



# IPL 2020

**The annual report on the most valuable and strongest IPL brands**  
December 2020

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# About Brand Finance.

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

**We bridge the gap between marketing and finance**

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 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.

**For business enquiries, please contact:**

**Savio D'Souza**  
Valuation Director  
s.dsouza@brandfinance.com

**Ajimon Francis**  
Managing Director, Brand Finance India  
a.francis@brandfinance.com

**For media enquiries, please contact:**

**Florina Cormack-Loyd**  
Senior Communications Manager  
+44 7939 118932  
f.cormackloyd@brandfinance.com

**For more information, please visit our website:**  
www.brandfinance.com

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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

  
Benchmarking

  
Education

  
Communication

  
Understanding

  
Insight

  
Strategy

Benefits of a Brand Value Report

What's in 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](http://brandirectory.com) to find out more.

## Brand Finance Group.



**Brand Finance**  
Institute

### Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

**Brand Dialogue**



### Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

**vi360**

### VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



# 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.



**Savio D'Souza**  
Valuation Director,  
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.



**Ajimon Francis**  
Managing Director  
Brand Finance India

# Indian Premier League Keeps Ball Rolling as it Braves COVID-19 – Brand Value Down 22%.

- + IPL's business value erodes 22% in wake of COVID-19, valued at US\$4.4 billion
- + **Mumbai Indians**, the No.1 IPL franchise brand, clinches top spot and is only team to grow (up 7%) in brand value despite bio-bubble and empty stadiums
- + Ahead of 14<sup>th</sup> edition auctions, all eyes on 2020 laggards **Chennai Super Kings**, brand value down 21%
- + Rejuvenated IPL franchise brand, **Delhi Capitals**, are 2<sup>nd</sup> strongest brand having played exciting cricket and punching above their weight
- + **Kings XI Punjab** emerge as team that played fearless & free flowing brand of cricket
- + IPL 2020 has paved way for all leagues to move forward in post-pandemic world

# Executive Summary.



This year, the hotly anticipated annual 20-20 cricket tournament has recorded a 22% drop in business value to US\$4.4 billion.

The IPL sponsorships were driven by tech brands this year. Global and local mega brands -representing sectors ranging from IT services, telecoms, online payments, gaming and FMCG -vied for a piece of the first mass viewed tournament after a prolonged pandemic driven lockdown. IPL continues to attract the best global talent like the La Liga and the English Premiere League have both accomplished in the soccer space.

## Auctions looming ahead of 14<sup>th</sup> edition

IPL continues to be a serious gamechanger for aspiring cricketers. With the auctions for the 14<sup>th</sup> edition of the IPL set to take place soon, some team owners will be undertaking serious rethinking. IPL 2020 showcased the power of teams punching above their weight – particularly Delhi Capital and Kings XI Punjab. This upcoming auction would ensure many team owners infuse some young blood into their teams as aging squads are not firing – such as the Chennai Super Kings.

Team strategies and player combinations played a big role in ensuring close finishes, multiple matches with Super Over results, and four teams vying for the final place in the playoffs until the last of preliminaries. IPL has now created enough momentum for the franchise teams, that they are driving their own sponsorship

**The Indian Premier League roll out of 2020 was surreal and impressive. The IPL ensured continuity of the brand with some bold moves, including: technical collaboration with ECB; venue collaboration with the UAE; a quick response to quarantine and bio bubble disciplines; a change in title sponsorship due to geo-politics; and matches played to empty stadiums with sound effects and signboards mimicking the real game.**

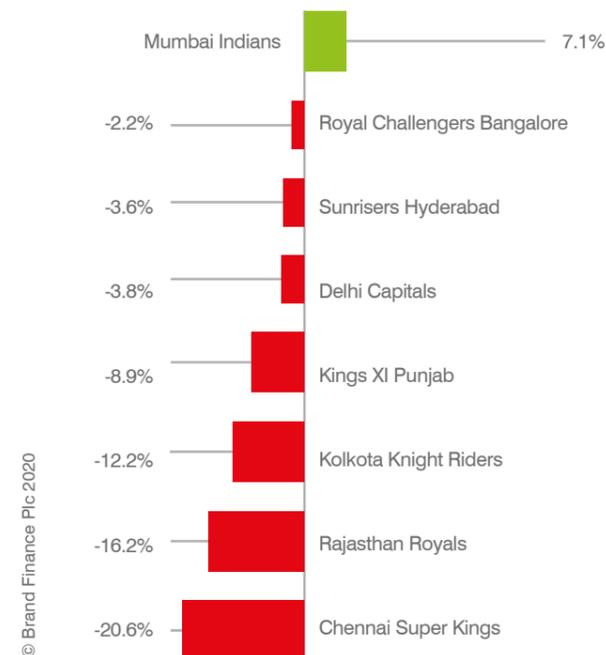
**Ajimon Francis**  
Managing Director of Brand Finance India

revenues, digital media strategies, innovative merchandising tie-ups and fan engagement - all three being the most important factors in superior brand value creation.

**Now into its 14<sup>th</sup> edition, IPL brand has weathered the storm and successfully ensured that brand value creation continues, albeit with some brand value erosion. It assures its fans that the brand will be governed with grit and discipline and every stakeholder will adhere to its directions – over rates, field conduct, team in-fighting, and video referrals.**

**Savio D'Souza**  
Valuation Director, Brand Finance

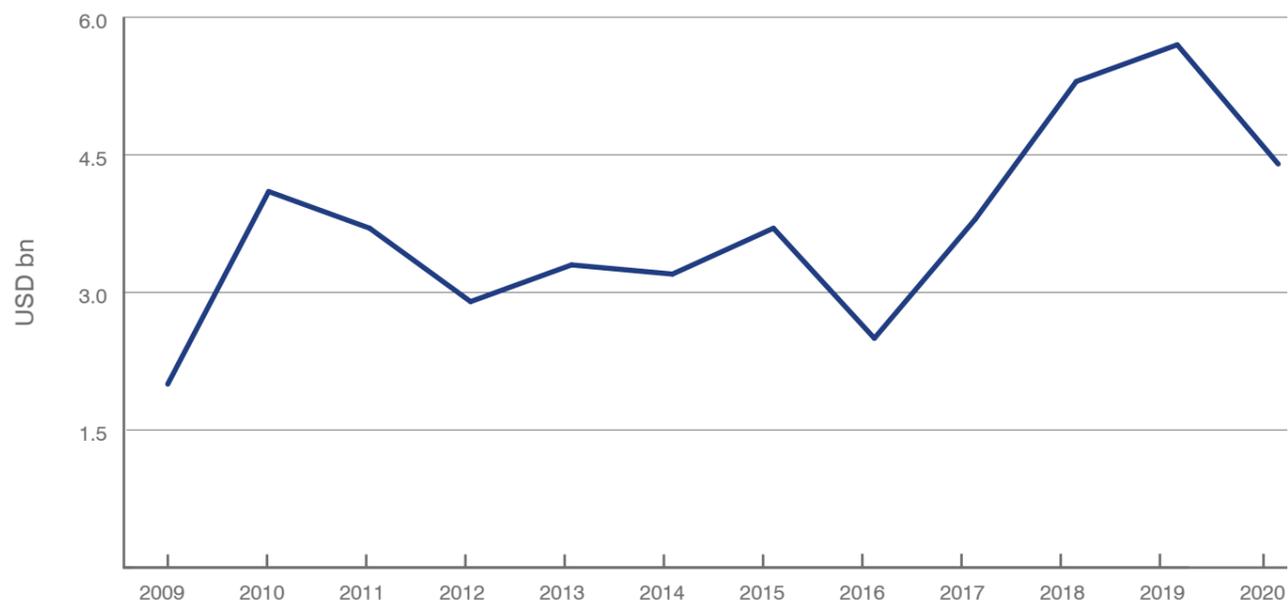
## Brand Value Change 2019-2020 (%)



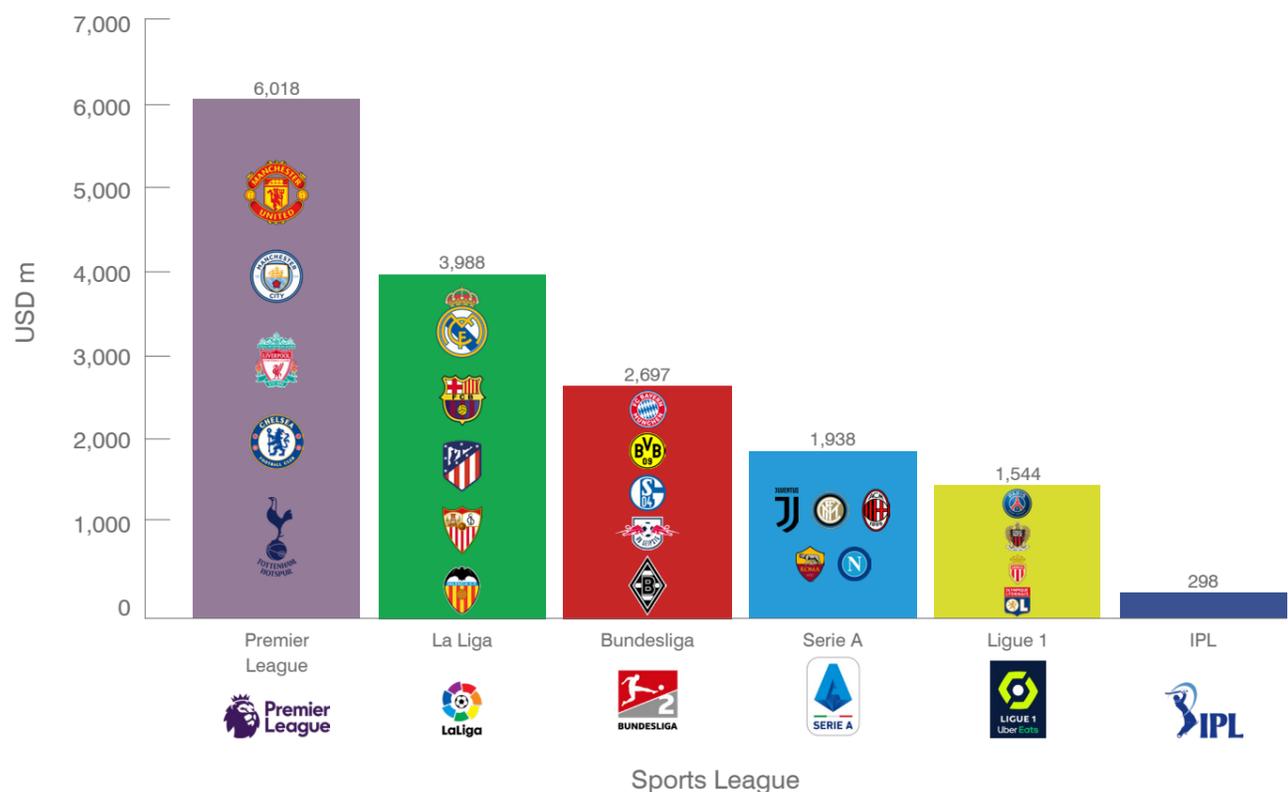
## IPL Franchise Team Brand Value

	<b>1</b> ↑ 3 	2020: \$70.3m 2019: \$65.7m	<b>+7.1%</b>
	<b>2</b> ↓ 1 	2020: \$59.8m 2019: \$75.3m	<b>-20.6%</b>
	<b>3</b> ↓ 2 	2020: \$58.4m 2019: \$66.5m	<b>-12.1%</b>
	<b>4</b> ← 4 	2020: \$57.4m 2019: \$59.6m	<b>-3.6%</b>
	<b>5</b> ← 5 	2020: \$52.2m 2019: \$54.2m	<b>-3.8%</b>
	<b>6</b> ← 6 	2020: \$49.7m 2019: \$50.8m	<b>-2.1%</b>
	<b>7</b> ↑ 8 	2020: \$38.0m 2019: \$41.7m	<b>-8.9%</b>
	<b>8</b> ↓ 7 	2020: \$36.4m 2019: \$43.4m	<b>-16.2%</b>

## IPL Business Valuation



## Brand Value (Top 5 Teams)



IPL 2020 was remarkable in multiple ways including how fans could watch. Empty stadiums in the UAE, due to COVID-19, meant fans were exclusively watching live broadcasts of matches. Perhaps surprisingly, compared to last year, the online viewership of matches went down from an average of 18-20 million live viewers to 4-6 million viewers this year. A home lockdown meant TV watching increased, whereas mobile viewing declined. The IPL continues to create enough buzz for its players (especially the young hopefuls), franchises, team sponsors and an image uplift to the Indian sporting economy.

With election results getting declared during the final matches, the IPL brand held strong with its loyal base of fans and ensured a grand finish to a remarkable tournament.

### Top of the charts

For the purposes of the valuation, the IPL has been treated as a single commercial entity, encompassing business values of all its parts. The income that the Board of Control for Cricket in India (BCCI) and the franchises will achieve, and the expenditure that each will incur was aggregated. All cross-charged income and expenditure has been ignored. In addition, the Brand Finance IPL 2020 report ranks the most valuable IPL franchise brands.

### Team growth over past 13 years

Brand Finance has calculated the brand value of the IPL and each of its teams annually since 2009. The remarkable growth in brand value over the past 10 years seen by Mumbai Indians (up 69% from US\$41.6 million in 2009) is a real testament to the popularity of the players, team, management and ability to overcome difficulties along the way.

### IPL leading the way in 20-20 leagues

Over the past 13 years, the IPL has firmly made its mark on the cricketing world and resonated far beyond the already huge Indian cricket fan base. When the European soccer leagues were limping back with caution, IPL took the leap of faith by going ahead with

the 2020 tournament and pulled it off with negligible controversy.

### IPL – a career maker and breaker

IPL 20-20 is turning out to be a testing ground for aspiring cricketers. Many India under-19 team players are getting opportunities to showcase their talent. Unknown faces from the hinterland and state-level competitions are getting noticed by the franchise's hawk-eye coaching teams. Many of these finds are today part of the Indian national team. Many more have found place in their Ranji teams. Few have seen their IPL performance obstruct their national selections.

Funnily enough even the retired India internationals have found demand in overseas cricketing leagues due to their IPL performance. IPL is certainly a hotbed for careers of various shades.

### Mumbai Indians

#### Ruthless - A lazy swag and fearless when facing any team

Mumbai Indians have topped the ranking as the most valuable IPL brand this year, following a 7% brand value increase to US\$70.3 million.

Their core experienced group, their international experience and camaraderie they share - especially under high pressure moments - was the team's biggest strength this year. The team's digital marketing team maintained high engagement with its core fans during the entire tournament – using various marketing mix variables that were effective and created engaging experiences.

MI were the No.1 side on Fair Play Awards table too - a drastic difference from previous years. Right from the start of the tournament, MI maintained a good team composition, clarity of thought, with players performing above their potential.

MI were also the top scorer in the Brand Strength Index (BSI), with a BSI score of 76.9 out of 100 and a corresponding AA+ brand strength rating. MI were the only team to grow both in brand value and brand strength this year.

**Franchise Team Brand Strength Index**

	<b>1</b> ↑ 2		2020: <b>76.9</b> AA+ 2019: <b>70.4</b> AA	<b>+6.5</b>
	<b>2</b> ↑ 3		2020: <b>70.5</b> AA 2019: <b>69.1</b> AA-	<b>+1.4</b>
	<b>3</b> ↑ 4		2020: <b>67.0</b> AA- 2019: <b>67.3</b> AA-	<b>-0.3</b>
	<b>4</b> ↑ 6		2020: <b>66.1</b> AA- 2019: <b>64.9</b> AA-	<b>+1.2</b>
	<b>5</b> ↓ 1		2020: <b>62.4</b> A+ 2019: <b>71.0</b> AA	<b>-8.6</b>
	<b>6</b> ↓ 5		2020: <b>61.3</b> A+ 2019: <b>66.2</b> AA-	<b>-4.9</b>
	<b>7</b> ← 7		2020: <b>61.2</b> A+ 2019: <b>63.4</b> A+	<b>-2.2</b>
	<b>8</b> ← 8		2020: <b>57.1</b> A 2019: <b>62.8</b> A+	<b>-5.7</b>

**Chennai Super Kings**  
**Rudderless - Team that broke apart**

Chennai Super Kings have suffered a significant 21% brand value drop this year to US\$59.8 million, simultaneously dropping from first to second place in the ranking – a position they have managed to hold on to largely due to the team’s legacy. The team’s BSI is 62.4 out of 100.

CSK had a forgettable IPL 2020 – with a team that broke apart even before the tournament started. The thinktank was built around a strong core of domestic and international players and in Indian sub-continent conditions have been formidable ever since the beginning of the IPL in 2008.

CSK continued to back their core group - the most experienced and highest-quality spin core -and has relied on the ‘experience factor’ of its players. Since the pandemic lockdown, not much professional cricket had been played for over 9 months and more than half of the CSK squad hadn’t played cricket for much longer as they had retired from national duties. CSK players were rusty, misfired and started doubting themselves early in the tournament. The brand waned, missing its massive fan army support in the empty stadiums.

**Kolkata Knight Riders**  
**Reluctant - Fierce but not sure who will finish the job**

Kolkata Knight Riders are ranked third this year, the team’s brand value falling 12% to US\$58.4 million. KKR’s brand strength has rapidly dropped in the last couple of years, its BSI score falling 8 points this year to 61.3 out of 100.

While most of the IPL teams have formidable top order and a middle order in supporting role, KKR have always had a destructive and reliable middle order. This year, this middle core of KKR failed to fire in crucial matches.

Adding to the woes was an indifferent form of bowlers that dragged KKR down the points table. The change of captain midway also didn’t help the cause. KKR has always been a team that swelled in the support of its fan clubs, full stadiums and the whole euphoria around

the IPL. The empty stadiums and missing fans affected the team significantly.

During the peak of its glory in IPL 2012-15, KKR was powered by a strategic thinktank of coaches and support staff, which seemed to be a missing piece in the performance jigsaw. Given the huge names, formidable line up, and winning reputation, KKR this year has been a reluctant team in every match they have played.

**Sunrisers Hyderabad**  
**Relentless - At you always - A team that never stopped believing**

Ranked in 4<sup>th</sup> position, Sunrisers Hyderabad’s brand value has declined 4% to US\$57.4 million. The team is the 3<sup>rd</sup> strongest brand in this year’s ranking with a BSI score of 67.0 out of 100.

In David Warner and Jonny Bairstow, Sunrisers Hyderabad has had the most destructive opening pair in the IPL 2020. SRH’s brand is also built around strong coaching staff that has been consistent over the years.

The team’s digital marketing team created innovative engagement experiences with the fan clubs. As a team, they managed a clean image throughout the tournament – both on and off the pitch. Apart from a formidable opening pair, the team also had the best group of bowlers and the ground fielding unit – the team were relentless in each match and showed the spirit of never giving up.

**Delhi Capitals**  
**Rejuvenated - Every team member eager to contribute**

Delhi Capitals are ranked in 5<sup>th</sup> position, following a small 4% brand value decrease to US\$52.2 million. They are, however, the second strongest team in the ranking, with a BSI score of 70.5 and a corresponding AA brand strength rating.

With a strong Indian core of players, Delhi possessed perhaps the finest core in the IPL 2020, which almost got them the elusive trophy. Often an overlooked aspect of winning games in the high-pressure IPL is the coaching staff and DC is home to outstanding coaching staff. The



coaching staff has been monumental in molding a lot of youngsters in Delhi last year and has built it further in 2020.

The confidence from the last season has surely kept their spirits high and the team believed that they can be winners. DC were a team that punched above their weight – with all team members eager to contribute to the win.

### Royal Challengers Bangalore Atlas - Too few too heavy a burden to carry

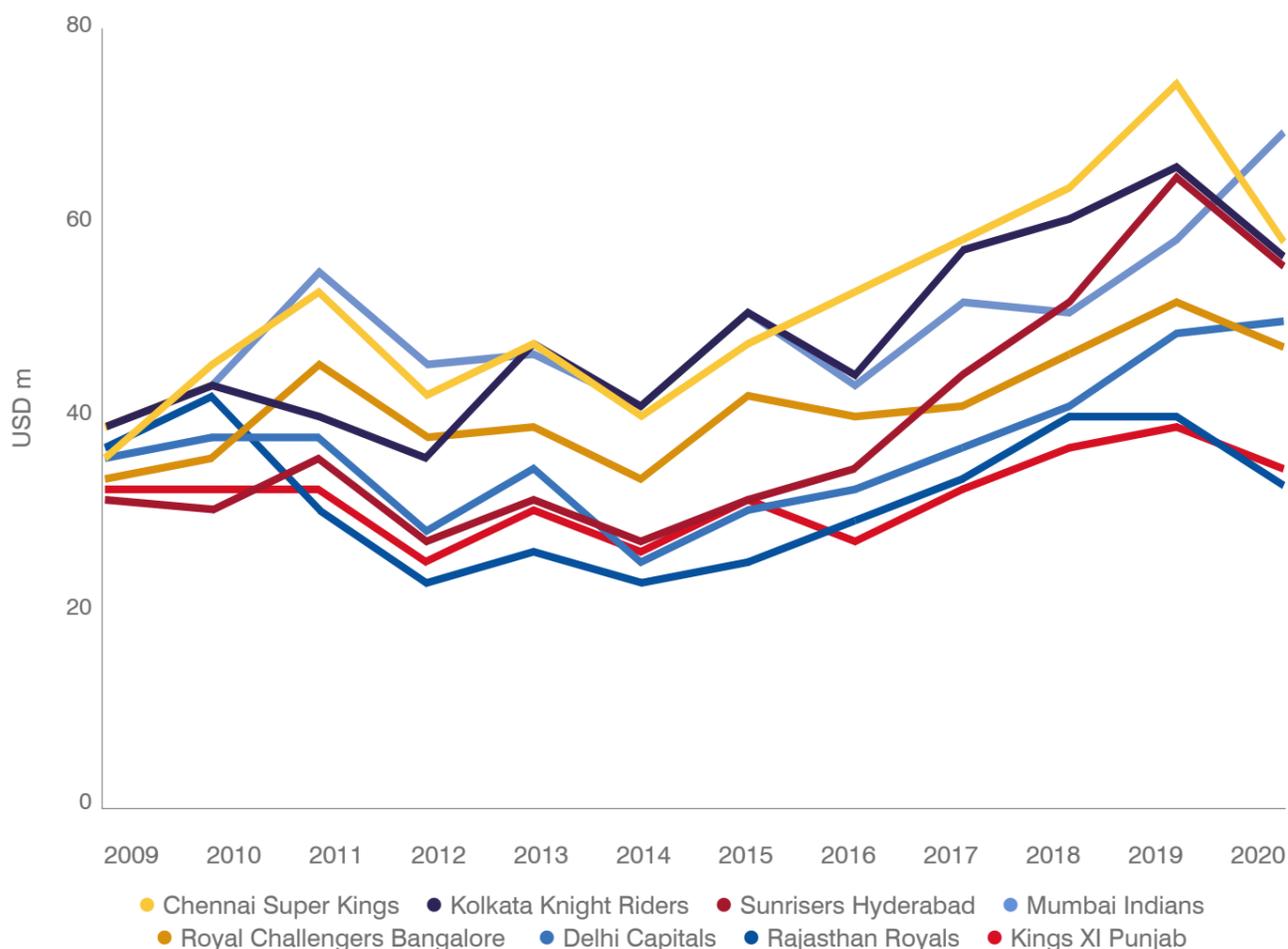
Sitting in 6<sup>th</sup> spot is the Royal Challengers Bangalore, with a brand value of US\$49.7 million (down 2%) and their BSI score is 66.1 out of 100.

The brilliance of Virat Kohli and AB de Villiers continued to be the pillars of RCB for IPL 2020. The team has found new match winning stars in Devdutt Padikkal, Washington Sundar, Yuzvendra Chahal and Mohammed Siraj this year, giving the team a new balance.

Negative energy of past losses gradually converted to positivity, allowing RCB to qualify in the play-offs. The RCB team gained from a newfound belief during the tournament, and the heavy weight of expectations from the global greats of Virat Kohli and AB De Villiers finally started easing. RCB made final play-offs exciting and the brand added a lot more spice into the tournament.

The RCB brand is gradually shedding its Atlas image in IPL 2020.

### Brand Value over Time



### Kings XI Punjab Spirited and sprightly - Free flowing and fearless

Kings XI Punjab claim 7<sup>th</sup> spot, with a brand value of US\$38.0 million (down 9%). Their BSI score is 61.2 out of 100.

The new leadership group, coaching staff and strategic thinktank, free of the burden of past failures, did wonders for Punjab.

KXIP, similar to the last couple of seasons, started off strongly but wavered in the mid-stages of the tournament. A fabulous finish in the league stages set this team against the best in IPL 2020.

Team coherence is slowly emerging behind new leadership. The team are gaining in confidence, to levels never seen before in the last 12 years. The team has exhibited free flowing cricket and a fearless attitude, that continued to grow as the tournament progressed.

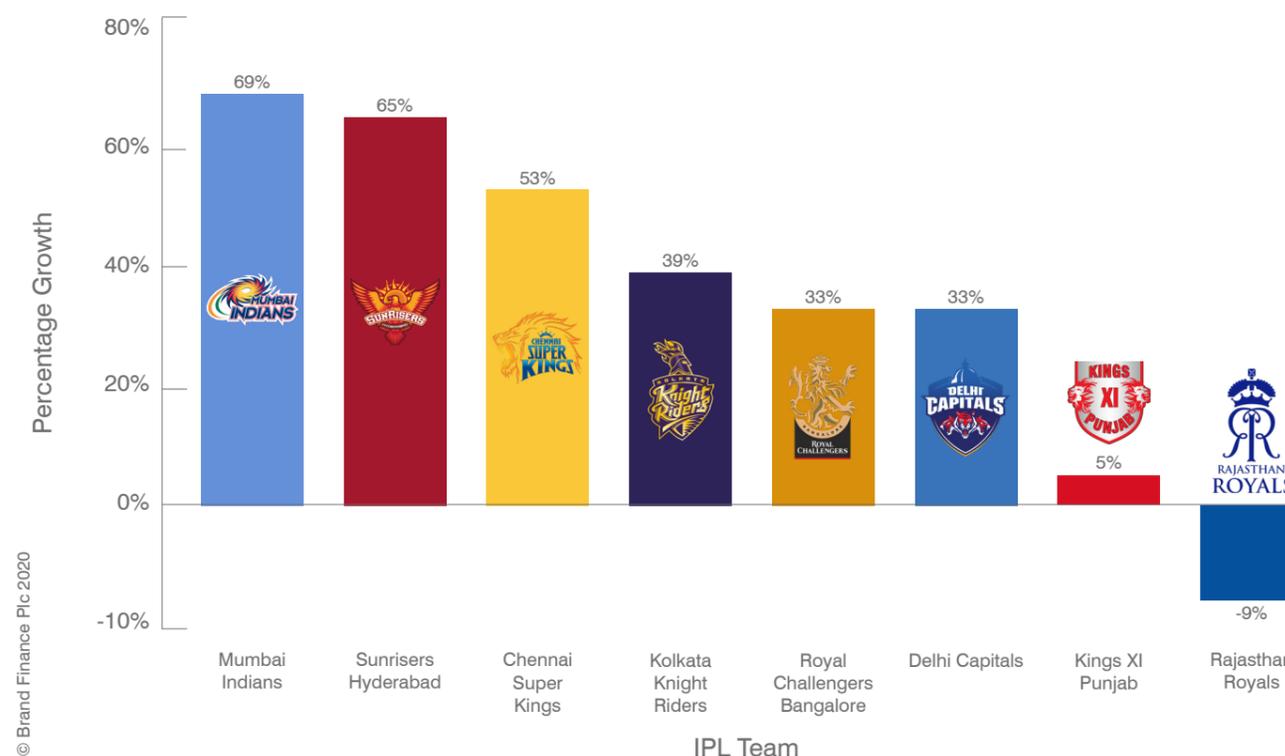
### Rajasthan Royals Sparks that didn't last - The fire that never persisted

This year, Rajasthan Royals' brand value has dropped 16% to US\$36.4 million and their BSI score is 57.1 out of 100.

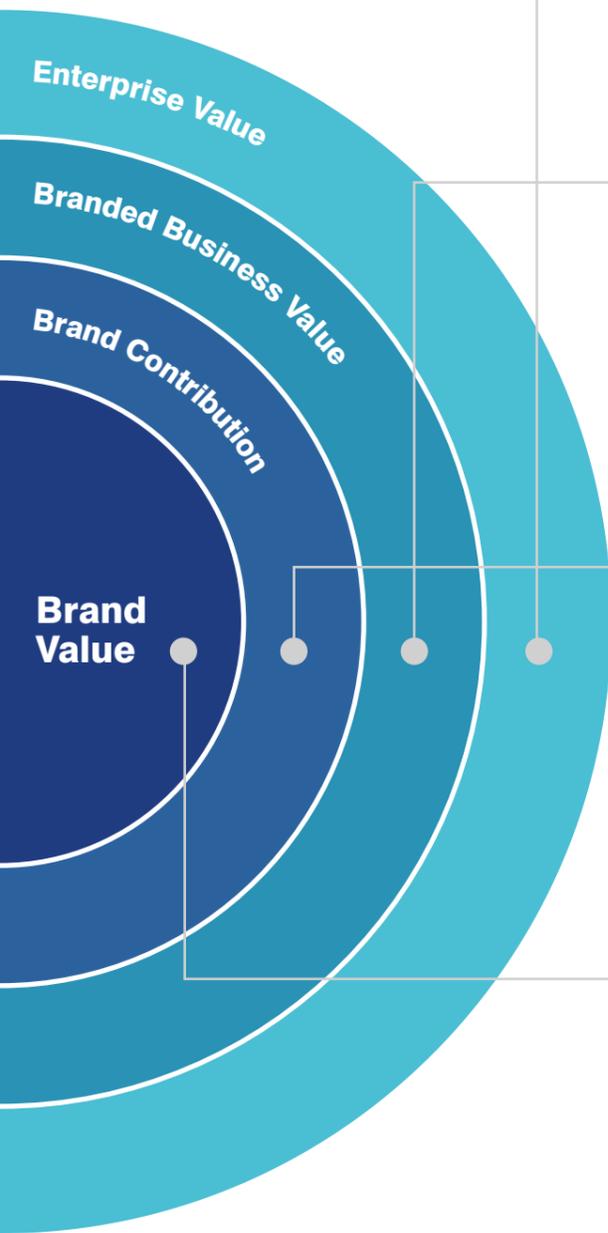
Rajasthan Royals had the most destructive and reliable overseas core, with all of them active in international cricket – including a formidable captain, the fastest bowler, and strong all-rounders.

RR have always been known for their young talent and this bunch of young fearless cricketers didn't disappoint in 2020 either. RR's overreliance on overseas players and lack of team coherence was the team's undoing. In IPL 2020, this was the team that created the wow factor for their phenomenal chases, fearful bowling and incredible six-hitting. The team couldn't sustain its brilliance, however, as they blew hot and cold throughout the tournament and missed the playoffs by a whisker. A revamped coaching and backup staff would definitely turn this team in years to come.

### Growth in Brand Value since 2009



# Definitions.



## Brand Value



[RCB World]

**+ Enterprise Value**  
**The value of the entire enterprise, made up of multiple branded businesses.**

Where a company has a purely mono-branded architecture, the 'enterprise value' is the same as 'branded business value'.



[RCB]

**+ Branded Business Value**  
**The value of a single branded business operating under the subject brand.**

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



[RCB]

**+ Brand Contribution**  
**The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.**

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



[RCB]

**+ Brand Value**  
**The value of the trade mark and associated marketing IP within the branded business.**

Brand Finance helped to craft the internationally recognised standard on Brand Valuation – ISO 10668. It defines brand as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

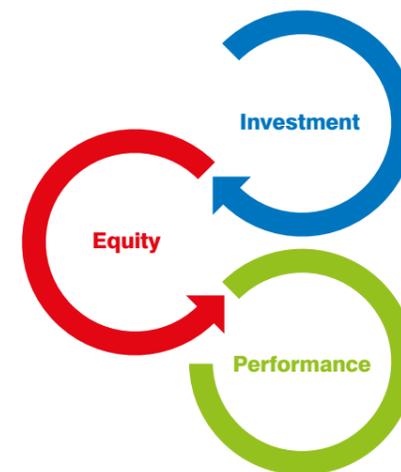
## Brand Strength

**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.



### Marketing Investment

- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

### Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

### Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

# 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.

# 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.

## Key Metrics

- + Reputation
- + Innovation
- + Value for Money
- + Emotional Fit
- + Recommendation
- + Quality etc.

## Brand conversion funnel

The brand conversion funnel is a way of summarising the likely strength of a brand to convert to purchase.



### Awareness

Knowledge that your brand exists

### Familiarity

Depth of knowledge of the brand

### Consideration

Narrowing down market to candidate brand set

### Preference

Category users' brand preference

### Loyalty

Intention to repeat purchase

# 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

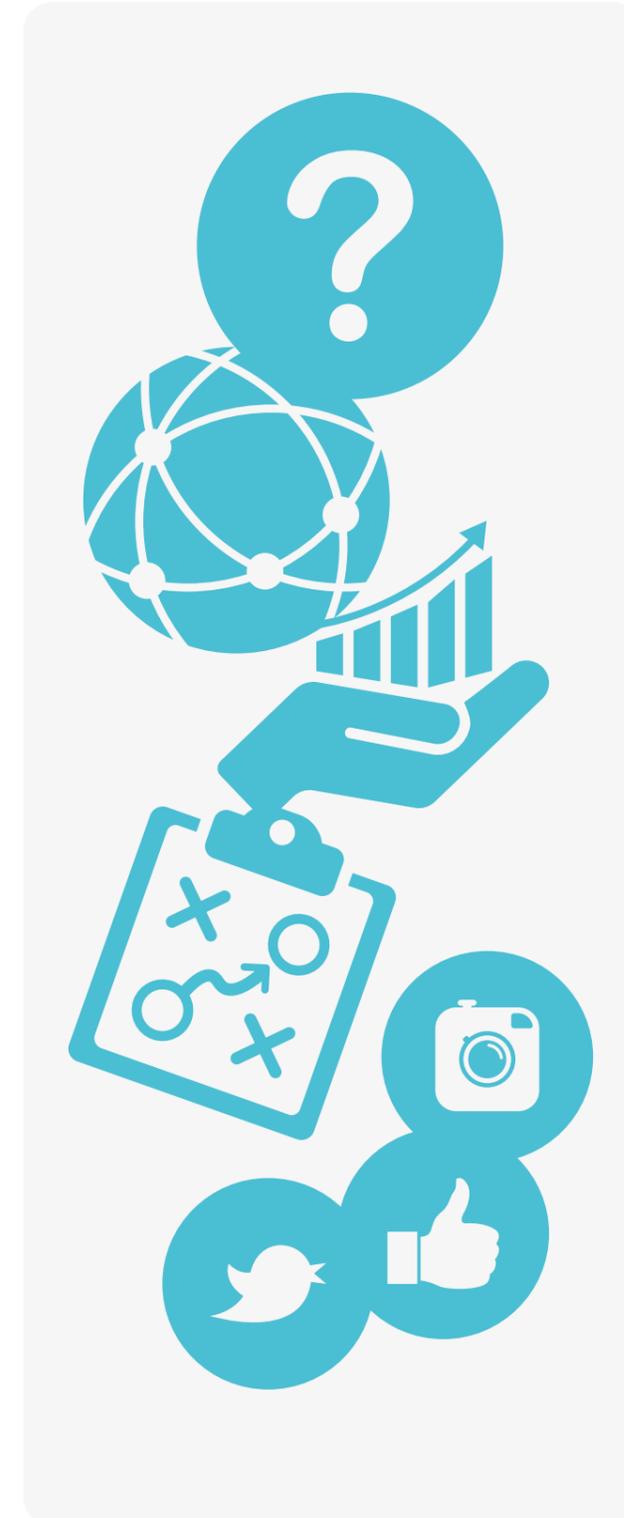
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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 4  
IPL  
BRAND**



**MOST VALUABLE  
IPL TEAM  
BRAND**



**STRONGEST  
IPL TEAM  
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)

Brand Dialogue is a member of the Brand Finance plc group of companies



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**Brand Finance**<sup>®</sup>  
Institute

## Brand Finance Institute

*Learn how to build, protect and measure brand value*

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

Brand Finance Institute is a member of the Brand Finance plc group of companies



# Brand Finance Network.

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

Market	Contact	Email	Telephone
Africa	Jeremy Sampson	<a href="mailto:j.sampson@brandfinance.com">j.sampson@brandfinance.com</a>	+27 82 885 7300
Asia Pacific	Samir Dixit	<a href="mailto:s.dixit@brandfinance.com">s.dixit@brandfinance.com</a>	+65 906 98 651
Australia	Mark Crowe	<a href="mailto:m.crowe@brandfinance.com">m.crowe@brandfinance.com</a>	+61 280 765 791
Brazil	Eduardo Chaves	<a href="mailto:e.chaves@brandfinance.com">e.chaves@brandfinance.com</a>	+55 16 9 9161 7075
Canada	Charles Scarlett-Smith	<a href="mailto:c.scarlett-smith@brandfinance.com">c.scarlett-smith@brandfinance.com</a>	+1 514 991 5101
China	Scott Chen	<a href="mailto:s.chen@brandfinance.com">s.chen@brandfinance.com</a>	+86 186 0118 8821
East Africa	Walter Serem	<a href="mailto:w.serem@brandfinance.com">w.serem@brandfinance.com</a>	+254 733 444 869
France	Bertrand Chovet	<a href="mailto:b.chovet@brandfinance.com">b.chovet@brandfinance.com</a>	+33 6 86 63 46 44
Germany	Ulf-Brün Drechsel	<a href="mailto:u.drechsel@brandfinance.com">u.drechsel@brandfinance.com</a>	+49 171 690 6828
India	Ajimon Francis	<a href="mailto:a.francis@brandfinance.com">a.francis@brandfinance.com</a>	+91 989 208 5951
Indonesia	Jimmy Halim	<a href="mailto:j.halim@brandfinance.com">j.halim@brandfinance.com</a>	+62 215 3678 064
Italy	Massimo Pizzo	<a href="mailto:m.pizzo@brandfinance.com">m.pizzo@brandfinance.com</a>	+39 02 303 125 105
Mexico & LatAm	Laurence Newell	<a href="mailto:l.newell@brandfinance.com">l.newell@brandfinance.com</a>	+52 55 9197 1925
Middle East	Andrew Campbell	<a href="mailto:a.campbell@brandfinance.com">a.campbell@brandfinance.com</a>	+971 508 113 341
Nigeria	Tunde Odumeru	<a href="mailto:t.odumeru@brandfinance.com">t.odumeru@brandfinance.com</a>	+234 012 911 988
Romania	Mihai Bogdan	<a href="mailto:m.bogdan@brandfinance.com">m.bogdan@brandfinance.com</a>	+40 728 702 705
Spain	Teresa de Lemus	<a href="mailto:t.delemus@brandfinance.com">t.delemus@brandfinance.com</a>	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	<a href="mailto:r.gunewardene@brandfinance.com">r.gunewardene@brandfinance.com</a>	+94 11 770 9991
Turkey	Muhterem Ilgüner	<a href="mailto:m.ilguner@brandfinance.com">m.ilguner@brandfinance.com</a>	+90 216 352 67 29
UK	Richard Haigh	<a href="mailto:rd.haigh@brandfinance.com">rd.haigh@brandfinance.com</a>	+44 207 389 9400
USA	Laurence Newell	<a href="mailto:l.newell@brandfinance.com">l.newell@brandfinance.com</a>	+214 803 3424
Vietnam	Lai Tien Manh	<a href="mailto:m.lai@brandfinance.com">m.lai@brandfinance.com</a>	+84 90 259 82 28





## Contact us.

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**The World's Leading Brand Valuation Consultancy**

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

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

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