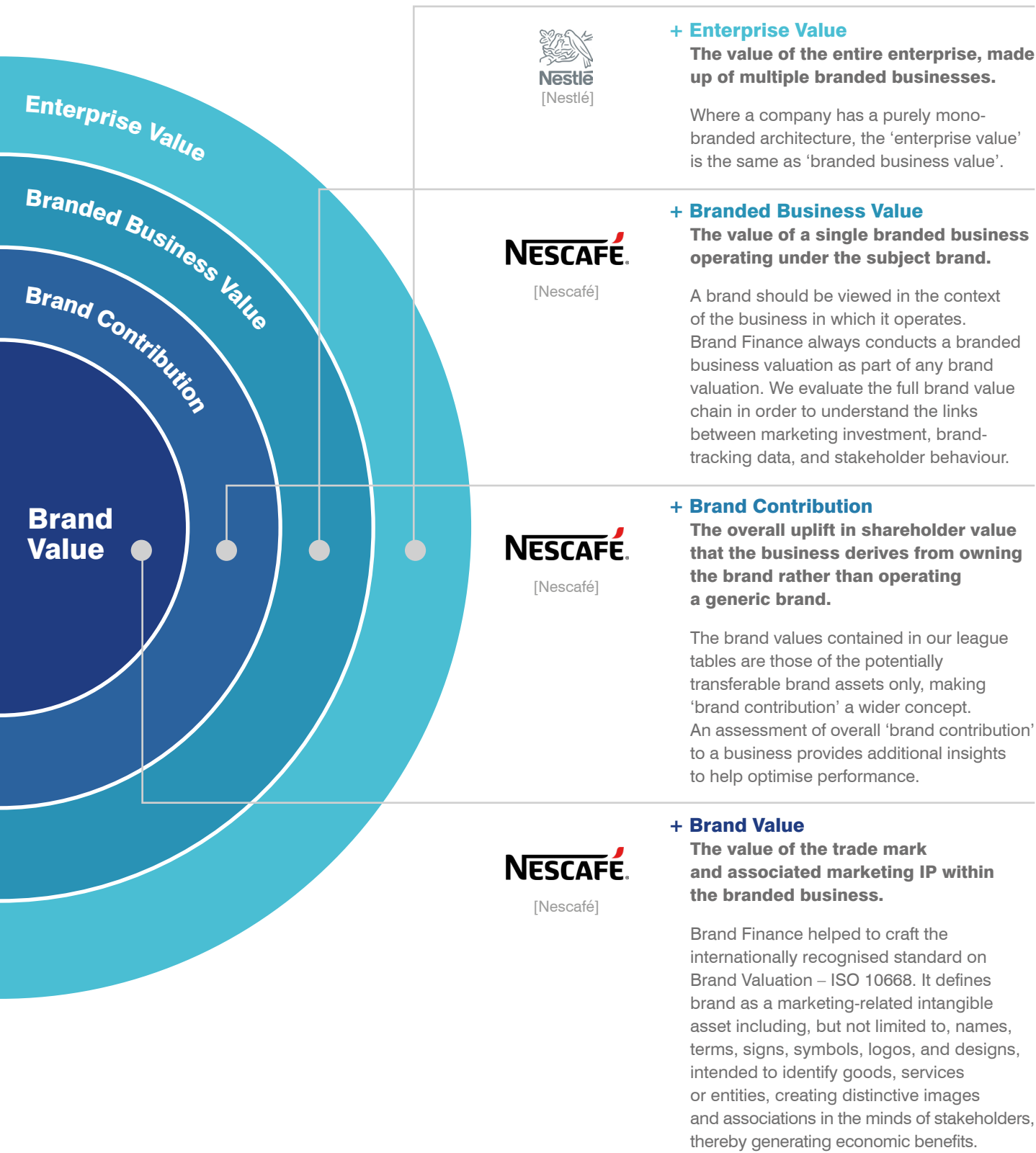
However it is not all doom and gloom. Some brands will fare better under COVID-19: Amazon, Netflix, WhatsApp, Skype, BBC and BUPA are all booming.

David Haigh,  
CEO, Brand Finance





# Definitions.



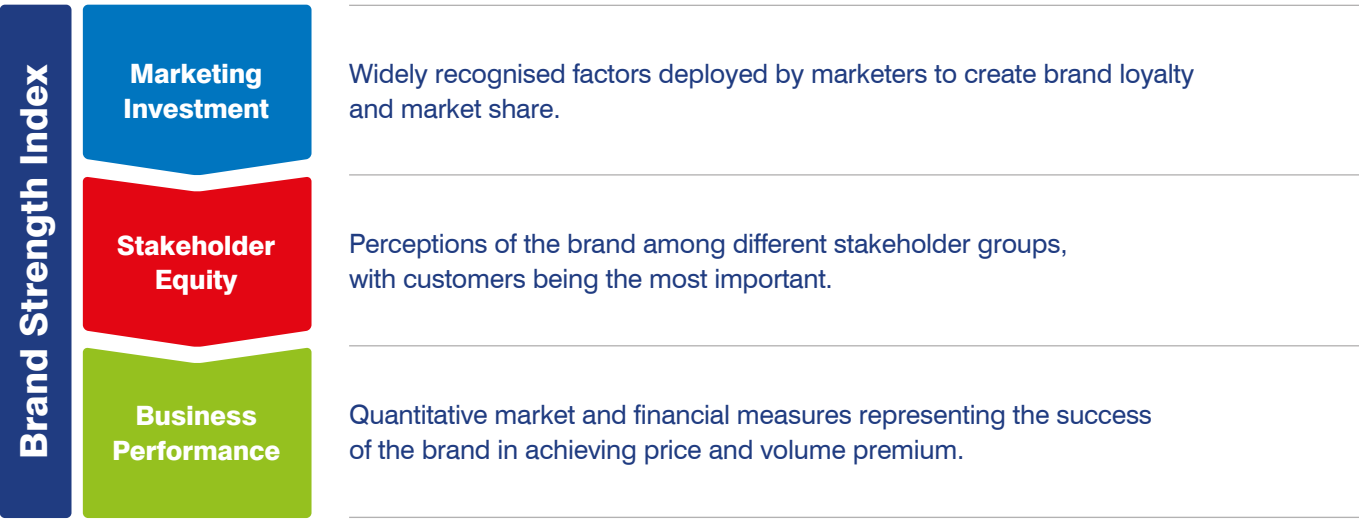
## Brand Strength

**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.



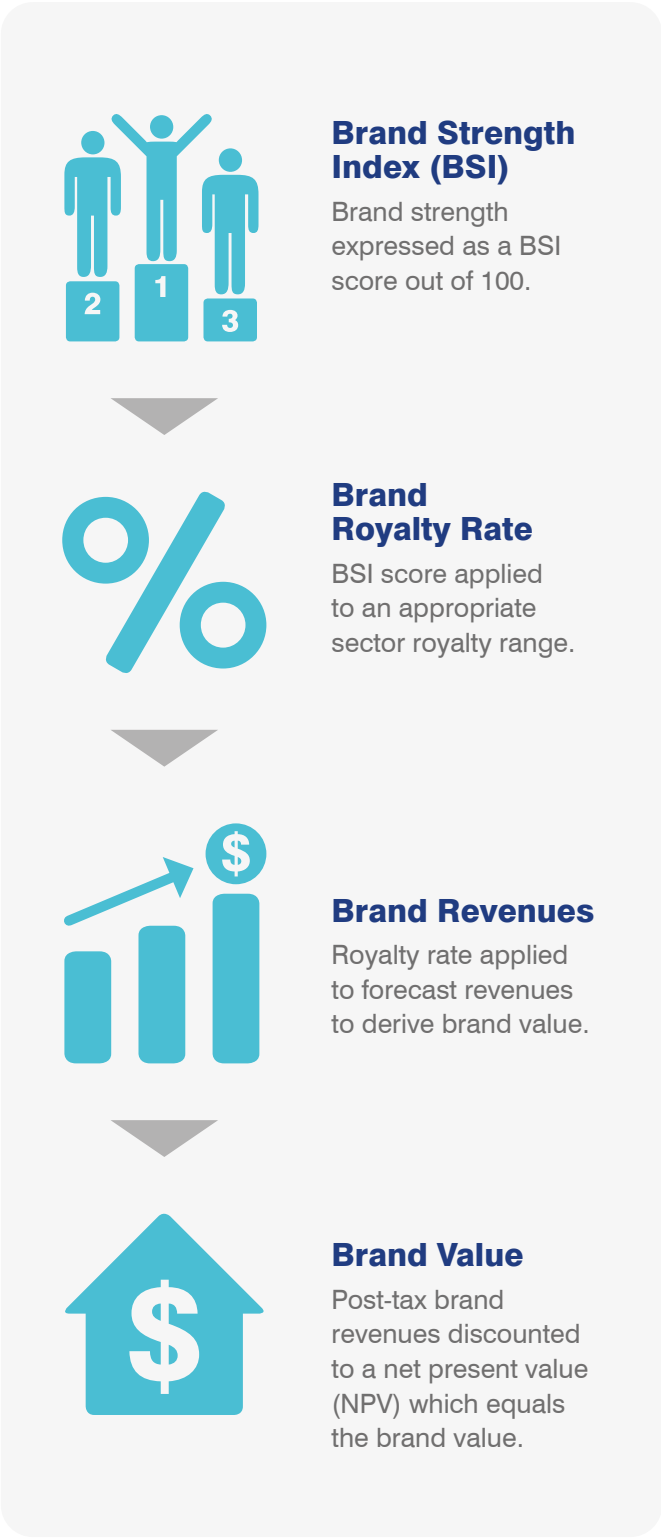
# Brand Valuation Methodology.

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:

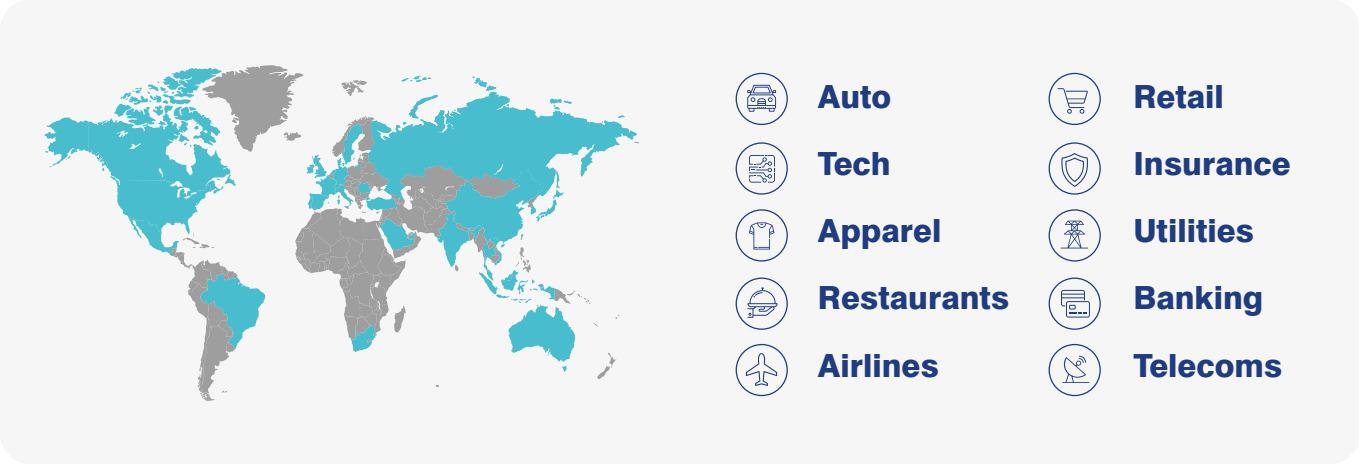
- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance 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.



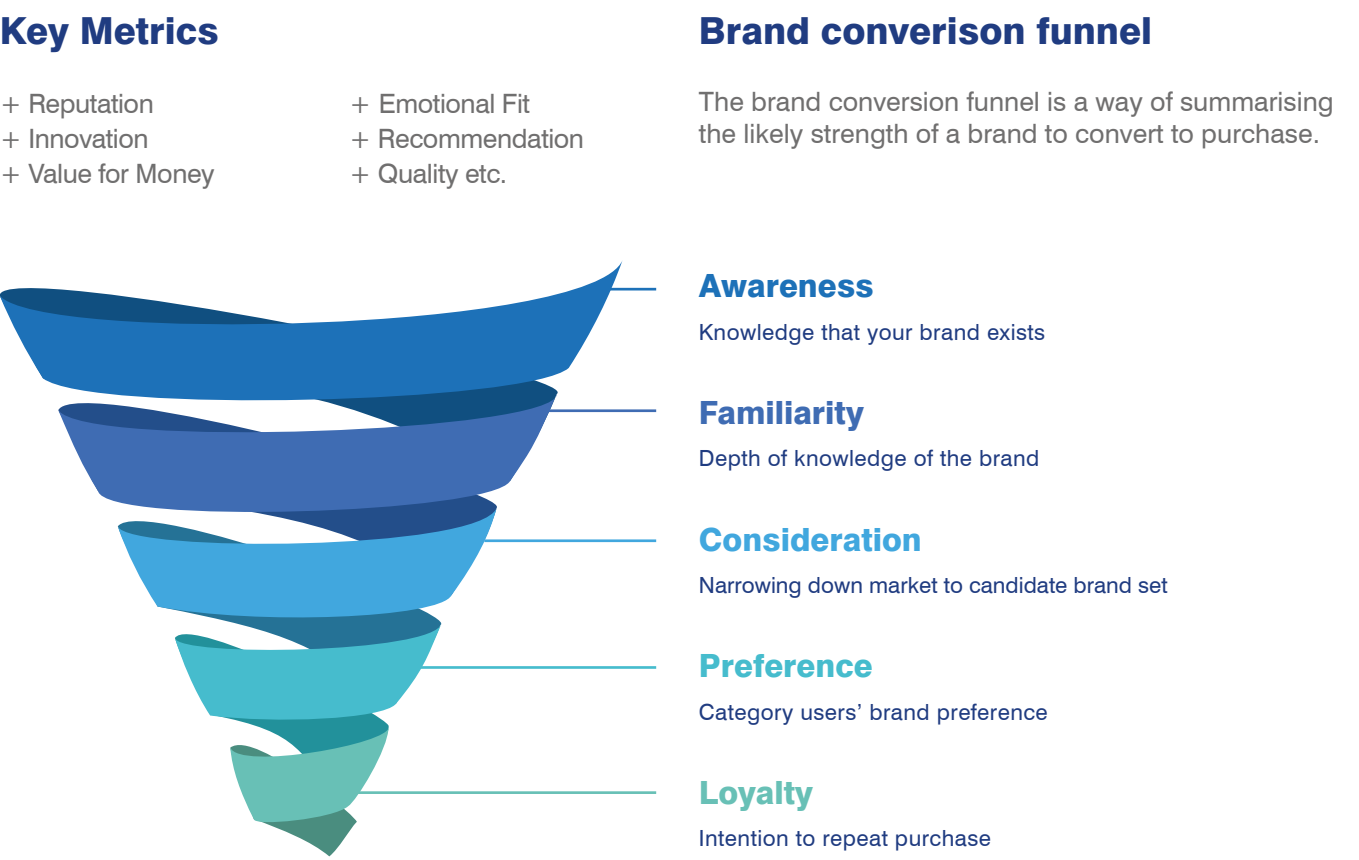
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# Market Research Methodology.

Brand Finance conducted original market research in 10 sectors across 29 markets with a sample size of over 50,000 adults, representative of each country’s internet population aged 18+. Surveys were conducted online during autumn 2019.



# Stakeholder Equity Measures.





# 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 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®



### 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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