Brand Finance®

Global Brand Equity Research Study

2020-21

Overview and Introduction

Brand Finance Research Summary

29 countries *covered in the latest research*

Our study aims to accurately gauge a global perspective of brand performance in the minds of consumers.

Over **5,000 brands** *valued each year*

Brand Finance has been working for the last 14 years compiling valuations of the most valuable brands in the world.

More than **50,000 consumers** *surveyed each year*

Our large sample sizes ensure that market trends and accurately reflected, outliers are clearly identified, and significantly eliminates any margin for error.

Key metrics *across all industries and brands*

Brand Finance is at the forefront of Brand Equity Research and captures key measures such as consideration, usage, preference, NPS and loyalty

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We are now into our 5th year of historical data.

Sector Coverage & Research

Brand Equity Research Coverage 2020-21

Original market research in 29 countries

Australia	Malaysia	Spain
Brazil	Mexico	Sweden
Canada	Netherlands	Switzerland
China	Portugal	Thailand
France	Romania	Turkey
Germany	Russia	UAE
India	Saudi Arabia	UK
Indonesia	Singapore	USA
Italy	South Africa	Vietnam
Japan	South Korea	

Tier 1 vs Tier 2 Research Structure and Coverage
This year, sectors were classified as tier 1 or tier 2 and subject to different questions.

Tier 1 Research
What do we ask people?

1. Brand Funnel

Awareness
Have heard of you

Familiarity
Know something about you

Consideration
Would consider buying/using you

2. Brand Usage
3. Quality
4. Reputation
5. Closeness
6. Recommendation (NPS)
7. Word of mouth
8. Brand Imagery
9. Loyalty/Likelihood to switch

Tier 2 Research
What do we ask people?

1. Brand Funnel

Awareness
Have heard of you

Familiarity
Know something about you

Consideration
Would consider buying/using you

2. Brand Usage
3. Quality
4. Reputation
5. Closeness
6. Recommendation (NPS)
7. Word of mouth
8. Brand Imagery
9. Loyalty/Likelihood to switch

Sector Coverage & Classification 2020-21

1. Banks (Tier 1)
2. Insurance (Tier 1)
3. Telecoms (Tier 1)
4. Utilities (Tier 1)
5. Automotive (Tier 1 & Tier 2)*
6. Luxury Automobiles (Tier 2)
7. Airlines (Tier 2)
8. Technology (Tier 2)
9. Oil & Gas (Tier 2)
10. Retail (Tier 2)
11. Cosmetics (Tier 2)
12. Food (Tier 2)
13. Pharmaceuticals (Tier 2)
14. Beers (Tier 2)
15. Appliances (Tier 2)
16. Spirits (Tier 2)
17. Media (Tier 2)
18. Hotels (Tier 2)
19. Logistics (Tier 2)
20. Restaurants (Tier 2)
21. Apparel (Tier 2)
22. Real Estate (Tier 2)
23. General Retail (Tier 2)

Why Brand Equity Surveys are Essential for Strategic Decision making

Brand equity measurement sits at the heart of brand evaluation and is an important process for any branded business

Broader brand perceptions from surveys are relevant and valuable

- Are indicative of overall brand health and predictive of future revenues.

- Identify brand strengths and weakness

- Evidence from Koen Pauwels & others reaffirms the continued relevance of survey measures

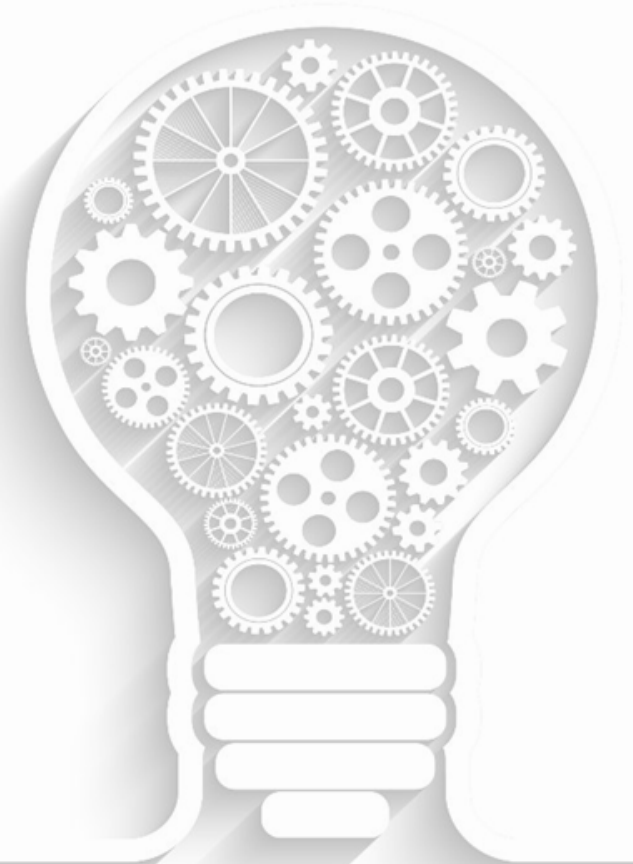**The *'marketing funnel'* is a key construct**

- Measures such as familiarity, consideration, preference, are important indicators

- But we also need to understand the factors which drive consideration and purchase

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

- Online and real-world social reputation can and should be tracked

Mental & physical availability, distinctive brand assets all important

- *How Brands Grow* - Byron Sharp compelling evidence that these are crucial growth drivers; these can and should be measured

How Do Clients Use Our Research?
Applications, benefits and scope

Applications	Benefits		Scope
Insight/Strategy		• Cost-effective annual brand tracking & snapshots • Improved internal understanding of brand • Measurement of relative brand performance on key choice attributes	• Brand-focussed • Strategic brand perspective not short-term campaign assessment • Complementary to existing continuous Brand and Ad tracking/research
Benchmarking		• High-level benchmarking – direct competitors and across categories • Large number of competitors in each market • Validation of brand positioning vs competition	
Understanding		• Diagnose brand strengths and weaknesses • Understand profiles of emerging brands • Identify what drives consideration, preference and intention to switch	

Survey Design – B2C

Geographic coverage of all key markets

Survey Design

- Online questionnaire

- Survey duration – *20 minutes*

- Surveys are conducted in local languages - official language(s) of the market in question

- Surveys are compatible with PC/laptop and mobile phones

- Respondents evaluate brands in 2-4 categories

- Appropriate screening criteria applied to ensure respondents meet the specific requirements for each category

Geographic Coverage & Sample Size

- Data collected in **29 markets** with a sample size of over **50,000 adults (750-5,600 per market),** representative of each country's (online) population

- Data is weighted to reflect the age, gender, region and (where relevant) ethnic profile of the population

Fieldwork dates:

- Online fieldwork is conducted annually in **September/October** each year

Quality Control

1. All of Brand Finance research adheres to ESOMAR/ICC Code of Conduct requirements.

3. Our brand evaluations and valuations follow ISO (10668/20671) best practice, and are vetted by the Marketing Accountability Standards Board

3. Our QC follows processes to eliminate bots, data speeders and other signals of poor data quality.

Also available – B2B research from 2019-20

Geographic coverage of all key markets

Survey Design

- Online questionnaire

- Survey duration – *10-15 minutes*

- Surveys are conducted in local languages - official language(s) of the market in question

- Surveys are compatible with PC/laptop and mobile phones

- Respondents evaluate brands in banking and insurance – assuming they are decision-makers or senior-level influencers within each category

Geographic Coverage & Sample Size

- Data collected in **10 markets** with a sample size of over **5,000 business decision-makers and influencers**

Fieldwork dates:

- Online fieldwork is conducted annually in **September/October** each year

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Survey Methodology and Quality Control

Surveys are conducted online

Key Content:

- **Brand KPIs:** familiarity, consideration, usage, preference, satisfaction, recommendation and intention to switch.
- Core functional & emotional brand attributes gathered for brands familiar with
- Optional driver analysis run to identify which attribute perceptions most strongly drive key outcomes such as brand consideration, brand preference, and brand loyalty

Research Partners:

- Brand Finance selects 'best-in-class' online research panel/sampling providers in conjunction with our lead fieldwork partners, *Alligator* and *Toluna*

Accessing our Data and Insights

Equity Data is available in two different formats: via the online portal or through an in-depth Brand Value report

Brand Directory: click here to visit

Brand Equity Data is made available through the Brand Directory. Data is displayed in various reporting formats such as tables and graphs. Data can then be downloaded.

Brand Valuation Reports

Data is available in the form of Brand Valuation reports which provide an in-depth analysis of a specific brand and a chosen competitor set.

Questionnaire Overview

Questionnaire *(1)*

Question	Description	Tier 1	Tier 2
Screening/quota questions	**B2C**: Gender, age, region **B2B:** Gender, Company type/size, region, role/position & decision-making/influence	✓	✓
Category qualification questions (For banking, telecoms, tech, all respondents were deemed to qualify)	Airlines: In the past 12 months, have you taken a flight for either business or leisure purposes?		
	Auto: Does anyone in your household own or lease a car, van or motorcycle, or plan to buy one in the next 6 months?		
	Insurance: Do you take out any insurance cover?		
	Restaurants: How often do you eat out or order take-away food?		
	Supermarkets: Are you responsible for household food/grocery shopping?		
	Utilities: Are you the decision maker or joint decision maker of any utility bills?		
Awareness & Familiarity	For each of the following brands, please indicate how well you know them	✓	✓
Usage	Have you used this brand's products or services before?	✓	
Consideration	Which brands would you consider using in the future and which would you not consider using"?	✓	✓
Quality	How would you rate the quality of this brand's products/services compared to competing brands products/services?	✓	
Reputation	How strong, in your opinion, is this brand's overall reputation?	✓	✓
Emotional Closeness*	How close do you feel to this brand	✓	
Recommendation (NPS)	How likely are you to recommend this product/service amongst your friends and family?	✓	
Loyalty/Switching	How likely are you to continue using this brand beyond the next 12 months?	✓	

Questionnaire (2)

Question	Description		Tier 1	Tier 2
Word of Mouth*	Thinking about the past 7 days, have you had any kind of conversation or exchange of views about <BRAND> with someone else such as a friend, family member, work colleague or social media connection?		✓	
	In your most recent conversation/exchange/post, how positive or negative about <BRAND> were you and those you 'talked' to?		✓	
Brand Image	Which of these statements, if any, do you think apply to < BRAND >:		✓	
	• Easy to deal with	• A step ahead of the competition	✓	
	• Genuinely offer something different	• Expensive/overpriced	✓	
	• Care more about profits than customers	• Care about the wider community	✓	
	• Innovative	• Popular with my friends	✓	
	• Excellent website & apps	• A symbol of success	✓	
	• I don't trust them	• Great customer service	✓	
	• Helps meet our business goals	• Reliable	✓	
Category Behaviour	Airlines: How many trips by air have you taken in the past year for business or leisure?		✓	
	Auto: Are you likely to buy another car or van in the next 6 months (new or used)?		✓	
	Banks: Which of these banking products and services do you have now, and which are you seeking new providers/solutions for either now or in the near future?		✓	
	Technology & Telecoms: Which of these types of technology product do you currently own, and which are you looking to buy/replace in the next 6 months?		✓	
Additional Profiling*	Marital Status, Presence of Children, Ethnicity		✓	✓

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5. Automotive (Tier 1 & Tier 2)*	17. Media (Tier 2)
6. Luxury Automobiles (Tier 2)	18. Hotels (Tier 2)
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9. Oil & Gas (Tier 2)	21. Apparel (Tier 2)
10. Retail (Tier 2)	22. Real Estate (Tier 2)
11. Cosmetics (Tier 2)	23. General Retail (Tier 2)
12. Food (Tier 2)	

*Automotive sector is covered as tier 1 is certain markets and tier 2 in others

Sample & Sector Coverage in October 2020 – B2C

T1 = Tier 1 Research
T2 = Tier 2 Research
Refer to slide 6 for explanations

2020-21 Market Research Sample Sizes & Coverage Summary	UK	France	Germany	Spain	Italy	Turkey	Canada	USA	Mexico	India	China	Australia	South Africa	South Korea	Japan	UAE	Saudi Arabia	Singapore	Malaysia	Thailand	Vietnam	Indonesia	Switzerland	Brazil	Russia	Romania	Portugal	Sweden	Netherlands
Sample Size	4000	4000	2500	3200	4000	750	3200	5000	1500	2400	4500	1000	1200	750	1000	750	750	750	1000	750	750	750	750	2000	1200	1000	1000	1000	1000
Banks (T1)																													
Insurance (T1)																													
Telecoms (T1)																													
Utilities (T1)																													
Airlines (T2)																													
Technology (T2)																													
Oil/Gas (T2)																													
Supermarket (T2)																													
Cars (T1 & T2)		T2	T2	T2			T2		T2	T2		T2			T2													T2	T2
Luxury Cars (T1)																													
Cosmetics (T2)																													
Food (T2)																													
Pharma (T2)																													
Beer (T2)																													
Appliances																													
Spirits (T2)																													
Madia (T2)																													
Retail Pharma (T2)																													
Hotels (T2)																													
Logistics (T2)																													
Restaurants (T2)																													
Apparel (T2)																													
Real Estate (T2)																													
General retail (T2)																													
Total Markets Covered	20	20	20	19	17	8	16	19	12	12	21	11	9	8	15	7	7	7	9	7	7	7	9	11	8	11	8	13	16

2019-20 B2B Research

Sample & Sector Coverage (2019 only) – B2B

B2B Research was conducted across the 2 sectors: Banking & Insurance

For the B2B survey, 500 respondents were interviewed in each of these 10 markets:

1. China
3. Germany
5. Japan
7. Russia
9. UK

2. France
4. Italy
6. Mexico
8. Turkey
10. USA

Brand Finance®

Our Brand Evaluation Services

Our Evaluation Services

Key Questions Asked	How do we Help?
How are brands perceived in my category?	• Brand Finance tracks brand fame and perceptions across 29 markets in 10 consumer categories (+ banking and insurance in B2B) • 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 31-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.

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About Us

Other In-House Global Research Expertise

Each year Brand Finance designs and conducts global market research and Brand Strength Tracking studies across varied sectors and geographies. Using the Brand Strength Index structure allows comparisons between Corporate Brands, Sports teams, Nations and more.

Annual Soft Power Index

The Soft Power survey encompasses more than 55,000 respondents across 100 different countries and includes the general public as well as specialist audiences such as a business leaders, financial, media and academic personnel.

Brand Finance Football Fan Survey

Each year Brand Finance conducts in-house research on over 7000 fans across 7-10 markets.

Brand Finance is at the forefront of Football Fan Research and captures data on the knowledge, attitudes, and behaviors of fans. Our research covers key Brand KPI tracking for over 10 leagues/competitions and their respective clubs.

About Us

Research Team

Founded in 1996, we are the world's leading independent brand valuation consultancy.

Brand Finance exists to help clients build successful, admired and effective brands. And for 20 years we have helped organisations evaluate marketing programmes, and marketing teams present their case in the Board Room.

We combine creative thinking and brand strategy skills, with a clear focus on measuring effectiveness and value.

Our team of professionals, from a mixture of backgrounds, use customer insight, market analysis and brand valuation techniques to analyse the impact of brand and marketing decisions on company profitability and growth potential.

Every year Brand Finance values over 5,000 brands across all sectors and geographies. The results are tabulated and published in the media to raise awareness of brands as valuable business assets to be carefully managed.

Steven Thomson
Head of Research and Insight

Steve has a wealth of experience gained across a 30+year career focussing on what makes people tick and drives their brand choices.

Steve has held senior positions in some of the world's largest research agencies and consultancies. He has a degree in Economics from Cambridge University.

Ben Baigrie
Senior Research Analyst

Ben graduated from the University of Cape Town with majors in Economics and Marketing whilst further completing a B-COM Honours in Financial Analysis and Portfolio Management.

Ben has managed, coordinated and executed a wide range of research projects with Brand Finance in previous roles held.

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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.

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