Brand Finance®



Brand Finance

Global Brand Equity Monitor
Information & Methodology

January 2025

Understand the power of brands on a global scale

Our mission

The **Global Brand Equity Monitor** is Brand Finance's proprietary annual brand diagnostic tool designed to evaluate brand strength, establish performance benchmarks and offer strategic guidance for brand-building. Understanding Brand Equity through research and financial assessment is at the very core of our mission.

Brand Finance is a specialist consultancy dedicated to the better understanding of marketing finances, founded in 1996 with the aim of 'bridging the gap between brand marketing and finance'. We offer a highly professional approach to marketing accountability and brand evaluation.

For more than 20 years we have helped companies to connect their brands to the bottom line, building robust business cases for brand decisions, strategies and investments. We have helped finance people to evaluate marketing programmes and marketing people to present their case in the Board Room.



Our view on why brands are important

Why we do, what we do…



Brand equity sits at the heart of brand value and its accurate measurement and actionable insight is a vital part of any brand strategy.

Brand perceptions from surveys are relevant and valuable

- They indicate overall brand health and predict future revenues
- They identify brand strengths and weakness
- Evidence from Koen Pauwels & others reaffirms the continued relevance of survey measures

The ‘marketing funnel’ is a key construct

- Measures of brand familiarity, consideration and preference are useful indicators
- Identify and understand the factors that drive purchase

Advocacy & Word-of-Mouth contribute significantly to brand growth

- Metrics for online and real-world social reputation may be defined and tracked

Mental & physical availability, distinctive brand assets all important

- How Brands Grow (Byron Sharp) offers compelling evidence that these are crucial growth drivers and should be measured

The agenda for this methodology document

Coverage & Design - 5 to 9
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FAQ
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Coverage & research design

The research scope in BIG NUMBERS (2024-25)



- **175,000+ respondents**
  +25,000 vs 2023-24
  - **41 countries**
    - **31 sectors**
    - **5,000+ brands**
  - **9 years of data**

To offer more robustness to results, we've increased our tier 1 sample sizes from 500 per brand, to 750-1000 per brand

Geographic Coverage (2024-25)

Original brand equity research in 41 markets

Americas (4)

- Brazil
- Canada
- Mexico
- USA

Asia/Pacific (12)

- Australia
- China*
- India
- Indonesia
- Japan
- Malaysia
- Pakistan
- Philippines
- Singapore
- South Korea
- Thailand
- Vietnam

*Including Taiwan

Europe (17)

- Austria
- Finland
- France
- Denmark
- Germany
- Italy
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom
- Belgium **(new)**

Middle East & Africa (8)

- Egypt
- Kenya
- Kuwait
- Nigeria
- Oman
- Saudi Arabia
- South Africa
- United Arab Emirates

Note: Morocco was removed vs 2023-24

Sector Coverage (2024-25)

We cover 31 sectors and over 5,000 brands*

- Airlines
- Apparel
- Apparel (luxury)
- Appliances
- Banks
- Beers
- Cars
- Cars (luxury)
- Car Rental
- Corporate*
- Cosmetics
- Cosmetics (Luxury)
- Food
- Retail & E-commerce
- Healthcare
- Hotels
- Household products
- *Insurance*
- Leisure & Tourism
- Logistics
- Media
- Oil & Gas
- Real Estate
- Restaurants
- Soft Drinks
- Supermarkets
- Technology
- Telecoms
- Tyres
- Utilities
- Wine & Spirits

*Contains several B2B sectors such as stock exchanges, engineering & construction and more

Survey Questions (2024-25)

We ensure we cover questions that are key to identifying brand standing and opportunities

Brand Knowledge

Q: For each of the following brands, please indicate how well do you know them?

Metric(s):
- Awareness
- Familiarity

Recommendation

Q: How likely are you to recommend this product/service amongst your friends and family?

Metric(s):
- Recommendation
- NPS

Brand affinity

Q: How would you best describe your feelings towards this brand?

Metric(s):
- Hate to love scale

Sentiment

Q: In your most recent conversation/exchange/post, how positive or negative were about the brand

Metric(s):
- WOM sentiment

Brand Imagery

Q: Which of these statements if any do you think apply to the below brand?

Metric(s):
- Easy to get to / good connections
- Genuinely offers something different
- Innovative
- Excellent website & apps
- Great customer service
- This brand supports causes that I care about
- Puts their customers first
- A symbol of success
- Great value for money
- Great facilities
- Luxurious
- Stylish designs
- A variety of activities to choose from
- Good onsite restaurants
- Is culturally enriching
- Great weather
- Offers a unique experience
- Has campaigns / advertising that resonate with me

Consideration

Q: For each of the following brands, please indicate how well do you know them?

Metric(S):
- Preferred brand
- Consideration

Loyalty

Q: How likely are you to continue using this brand beyond the next 12 months?

Metric(s):
- Loyalty
- Likelihood to switch

Price Premium

: Please select which statement you agree more with regarding the price for this brand?

Metric(s):
- Price premium
- Volume premium

Ad recall

Q: How much advertising or promotional activity do you recall seeing or hearing recently

Metric(s):
- Advertising recall

Usage

Q: Have you ever used or purchased the following brand's product or services before?

Metric(s)
- Main brand
- Current users
- Past users

Assurance & Appeal

Q: On a scale of 0-10, how would you rate this brand on the following?

Metric(s):
- Meets my needs
- Reputation
- Follow closely

Word of Mouth

Q: In the last few months, have you had any kind of conversation about the brand

Metric(s):
- Word of Mouth (WOM)

Sustainability

Q: To what extent to you agree or disagree that the following brand is committed to the:

Metric(s):
- **E**nvironment
- **S**ocial
- **G**overnance

To ensure the complete and actionable assessment of brand equity, the **Global Brand Equity Monitor** survey covers a wide breadth of metrics, from saliency to usage, quality to price premium, associations to loyalty, and much more!

Core metrics map brand strength standing, while brand attributes help us to diagnose & understand why we are where we are, and how we can propel brands to new heights.

*Contact Brand Finance for more details on questionnaire content

Number of Brands covered in October 2024

Sector	Total	Australia	Austria	Brazil	Canada	China	Denmark	Egypt	Finland	France	Germany	India	Indonesia	Italy	Japan	Kenya	Kuwait	Malaysia	Mexico	Morocco	Netherlands	Nigeria	Norway	Oman	Pakistan	Philippines	Poland	Portugal	Romania	Saudi Arabia	Singapore	South Africa	South Korea	Spain	Sweden	Switzerland	Taiwan	Thailand	Turkey	UAE	UK	USA	Vietnam
Airlines	744	25		19	20	39			8	26	28	34	21	25	34			22		20	14			12		15	10	13		28	24	19	25	24	12	19	14	26	22	30	30	43	23
Apparel	436				21	51				35	28	17		25	25			17			19						17					22		30	21				18		43	47	
Appliances	218					26				24	22			22	9						15												19	16		7		6		24	28	
Banks	1,138	29	6	29	18	83		25	6	39	42	41	35	39	36	13	13	19	21	20	13	12	13	10	24	33	8	12	15	23	22	15	20	34	12	25	18	22	20	60	48	96	25
Beer	303	18		18	13	10				14	21			21	7	10			15		14	16					9					19		16	12				7		35	28	
Car Rental Services	122	13								14	15			15																4	15		14				5			15	12	
Cars	673	23		12	22	65	25		9	36	40	32	13	40	23			21	23		25		15			13					19		19	22	23		9		17	10	32	48	12
Corporate*	5,301	156	65	104	203	324	32	21	65	214	275	231	112	152	276	22	34	140	123		126	41	43	31		62	81	51	67	115	196	74	174	161	103	89	26	93	88	152	338	516	93
Cosmetics/ Personal Care	227	16			16	19				13	13	24		17	26			11														17	11							20	24	
Food	705	29			38	49			11	41	44	23	30	55	29			20	33		14								18		31		31		21			21		52	86	29
General retail & e-Commerce	459	22	12	4	27	25				31	35	7	7	25	24			4	15		13						8		21		16	20	8	27	9				10		35	47	7
Healthcare Services	44																												6	9	10										19	
Hotels	543	22			21	55				25	27	25	14	22	23			23	11		19										30			22	19	20		23		27	32	72	11
Household Products	204	14			13	19				15	17	12		17	18																	4	12		9			9		21	24	
Insurance	575	23	11	21	21	20				18	18	20	18	21	19	13		23	17		13	11	12				11	14	8	10	20	22	14	17	10	17	12	13	14	22	23	36	13
Leisure & Tourism	237	11			8	29				10	14			13				15													13			12	11					8	41	52	
Logistics	119	5			5	19				10	11			11	9						8													10		5				7	13	6	
Luxury Apparel	314	22				30				34	21			25	28			17												26				23		24					30	34	
Luxury Cars	287			17	17	18				16	17			17	19						16		16								18		16	16	16		16			16	17	19	
Luxury Cosmetics	49					7				7	7			7	6																									9	6	
Media	356				24	21				25	22	23	14	20	24				17		18												28	21	18					27	43	11
Oil & Gas	416	22		17	24	22			7	17	18	22	10	15	8			20	23		15					10	6	8		10	22	9	7	10				13	11	11	20	31	8
Real Estate	103					32							7					15													26							7				8	8
Restaurants	251				22	21				12	12				15			8			8					22					19		6	20							21	57	8
Soft Drinks	294			16		23				25	24	16		34	22				20												21		23		16					29	25	
Supermarkets	270	11			10	13				16	13	11	11	11	11			10			8								21	5	15	4	15	6	9		12	6	15	11	15	11
Technology	377				17	41				19	25	27		17	21			15	15		15						12						18	17	16		10		14		25	53	
Telecoms	417	12	12	17	17	4	6	6	3	8	12	11	17	18	8	5	6	14	14	3	9	5		5	8	6	6	9	7	10	6	12	4	17	9	11	4	9	4	8	18	32	8
Tyres	161					28				13	17	17		13	11																		12				14				13	23	
Utilities	289	26		27	24	24	3		4	20	16			22	18						14		8			3	5	21						20	9	3					19		
Wines & Spirits	379	25				31				34	18	14		17	23				24								13					25	14	27							56	58	
Total Coverage	16,011	524	106	301	601	1,148	66	52	113	811	872	607	309	736	772	63	53	414	371	43	396	85	107	58	32	164	186	128	118	267	449	329	390	671	322	268	130	223	267	366	1,097	1,588	267

Corporate Sector covers B2B brands and is not currently available via the portal. Please get in touch for more information



Method & Quality

Research Design

Survey details

- Online quantitative survey
- Interview length of approx. 20 minutes in length
- Max of 4 sectors asked of each respondent - Max two Tier 1 sectors*

Sample sizes

- We survey over 175,000 respondents to ensure global coverage is robust
- Sample sizes range from 500-10,000 per market depending on sector and brand coverage
- 750-1000+ respondents per market / per sector for tier 1 brands (**New**)
- 500+ respondents per market / per sector for tier 2 & 3 brands

Survey period

- Annual study, fieldwork September-October
- Monthly data available in UAE and KSA markets

Nationally Representative Sampling

- Sample representative of and weighted to reflect age, gender, income, region and other relevant online population demographics in local markets

Languages

- Survey available in country native language(s), and also offered in English as an alternative

Updates

- We are always looking to increase the scope and quality of our global equity survey. This sometimes entails upgrades to the questionnaire, or rotation of tier 1 and tier 2 sectors*



*Description of Tiers found on slide 13

Maximising coverage without overloading respondents

Research is divided into tiers based on sector classification (2024-25)

	Enhanced Questions	Standard Questions	Basic Questions
Awareness	✖	✖	✖
Familiarity	✖	✖	✖
Consideration	✖	✖	
Usage	✖	✖	
Advertising recall	✖		
Brand likability / admiration*	✖	✖	✖ *
Brand Reputation	✖	✖	✖
Meets Needs/ Contribution*	✖	✖	✖ *
Follow brand closely	✖	✖	✖
Loyalty	✖		
Price Premium	✖	✖	
Recommend (NPS)	✖	✖	
Sustainability (ESG)	✖	✖	
Word of Mouth	✖	✖	✖
Unique image statements asked across sectors	✖		

Enhanced Sectors	Standard Sectors	Basic Sectors
Airlines	Airlines	**Corporate brands** (non-consumer facing, parent companies or B2B)
Apparel	Appliances	
Banks	Apparel	We recognise that the general public are not representative of key customers for these brands, however they remain an important stakeholder in terms of managing reputation.
Beer	Banks	
Beer	Beer	
Cars	Cars	
Food	Car Rental Services	
Hotels	Cosmetics/ Personal Care	
Insurance	Food	
Logistics	Healthcare Services	
Luxury Apparel	Hotels	
Luxury Cars	Household Products	
Luxury Cosmetics	Leisure & Tourism	
Oil & Gas	Logistics	
Restaurants	Luxury Apparel	
Supermarkets	Media	
Technology	Oil & Gas	
Telecoms	Real Estate	
Utilities	Restaurants	
Wines & Spirits	Soft Drinks	
	Retail & e-Commerce	
	Tyres	
	Utilities	
	Wines & Spirits	

Example brands:

BOEING

salesforce

Note: some sectors are asked in tier 1 and tier 2 depending on markets

What's changed vs last year

Removals and updates have been made to support the new BSI structure and better insights

Category	Metrics	Tier 1	Tier 2	Tier 3
Brand Funnel	Awareness			
	Familiarity			
	Consideration			
	Usage			
Brand KPI's	Brand Likability*	Updated	Updated	Updated
	Meets needs*	Updated	Updated	Updated
	Reputation			
	Follow closely	Added	Added	Added
	Loyalty			
	Momentum	Removed		
	Price Premium			
	Quality	Removed		
	Recommendation/NPS			
	Sustainability (ESG)			
	Word of Mouth	Updated	Added	
	Advertising recall			
Brand Attributes	Unique image statements	Updated		

*Brand I admire** replaces **brand love** for Tier 3.
*Positive contribution** replaces meets needs for Tier 3.

Where have the attributes gone?

Attribute lists have been tailored to better reflect the relevant attributes of a given sector



Unique taste
Innovative
This brand supports causes that I care about
Great value for money
Cool
Good range of products to choose from
Widely available
Fun
Luxurious
Modern
Great taste
Offers a good non-alcoholic alternative
Great design

Easy to deal with
Innovative
Excellent website & apps
Great customer service
This brand supports causes that I care about
Puts their customers first
A symbol of success
Great value for money
Offers good flight coverage to a wide range of locations
Luxurious
Trustworthy
Great Frequent Flyer Rewards
Good in-flight entertainment, food and beverages
Deliver clear updates about my flight status
Has pleasant cabins - spacious, comfortable, stylish
Good reputation for on-time departure & arrival
Acts sustainably and ethically



Quality insights matter to us

We work with trusted research panel/sampling providers in conjunction with our lead fieldwork partners



We work with trusted fieldwork partners*

- Brand Finance selects ‘best-in-class’ online research panel/sampling providers in conjunction with our lead fieldwork partners

Potentia
bolt
toluna



Quality & trust is in our DNA

- All of Brand Finance research adheres to ESOMAR/ICC Code of Conduct requirements
- Our brand evaluations and valuations follow ISO (10668/20671) best practice, and are vetted by the Marketing Accountability Standards Board3
- Our quality control follows processes to eliminate bots, data speeders and other signals of poor data quality



We ensure we collect representative data

- Sample demographics is quota controlled to ensure age, gender, income, region and other market specific online population demographics are reflective of local markets

*Our partners meet the quality assurance requirements and ethical market research principles according to standards such as ESOMAR, MRS and others.

Quality, so important we're mentioning it twice!

For our research, **data quality is key**. Therefore, our quality control processes cover every stage of the projects that we host, and we have a hands-on approach:

- Our internal team of experts as well as our partners review every questionnaire to ensure questions are clear and easy to understand, allowing respondents to provide high quality data that is reliable, valid and accurate.
- To deliver a high-quality representative sample, we only work with tried & tested partners and sample sources who meet all the latest industry standards.
- The scripting platform we use has an automatic, in-built de-duplication blocker for accidental or fraudulent duplicate respondents to prevent re-entry to the survey.
- During fieldwork itself, quality checks (detailed below) are carried out daily to give an accurate view of how fieldwork is progressing and so quotas are targeted accordingly.
- Our partners in-house data analytics team conducts meta-analysis to review all the data we collect and ensure data is of a sustained high quality.
- Once the project is closed, any respondent removals are reported back to the relevant sources to help improve overall quality and keep the standards high on future projects.
- Data is systematically reviewed by Brand Finance throughout the data collection process.





Insights to Empower Brands

We love data…but only if it leads to insight

Collecting lots and lots of data is one thing, but **data is only useful as a vehicle to understanding**.

That's why we employ a variety of techniques to **transform data into insights in a meaningful, and importantly, actionable way**.

This helps brands to make informed decisions they know will continue to keep them competitive and growing in the right directions.



How do clients use our research?

Some of the applications & benefits of our research includes…

Diagnose brand strengths & weaknesses – where do opportunities exist to grow brand value?

Measure profiles of emerging brands and the underlying drivers of the strongest brands in the market.

Identify a brand's current market context, differentiators and perceived competitors.

Understand key drivers of brand value and brand strength and how these can be used to improve customer acquisition and retention strategies.



Validation of brand positioning vs competition.

Internal benchmarking – tracking brand key performance indicators over time.

Understand pricing perceptions and whether your brand commands a premium.

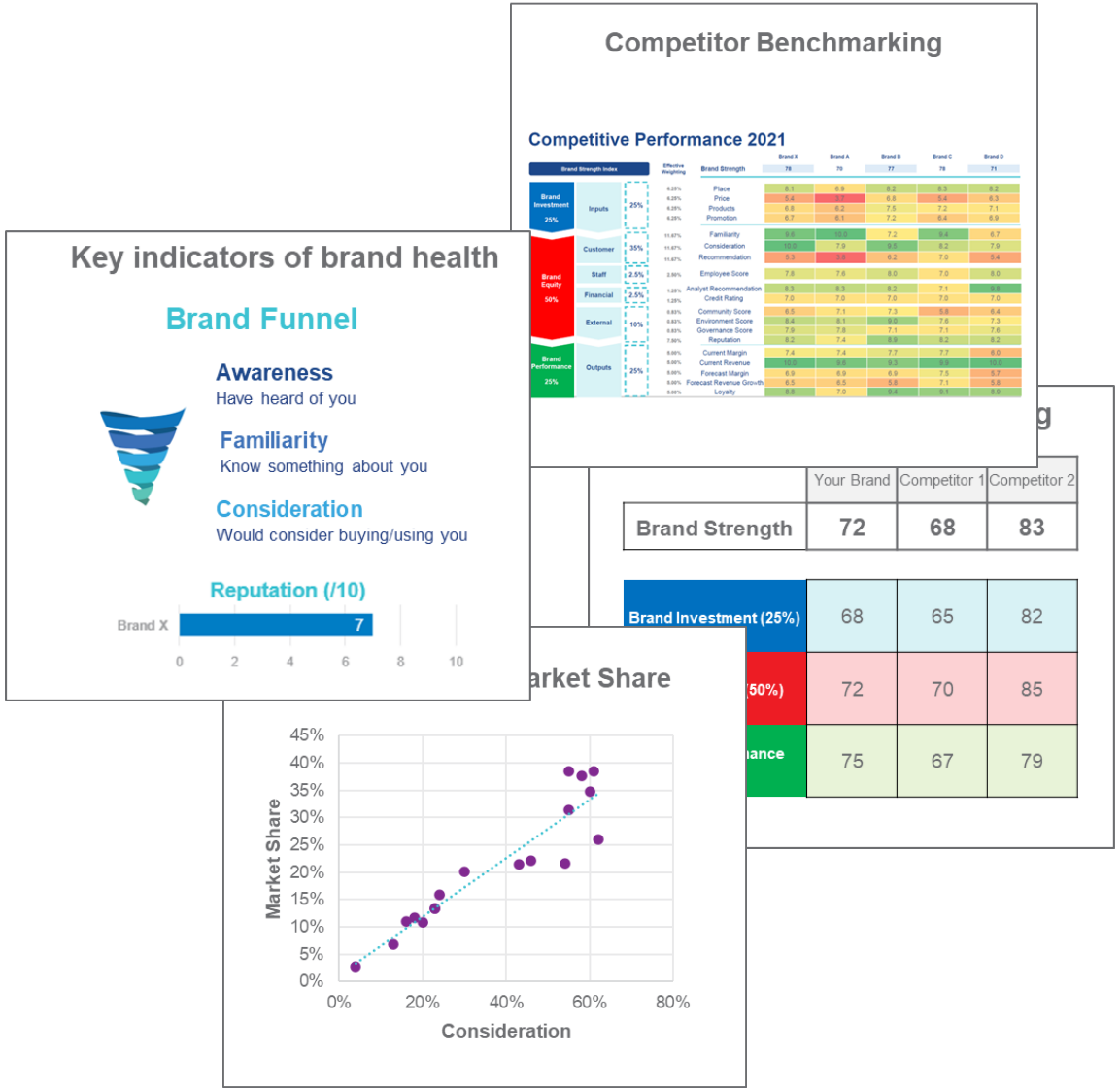
In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.

Where do you stack up against the competition?

A core question for any brand strategy team: **how do I compare to other brands in the market?**

A consistent approach and audience allow like for like comparison versus your competitive set on key metrics, imagery associations, and **ability to convert consumers from awareness to usage.**

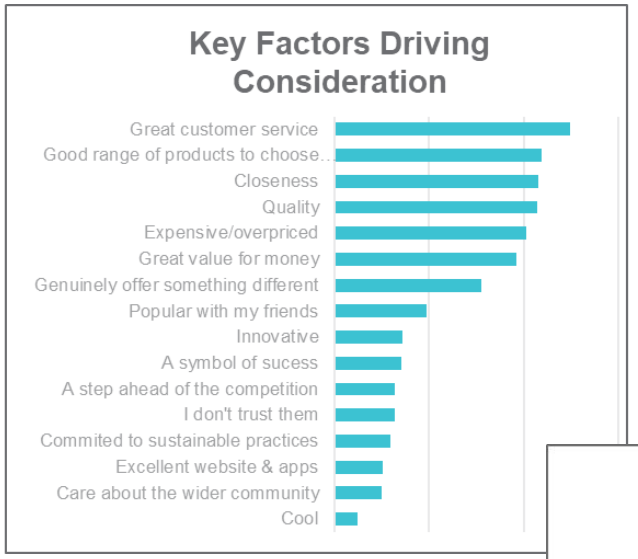
This can help you identify where you stand in the pack, as well as strengths and weaknesses in your brand profile. A key jumping off point for strategic brand decision making.

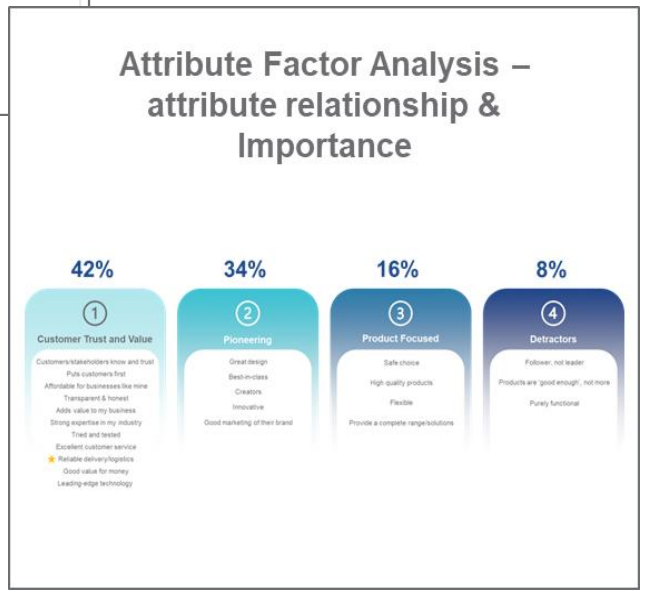


What drives decision-making in your category?

Brand Finance adds more value by running various correlation analysis techniques to brand attributes to statistically understand from a derived perspective, **what's important for consumers in your category!**

Using different dependent variables from the robust study, commonly consideration, usage or reputation, we can **help you understand what levers you need to pull in order to increase traffic to your brand** by meeting customer needs.

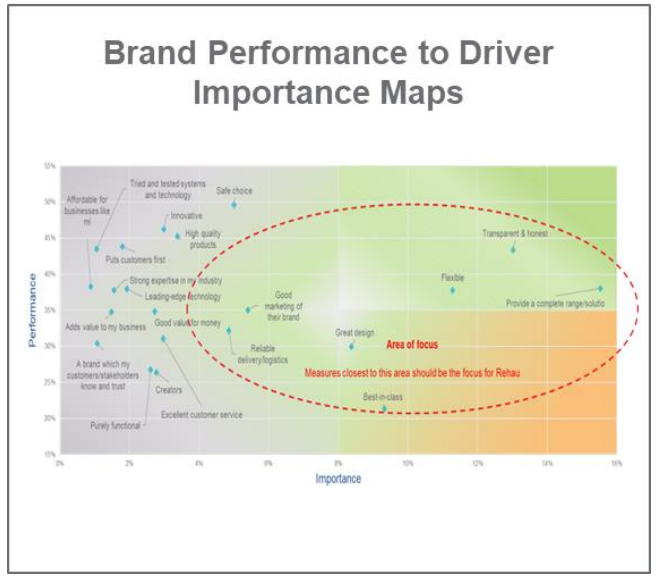


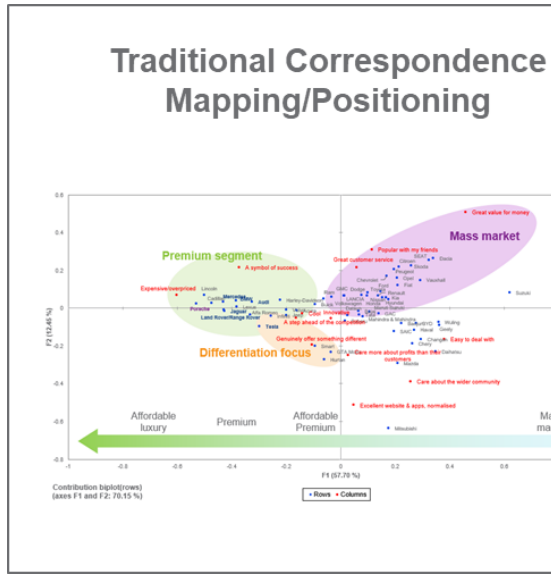


Where are the key opportunities for your brand to grow?

We also have a variety of techniques to understanding where the key opportunities to grow for your brand are. This could be **identifying white space opportunities within your category via correspondence mapping analysis**…

…or we can cross reference your performance on attributes versus attribute importance in driving desired consumer behaviours. This allows us to **highlight the low hanging fruit opportunities for you to improve to maximise activities that strengthen your brand** in a meaningful way.

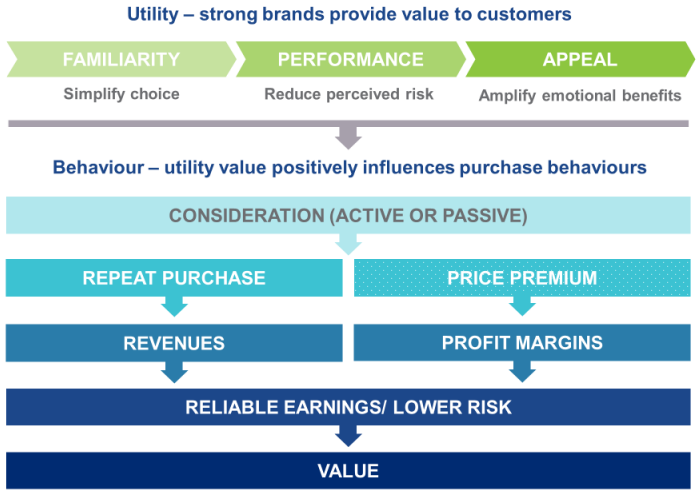


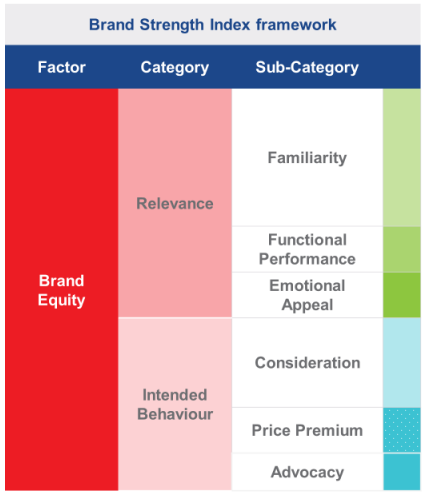


We use the data for Brand Strength Index (BSI) score

Our proprietary Brand Strength Index score is a composite of category weighted key brand perception and behavior metrics. It helps predict likelihood to grow usage, diagnose current relative brand strength vs competitors, and identify key opportunity areas to build your brand

Our approach to brand valuation is connected to accepted theory on how brands create value





Brand Finance® Colours indicate where each core component of the value chain aligns to the Brand Strength Index framework

10.

rand Strength Index for Brand A : 59.1

ess levels should Brand A be targeting and is its clear what investment uired to get there?

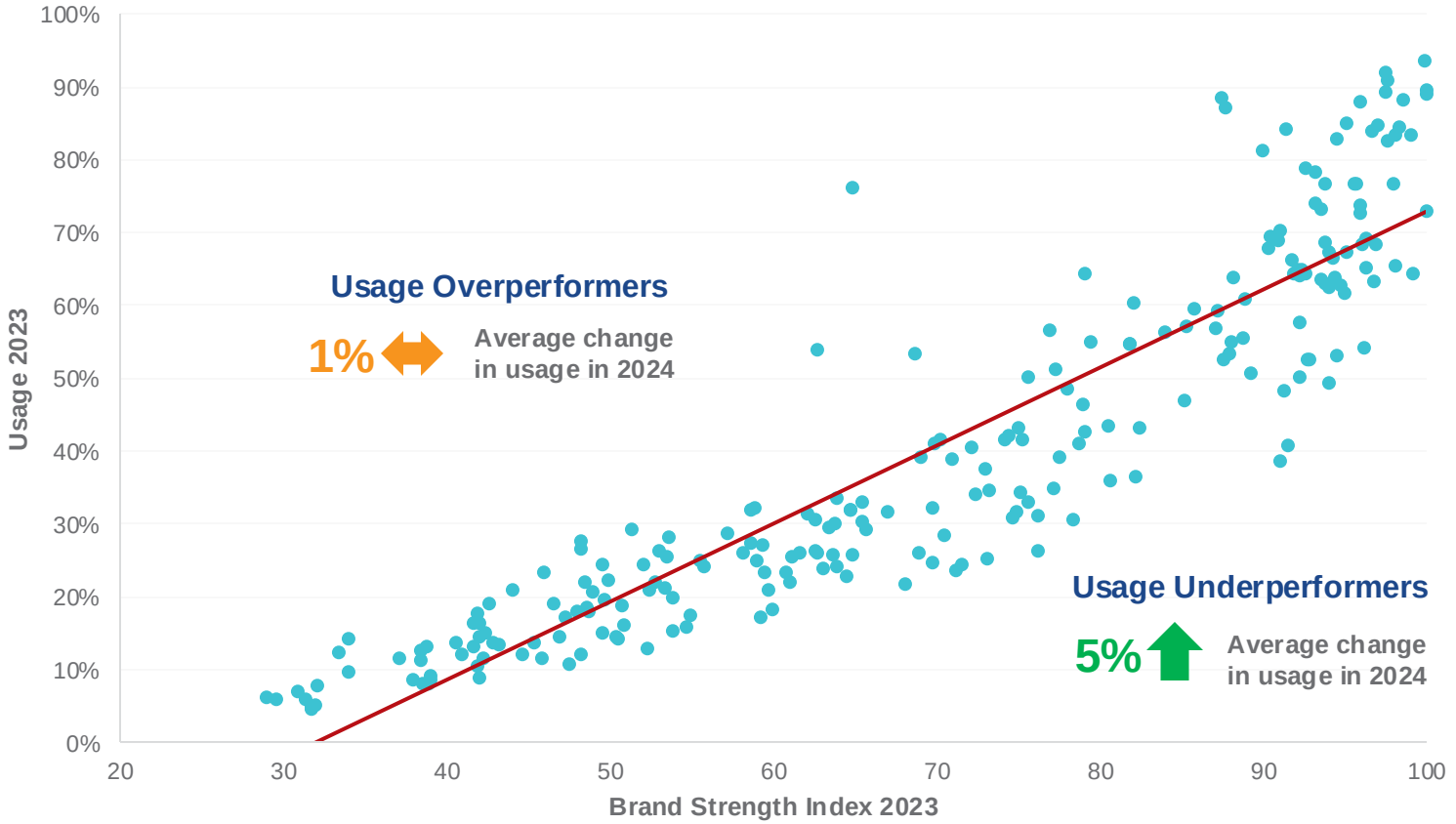
Metric	Weight	Brand A	Corporate	Health	Legal	Tax
Awareness	20.0%	4.7	3.5	5.6	4.0	5.3
Product Brand Association	10.0%	5.2	6.4	4.5	4.3	5.3
Mentions	10.0%	5.5	5.5	5.5	5.5	5.5
Is a market leader	15.0%	6.7	9.0	5.5	6.5	6.0
Trust	15.0%	8.4	9.0	7.0	8.0	9.3
Share of Search (proxy)	7.5%	2.9	2.9	2.9	2.9	2.9
Website Visits (proxy)	7.5%	6.2	6.2	6.2	6.2	6.2
Price Premium	Willingness to Pay (Missing)	0.0%				
Advocacy	Recommendation	15.0%	6.4	5.0	7.5	7.5	6.0
	Overall BSI		59.1	60.1	57.9	57.6	60.1

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12.

Brand Finance BSI is an indicator of future performance

Overperformance on brand strength score vs current usage is a lead indicator of growth. If you build it, they will come…



On average, brands which underperform on usage share relative to their Brand Strength Index experience above average increases in usage the following year.

A one-tailed two-sample t-test testing whether the mean change of underperformers was larger than the mean change of over performers resulted in a p-value of <0.0001 and **99% significance**.

Source: Global Brand Equity Monitor Data, 2023 and 2024

And of course, where do you stand in the brand ranking tables?

Brand Finance values close to **10,000 brands** globally each year. These brands are published in over 115 unique country, region or sector tables. **The findings allow brand guardians to better understand relative performance at a national, regional and sector level.**

Assigning a monetary value to your brand allows you to demonstrate your brand's worth relative to the business. In most cases, **brand is the most valuable asset** with intangible value representing the lions share of enterprise value on today's stock markets.



2023	2022	Logo			2023	2022	2023	2022
1 ^	2	amazon	Amazon		$299,280M	$350,273M	AAA	AAA+
2 v	1		Apple		$297,512M	$355,080M	AAA-	AAA
3 =	3	Google	Google		$281,382M	$263,425M	AAA+	AAA+
4 =	4	Microsoft	Microsoft		$191,574M	$184,245M	AAA	AAA
5 =	5	Walmart	Walmart		$113,781M	$111,918M	AA+	AAA-
6 =	6	SAMSUNG	Samsung Group		$99,659M	$107,284M	AAA-	AAA-
7 ^	8		ICBC		$69,545M	$75,119M	AAA	AAA+
8 ^	10	verizon	Verizon		$67,443M	$69,639M	AA+	AAA-
9 ^	28		Tesla		$66,207M	$46,010M	AAA-	AA+
10 ^	18	TikTok	TikTok/Douyin		$65,696M	$58,980M	AAA-	AA+

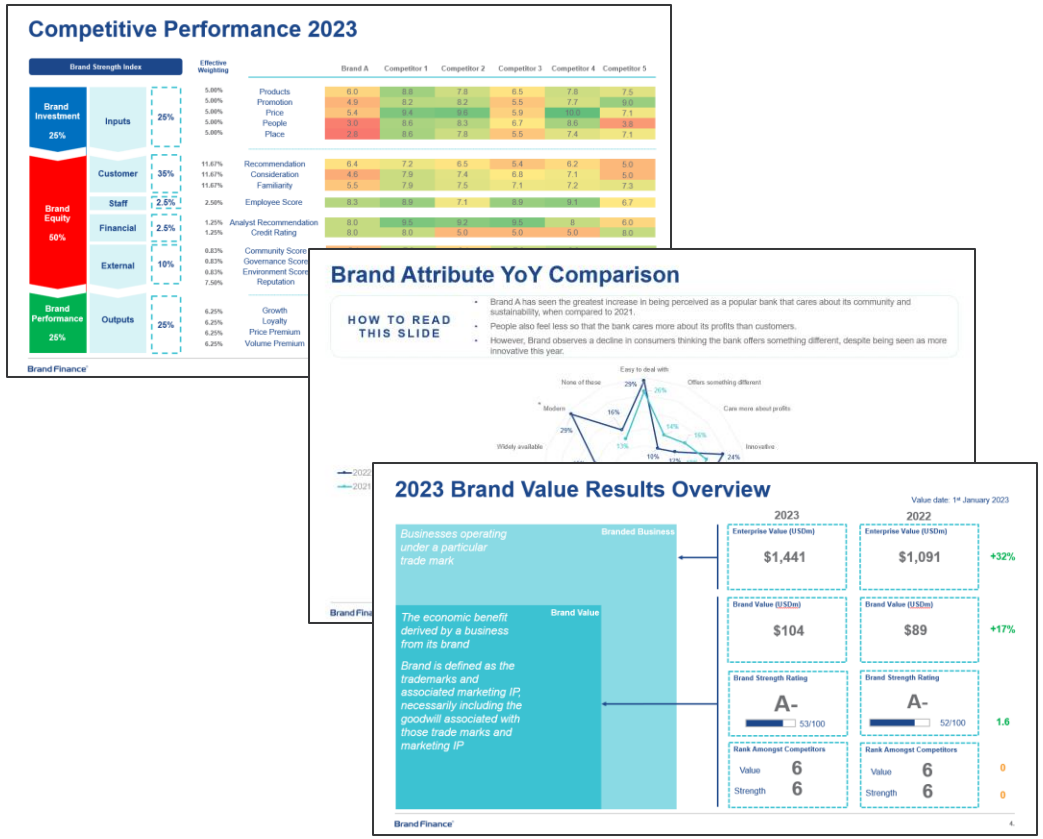
We can also give you a more forensic brand valuation

Our detailed **Brand Value Reports** offer insights into how brand value is calculated and **strategic recommendations on how to grow your brand.**

Detailed Brand Strength Index (BSI) analysis exhibits how the brand performed on various metrics versus competitors using our **holistic brand evaluation framework.**

Analysis of competitor royalty rates, industry rates and margin analysis used in determining your brands applicable rate.

A breakdown of the **Cost of Capital** calculation including risk free rates, brand debt risk premiums and the cost of equity using CAPM.





Appendix

Brand Finance®

Bridging the Gap Between Marketing and Finance™

Founded in 1996, and the world's leading **independent** value-based brand strategy consultancy.

Each year we value the World's top 5,000 brands across all regions and sectors, which is widely publicised in news media worldwide.

We are the only brand valuation company to be accredited with both **ISO 10668: Brand Valuation** and **ISO 20671: Brand Evaluation.**

As part of global consumer brand equity research, Brand Finance surveys more than **150,000 people annually** across **31 sectors** and **38 countries.**

For each of clients we seek to answer the following questions:

- ❑ What are the key brand attributes that are driving value back to the brand?
- ❑ How can we seek to improve on those attributes?
- ❑ And ultimately, **how can we leverage the brand to bring the most value back to the business?**

We are present in over 20 different countries



We are headquartered in London



Best-practice evaluation approach

Key principals of our approach to brand evaluation and tracking

Brand Finance has a structured process for reviewing brand tracking and evaluation systems. It is based on ISO 20671, the international standard for Brand Health evaluation.



ISO 20671 : 2019 Brand Evaluation – Principles and Fundamentals

Brand Finance was actively involved in Technical Committee 289 of the International Standards Organization which created the new standard. ISO 20671 is intended to provide much greater direction for brand valuers in their understanding of the **Input Elements** and **External Dimensions** of brand strength.

- **Our Brand Health research is fully compliant with both ISO 20671 and the ESOMAR/ICC Code of Conduct.**
- **Senior Research Director, Kevin Woods is the ESOMAR representative at Brand Finance.**

Key issues:

- Who are the **key stakeholders** that the brand needs to reach and influence?
- What **data/measures** do we have?
  - Not just ‘reputation’
  - Integration of survey, digital, external data into a coherent framework
- **Frequency** of data collection and reporting

FAQ

Can I include my brand or multiple brands in the study?

Yes, we can discuss inclusion of brands to be researched in future waves upon request:

enquiries@brandfinance.com

How do I access the survey data for a particular brand or sector?

Data can be accessed via **brandirectory.com** or included within a brand equity, valuation or bespoke report upon request.

What is brand strength and how does brand research fit in?

The Brand Strength Index is our ISO compliant methodology for evaluating brands of which a large portion is informed by various research metrics

Click here for more information

How frequent is the study and when does fieldwork occur?

The study is annual with fieldwork typically occurring in September-October each year

How do I contact someone at Brand Finance to learn more about this research and other services?

Please contact us either by email or telephone to schedule a meeting:

enquiries@brandfinance.com
+44 20 7389 9436

How does branding add value to my business?

A strong brand is a valuable asset for any business. A strong brand can drive higher customer acquisition, satisfaction, loyalty, and advocacy. Furthermore, strong brands contribute to business growth and profitability.

Global Clients
























We work with some of the best brands from all over the world. Here is a small selection of the brands we have worked with recently.

Technical Experience

























Our work is frequently peer-reviewed by independent audit practices and our approach has been accepted by regulatory bodies worldwide.

Brand Finance®

Contact us



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Brand Finance is the leading brand valuation and strategy firm,
helping companies to manage their brands for improved business results.

www.brandfinance.com

Brand Finance®