



Aerospace & Defence

25

2022

The annual report on the most valuable and strongest aerospace & defence brands
July 2022

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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 25 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

Head of EMEA Consulting, Brand Finance
s.dsouza@brandfinance.com

For media enquiries, please contact:

Michael Josem

Associate Communications Director
m.josem@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com
+44 207 389 9400
www.brandfinance.com



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

Visit brandirectory.com/request-a-valuation or email enquiries@brandfinance.com



Insight



Strategy



Benchmarking



Education



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Communication



Understanding

Benefits

Contents



Brand Valuation Summary

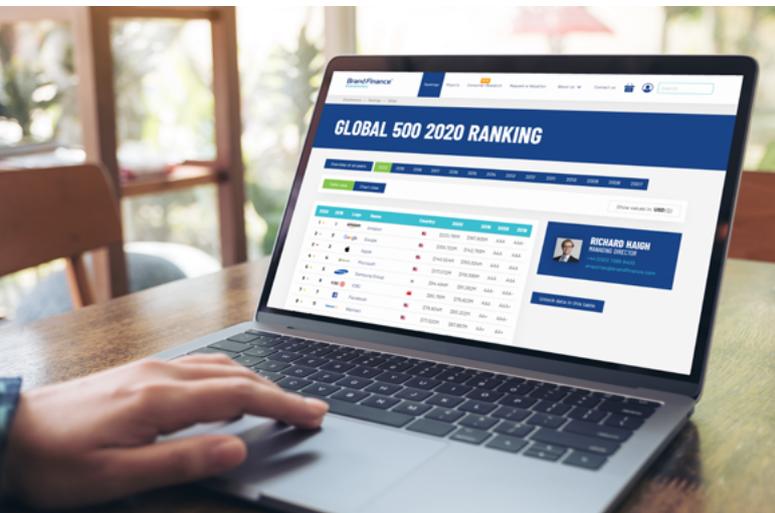


Brand Strength Tracking



Royalty Rates

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 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®



Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

Visit brandirectory.com/consumer-research
or email enquiries@brandfinance.com



enquiries@brandirectory.com

Foreword.



David Haigh
Chairman & 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.

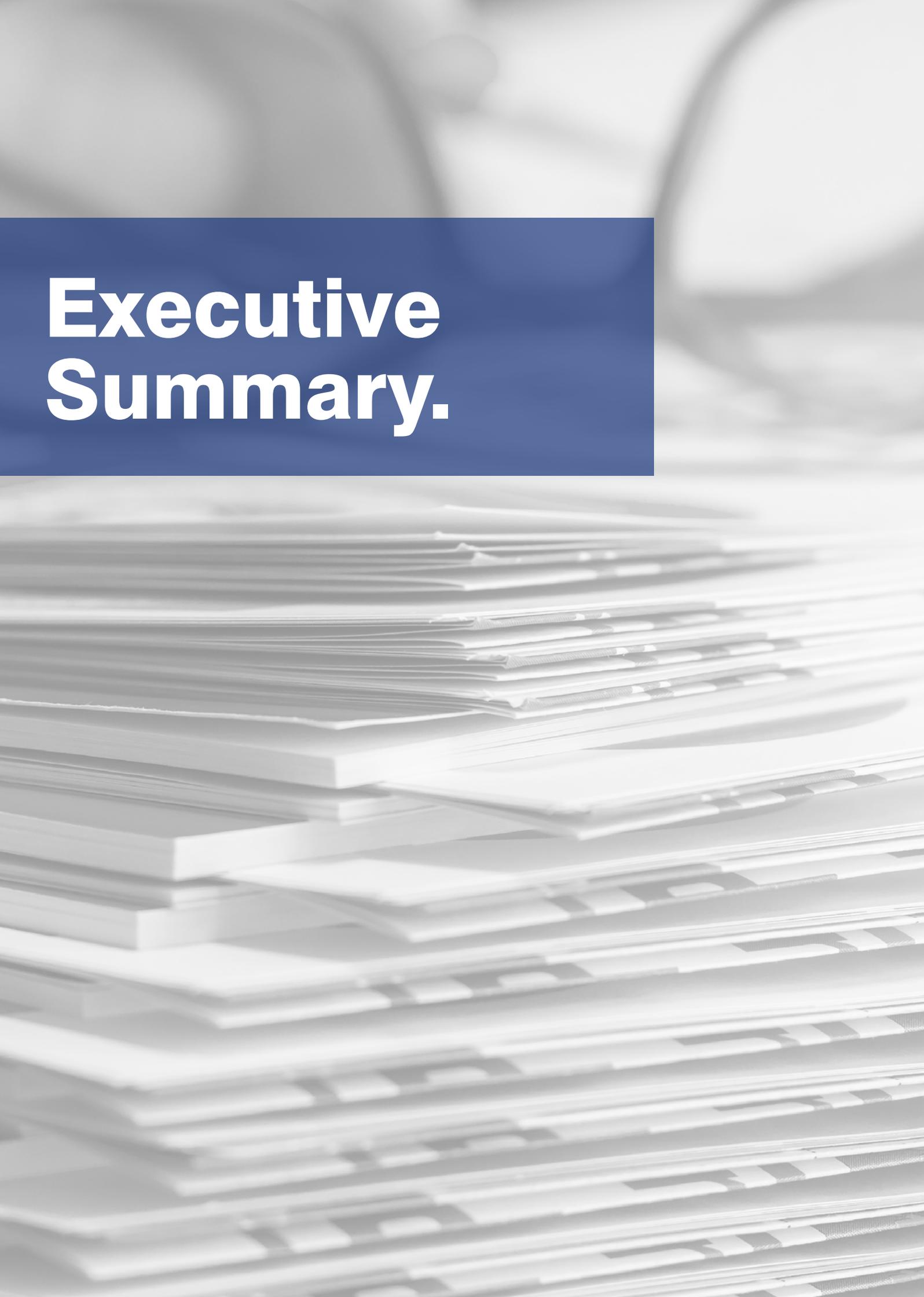
Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

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.

Boeing and Airbus grow at top of Aerospace and Defence brand rankings in tough year for many brands.

- + **Boeing** is world's strongest and most valuable Aerospace and Defence brand, valued at US\$15.5 billion
- + **Airbus** brand value grows by 45% to overtake **Lockheed Martin** in 2nd place
- + Recovery expected for the top brands that have lost over 10% of value; **Northrop Grumman**, **BAE Systems** and **Thales**
- + **Spirit Aerosystems** and **Rolls-Royce** are fastest-growing brands in ranking, both growing by 50%
- + German brand **MTU** enters top 25 ranking of Aerospace and Defence brands

A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text 'Executive Summary.' in a bold, white, sans-serif font. The papers in the background are stacked and slightly offset, creating a sense of depth and volume.

Executive Summary.

Brand Value & Brand Strength Analysis.



Boeing is world's strongest and most valuable Aerospace and Defence brand, valued at US\$15.5 billion

Boeing (brand value up 14% to US\$15.5 billion) is the most valuable and strongest Aerospace and Defence brand in the world. As businesses recover from the impact of COVID-19, the demand for business travel is increasing in major economies, leading to a return to growth for large jet manufacturers Boeing and competitor Airbus (brand value up 45% to US\$13.3 billion) in an otherwise tough year for the brand values of top Aerospace and Defence brands.

At the top of the Aerospace and Defence ranking, Boeing is overcoming supply chain disruptions from its suppliers as demand for jets increases as the world travel industry reopens. In particular, Boeing is focusing on improving its supply chain with increased digitisation in the construction process. Using the Microsoft Cloud and AI services from Microsoft will help Boeing provide digital solutions to its customers in an efficient manner.

It has been a tough time for the Aerospace and Defence industry with COVID disruption deeply affecting brand values – but there is hope on the civil aviation segment as business and summer travel recovers. In the Defence segment, brands will need to carefully manage their Brand Strength to capture the public announcements of governments in the west to increase expenditure on Defence as a reaction to geopolitical tensions.

Savio D'Souza
Head of EMEA Consulting, Brand Finance

Top 10 Most Valuable Aerospace & Defence Brands

© Brand Finance Plc 2022

<p>1 ← 1 </p> <p> BOEING</p> <p>\$15.5bn +14%</p>	<p>2 ↑ 3 </p> <p>AIRBUS</p> <p>\$13.3bn +45%</p>	<p>3 ↓ 2 </p> <p> LOCKHEED MARTIN</p> <p>\$10.0bn -4%</p>	<p>4 ← 4 </p> <p>NORTHROP GRUMMAN</p> <p>\$6.4bn -10%</p>	<p>5 ← 5 </p> <p> Raytheon Technologies</p> <p>\$5.9bn -5%</p>
<p>6 ← 6 </p> <p>BAE SYSTEMS</p> <p>\$5.1bn -10%</p>	<p>7 ← 7 </p> <p>GENERAL DYNAMICS</p> <p>\$4.9bn -3%</p>	<p>8 ← 8 </p> <p> SAFRAN</p> <p>\$4.0bn -8%</p>	<p>9 ← 9 </p> <p>THALES Building a future we can all trust</p> <p>\$3.4bn -14%</p>	<p>10 ↑ 14 </p> <p> ROLLS ROYCE</p> <p>\$3.1bn +50%</p>



In addition to brand value, Brand Finance determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Compliant with ISO 20671, Brand Finance’s assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in more than 35 countries and across nearly 30 sectors.

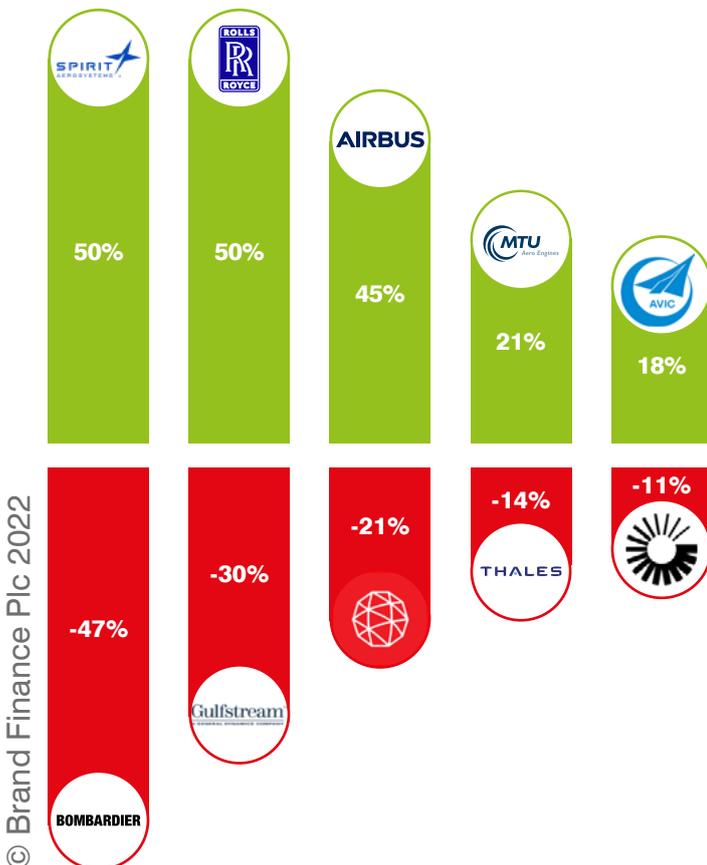
In addition to being the most valuable brand in the ranking, Boeing is also the strongest brand with a Brand Strength Index (BSI) score of 82.1 out of 100 and a corresponding AAA- brand rating. The brand has been investing in research and development around sustainable initiatives to reduce its carbon emissions by using sustainable aviation fuel for its passenger and freight airline operations. Boeing has also strengthened its brand identity by supporting humanitarian causes, most recently the Russia-Ukraine conflict by providing US\$2 million towards response efforts led by various humanitarian organisations.

Airbus brand value grows by 45% to overtake Lockheed Martin in 2nd place

Airbus (brand value up 45% to US\$13.3 billion) has overtaken **Lockheed Martin** (brand value down 4% to US\$10.0 billion) to become the second-most valuable brand in the Aerospace and Defence industry. The Airbus brand is still below its pre-pandemic value but has returned to growth as consumer airlines return to ordering passenger jets. Airbus is also benefitting significantly from its increase in orders from Chinese airlines including Air China, China Southern, China Eastern and Shenzhen Airlines.

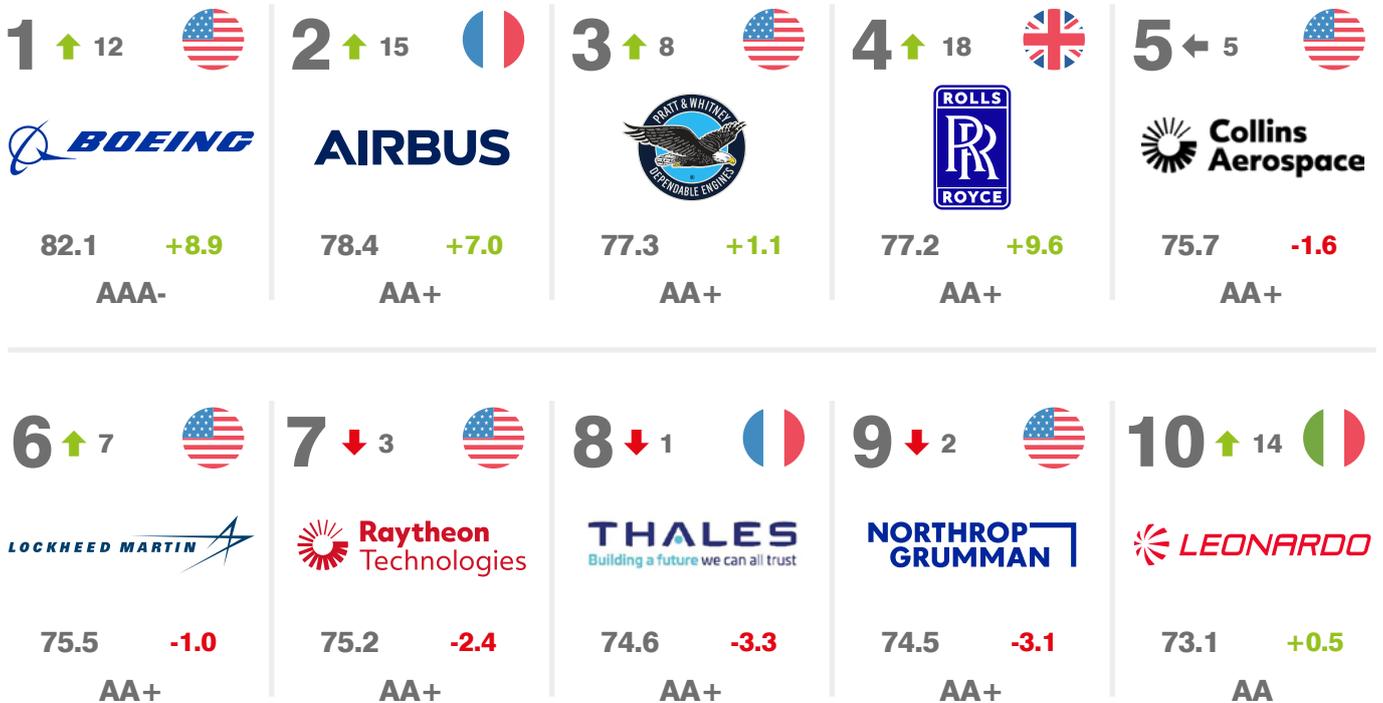
Global aerospace brand Lockheed Martin is now the third most valuable Aerospace and Defence brand in the ranking. The brand is innovating its communications and satellite imaging abilities by enabling 5G driven technology for its newly launched satellites. Lockheed Martin has also formed a strategic partnership with Amazon and Cisco for digital transformation with immersive human-machine interface technologies.

Brand Value Change 2021-2022 (%)



Top 10 Strongest Aerospace & Defence Brands

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Spirit Aerosystems and Rolls-Royce are fastest-growing brands in ranking, both growing by 50%

Spirit Aerosystems (brand value of US\$1.1 billion) is the fastest-growing Aerospace and Defence brand in the ranking with a 50% increase in brand value. The brand is expanding its reach across global markets with two key acquisitions in the Middle East and Asia Pacific region. The brand is increasing its global footprint by focusing on the aftermarket business including repair services for flight control in new markets after the acquisitions. The brand is moving in line with the industry trends of environmentally friendly and sustainable operations, Spirit Aerosystems has transitioned to completely wind generated energy in its headquarters located in Kansas.

Rolls-Royce (brand value of US\$3.1 billion) is closely behind Spirit Aerosystems with a brand value growth of marginally below 50%. The defence wing of the brand is picking up momentum in the post COVID economy with partnerships in China, India and USA among others. The British brand is benefiting from the increased demand for flying and government investment in the Aerospace and Defence sector.



Recovery expected for the top brands that have lost over 10% of value; Northrop Grumman, BAE Systems and Thales

The pandemic has caused a tough business environment for Aerospace and Defence brands due to manufacturing constraints caused by global supply chain disruptions. The sector has also been impacted by geopolitical issues across the globe which introduce a unique set of problems for these brands to tackle. Due to this, top brands in the sector **Northrop Grumman** (brand value down 10% to US\$6.4 billion), **BAE Systems** (brand value down 10% to US\$5.1 billion) and **Thales** (brand value down 14% to US\$3.4 billion) have experienced a loss in brand value over the year. However, these brands are expected to bounce back over the coming year as governments declare a minimum spend on defence and military expenditure.

German brand MTU enters the ranking among the top 25 brands

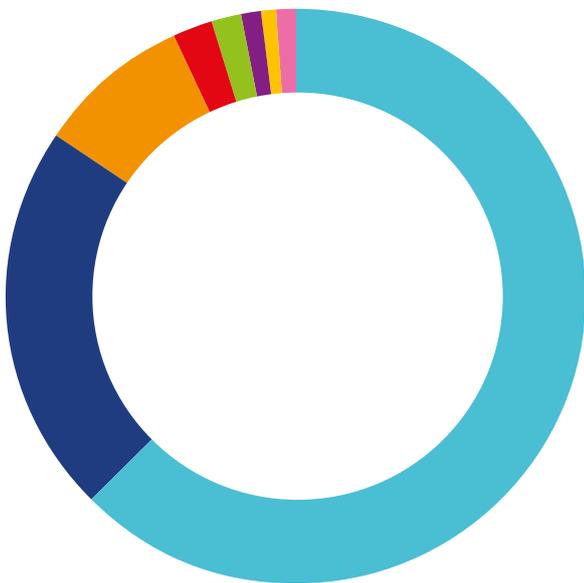
MTU (brand value up 21% to US\$768 million) is a new entrant in the Aerospace and Defence 25 ranking this year in the 24th position. The German brand has been an innovator in the aerospace industry with a focus on

aerospace 3D printing, fuel efficiency projects and aircraft customisation for various stakeholders. Additionally, to reflect its commitment to sustainability, the brand has introduced a Chief Sustainability Officer in their leadership. This will help to manage the brand’s climate protection and sustainable initiatives such as an agenda to work on a carbon neutral site operation at MTU.



Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
United States	58.7	62.6%	14
France	20.7	22.0%	3
United Kingdom	8.2	8.8%	2
Italy	1.9	2.1%	1
Germany	1.6	1.7%	2
China	1.0	1.1%	1
Canada	0.8	0.9%	1
Brazil	0.8	0.9%	1
Total	93.8	100.0%	25

Brand Value Ranking (USDm).

Top 25 most valuable aerospace & defence brands

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Boeing	United States	\$15,497	+13.8%	\$13,620	AAA-	AA
2	3	↑	Airbus	France	\$13,256	+45.1%	\$9,138	AA+	AA
3	2	↓	Lockheed Martin	United States	\$9,979	-4.0%	\$10,393	AA+	AA+
4	4	←	Northrop Grumman	United States	\$6,355	-9.6%	\$7,026	AA+	AA+
5	5	←	Raytheon	United States	\$5,916	-4.9%	\$6,220	AA+	AA+
6	6	←	BAE Systems	United Kingdom	\$5,073	-9.6%	\$5,611	AA-	AA+
7	7	←	General Dynamics	United States	\$4,865	-2.8%	\$5,005	AA-	AA
8	8	←	Safran	France	\$3,995	-7.8%	\$4,332	AA	AA+
9	9	←	Thales	France	\$3,403	-13.9%	\$3,954	AA+	AA+
10	14	↑	Rolls-Royce	United Kingdom	\$3,146	+49.9%	\$2,098	AA+	AA-
11	10	↓	Collins Aerospace	United States	🔒	🔒	🔒	🔒	🔒
12	12	←	Pratt & Whitney	United States	🔒	🔒	🔒	🔒	🔒
13	11	↓	L3 Harris	United States	🔒	🔒	🔒	🔒	🔒
14	13	↓	Leidos	United States	🔒	🔒	🔒	🔒	🔒
15	15	←	Leonardo	Italy	🔒	🔒	🔒	🔒	🔒
16	23	↑	Spirit Aerosystems	United States	🔒	🔒	🔒	🔒	🔒
17	17	←	Gulfstream	United States	🔒	🔒	🔒	🔒	🔒
18	18	←	AviChina	China	🔒	🔒	🔒	🔒	🔒
19	19	←	Rheinmetall	Germany	🔒	🔒	🔒	🔒	🔒
20	16	↓	Bombardier	Canada	🔒	🔒	🔒	🔒	🔒
21	24	↑	Howmet Aerospace	United States	🔒	🔒	🔒	🔒	🔒
22	21	↓	Embraer	Brazil	🔒	🔒	🔒	🔒	🔒
23	20	↓	Sikorsky	United States	🔒	🔒	🔒	🔒	🔒
24	-	New	MTU	Germany	🔒	🔒	🔒	🔒	🔒
25	25	←	Transdigm	United States	🔒	🔒	🔒	🔒	🔒





Methodology.

Definitions.



Brand Value

+ Enterprise Value



[Lockheed Martin]

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'.

+ Branded Business Value



[Sikorsky]

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.

+ Brand Contribution



[Sikorsky]

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.

+ Brand Value



[Sikorsky]

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 Valuation Methodology.

Definition of Brand

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

Brand Value

Brand value refers to the present value of earnings specifically related to brand reputation. Organisations own and control these earnings by owning trademark rights.

All brand valuation methodologies are essentially trying to identify this, although the approach and assumptions differ. As a result published brand values can be different.

These differences are similar to the way equity analysts provide business valuations that are different to one another. The only way you find out the “real” value is by looking at what people really pay.

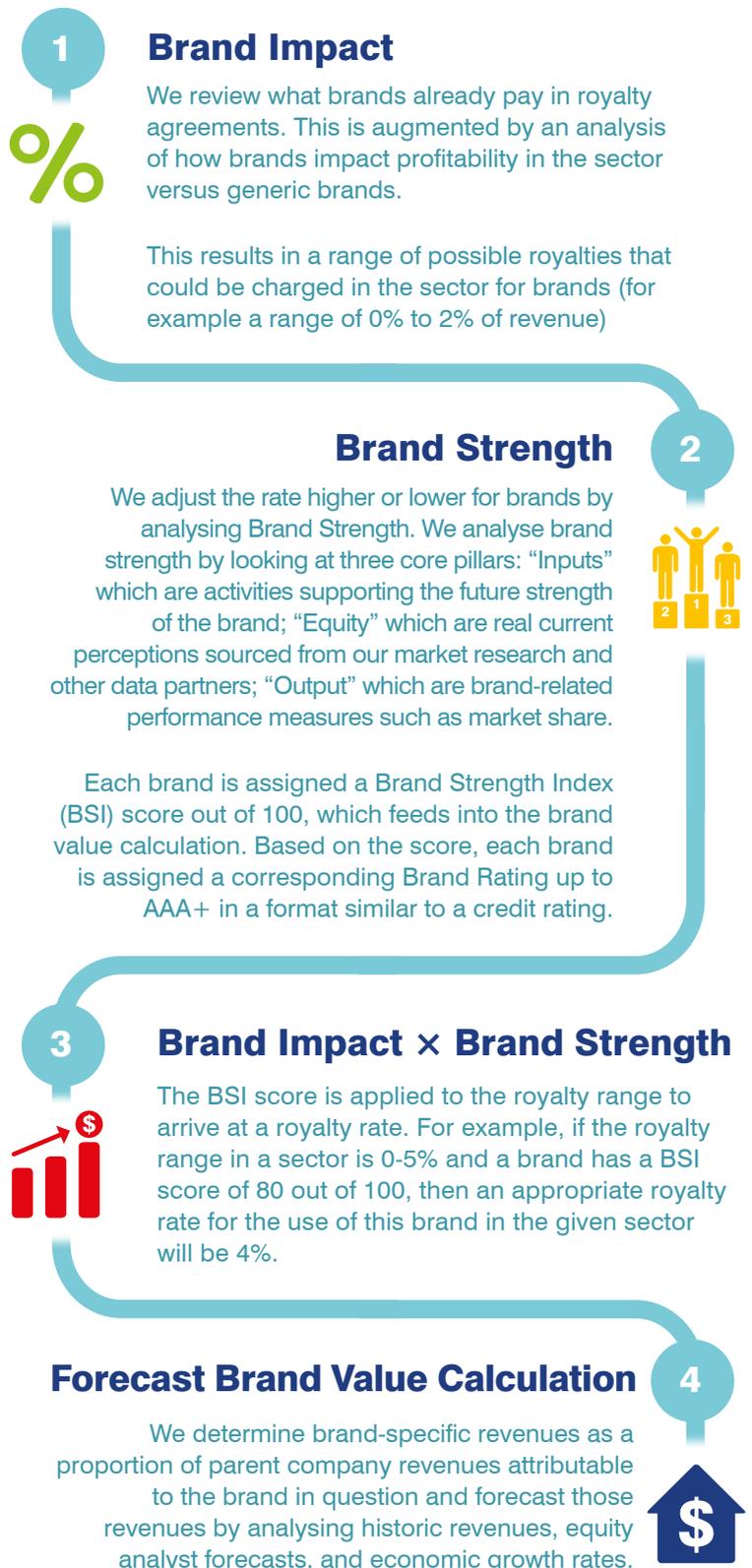
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

This is sometimes known as the “Royalty Relief” methodology and is by far the most widely used approach for brand valuations since it is grounded in reality.

It is the basis for a public rankings but we always augment it with a real understanding of people’s perceptions and their effects on demand – from our database of market research on over 3000 brands in over 30 markets.

Disclaimer

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



Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1 Attribute Selection and Weighting



Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2 Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



3 Benchmarking and Final Scoring



In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.

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.

Global Brand Equity Monitor.

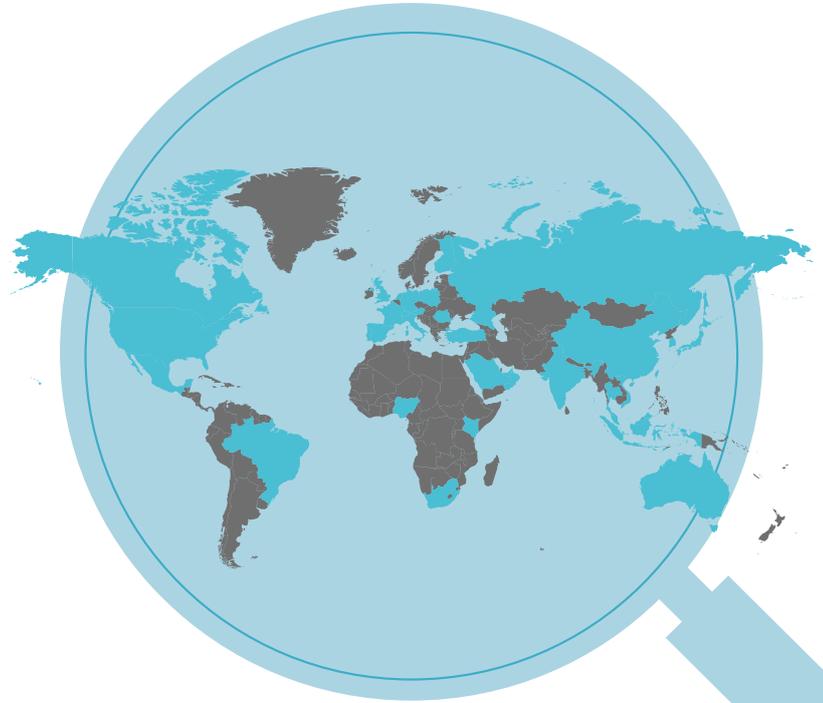
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance’s proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the ‘best of a bad bunch’ in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world’s strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon’s particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience (“excellent website/apps”), and this powerful combination is irresistible for many consumers, even those who question Amazon’s values and broader corporate reputation.

Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to “care about the wider community” does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald's** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

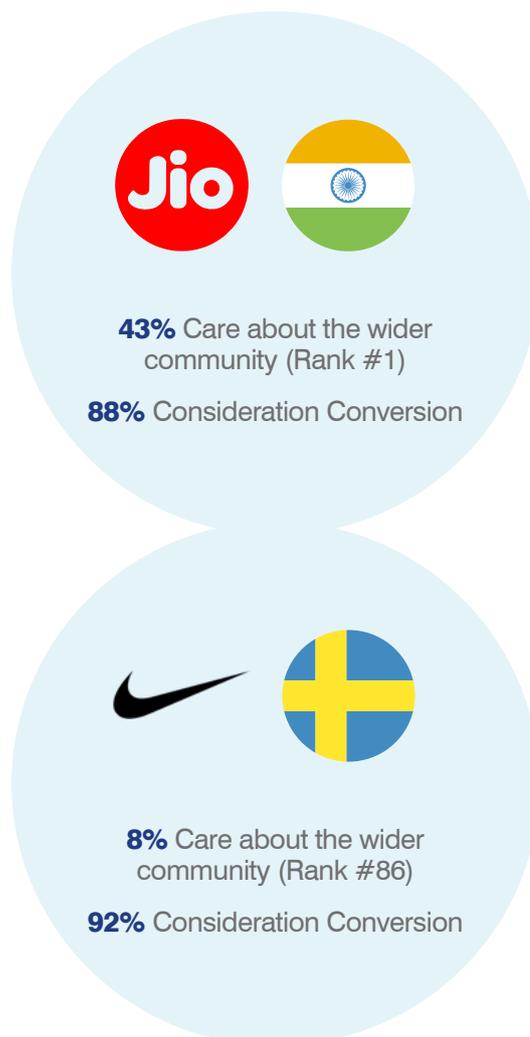
Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it’s not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

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Highlights from the Global Brand Equity Monitor.

Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is.... **Burger King**.

Get your brand talked-about

Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM's inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton's** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users) © Brand Finance Plc 2022

	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power



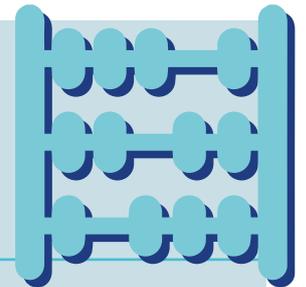
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting



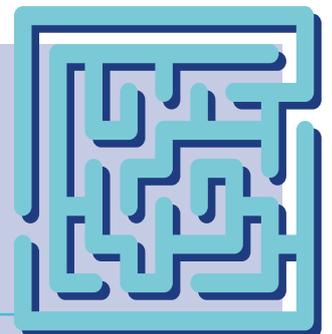
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

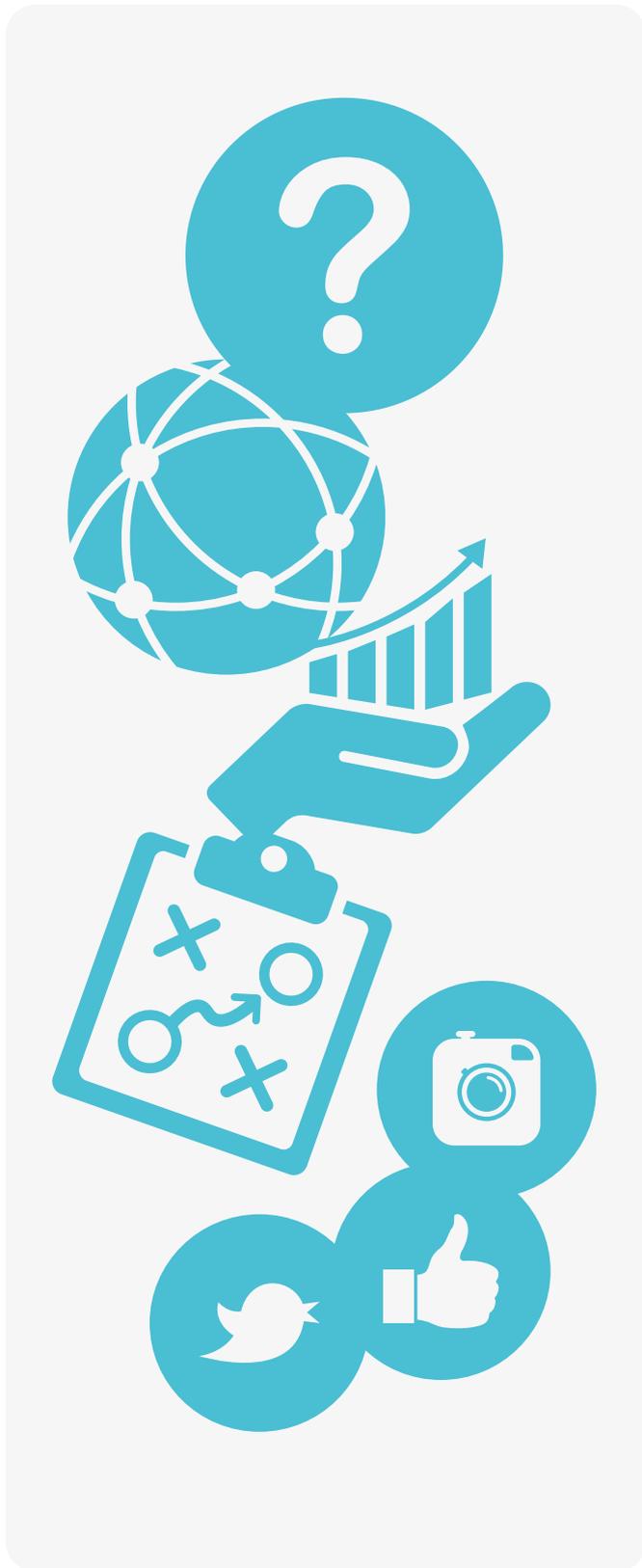
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?

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 your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®
Awards

TOP 25
AEROSPACE & DEFENCE
BRAND



Brand Finance®
Awards

MOST VALUABLE
AEROSPACE & DEFENCE
BRAND



Brand Finance®
Awards

STRONGEST
AEROSPACE & DEFENCE
BRAND



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



Bespoke Events – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



Digital Infographics – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



Trophies & Certificates – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.

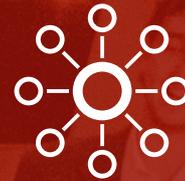


Brand Spotlight – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



Media Support – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, and monitoring media coverage.

Brand Dialogue®



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 and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Brand Dialogue Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships & Influencer Outreach
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)





Brand Finance[®] 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 for different levels of seniority and development needs:

- 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 or visit brandfinanceinstitute.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
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Alex Haigh	a.haigh@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brün Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Indonesia	Sutan Banuara	s.banuara@brandfinance.com
Ireland	Declan Ahern	d.ahern@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
Spain	Teresa de Lemus	t.delemus@brandfinance.com
Sri Lanka	Aliakber Alihussain	a.hussain@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
UK	Richard Haigh	rd.haigh@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com
Vietnam	Lai Tien Manh	m.lai@brandfinance.com





Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com