



Airlines

50

2019

The annual report on the most valuable and strongest airline brands
April 2019

About Brand Finance.

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

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 pride ourselves on four key strengths:

- + Independence
- + Transparency
- + Technical Credibility
- + Expertise

We put thousands of the world's biggest brands to the test every year, evaluating which are the strongest and most valuable.

Brand Finance helped craft the internationally recognised standard on Brand Valuation – ISO 10668, and the recently approved standard on Brand Evaluation – ISO 20671.



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Request Your 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.

What is a Brand Value Report?

Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

Cost of Capital

- + Independent view of cost of capital for internal valuations and project appraisal exercises

Customer Research

- | | |
|-------------|-------------|
| + Utilities | + Tech |
| + Insurance | + Auto |
| + Banks | + Hotels |
| + Telecoms | + Beers |
| + Airlines | + Oil & Gas |

For more information regarding our Brand Value Reports, please contact:

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What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

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.



Foreword.



David Haigh
CEO, Brand Finance

What is the purpose of a strong brand: to attract customers, to build loyalty, to motivate staff? All true, but for a commercial brand at least, the first answer must always be 'to make money'.

Huge investments are made in the design, launch, and ongoing promotion of brands. Given their potential financial value, this makes sense. Unfortunately, most organisations fail to go beyond that, missing huge opportunities to effectively make use of what are often their most important assets. Monitoring of brand performance should be the next step, but is often sporadic. Where it does take place, it frequently lacks financial rigour and is heavily reliant on qualitative measures, poorly understood by non-marketers.

As a result, marketing teams struggle to communicate the value of their work and boards then underestimate the significance of their brands to the business. Sceptical finance teams, unconvinced by what they perceive as marketing mumbo jumbo, may fail to agree necessary investments. What marketing spend there is, can end up poorly directed as marketers are left to operate with insufficient financial guidance or accountability. The end result can be a slow but steady downward spiral of poor communication, wasted resources, and a negative impact on the bottom line.

Brand Finance bridges the gap between marketing and finance. Our teams have experience across a wide range of disciplines from market research and visual identity to tax and accounting. We understand the importance of design, advertising, and marketing, but we also believe that the ultimate and overriding purpose of brands is to make money. That is why we connect brands to the bottom line.

By valuing brands, we provide a mutually intelligible language for marketing and finance teams. Marketers then have the ability to communicate the significance of what they do, and boards can use the information to chart a course that maximises profits. Without knowing the precise, financial value of an asset, how can you know if you are maximising your returns? If you are intending to license a brand, how can you know you are getting a fair price? If you are intending to sell, how do you know what the right time is? How do you decide which brands to discontinue, whether to rebrand and how to arrange your brand architecture? Brand Finance has conducted thousands of brand and branded business valuations to help answer these questions.

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

Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

The team and I look forward to continuing the conversation with you.

Delta flies high taking title of world's most valuable airline, as US airlines prosper from Asian-Pacific connection.

- + Delta steals pole position from American Airlines, brand value up 16% to US\$10.1 billion
- + Emirates fall to fifth place, giving top four slots to US airlines
- + Brand values of all three top ten Chinese airlines strengthen, assisted by late drop in fuel cost
- + Budget airlines, Wizz Air, Easyjet, Jetblue Airways, prosper whilst Norwegian Airline falters- brand value drops 7% to US\$0.9billion
- + Russian carrier Aeroflot upgraded to exclusive AAA+ brand strength rating

Brand Value Analysis.



Far East brands hold first class values

Delta is now the world's most valuable airline brand, as its brand value grew 16% over the past year to US\$10.1 billion. New routes, new airports, and new ventures are set to strengthen the performance of airline brands taking advantage of the ever-growing demand for travel in Asia-Pacific. Notable performances from the Far East come from: **China Southern** (up 10% to US\$4.5 billion), **China Eastern** (up 11% to US\$4.2 billion), **Air China** up 20% to US\$ 4.1 billion, **Xiamen Airlines** which has soared 70% to US\$1.1 billion **Air Asia** (up 35% to US\$1.3 billion) and **Korean Air** (up 21% to US\$1.8 billion). New entrant **Spring Airlines**, whose brand value of US\$0.6 billion puts it in 50th position, is China's largest low-cost airline.

Boeing 737 MAX 8 impact

Mergers are part of the success story behind this year's top four American airlines and this healthy growth is likely to continue. Star performer Delta, (brand value up 16% to US\$10.1 billion) is currently considering buying Alitalia which will give it access, for the first time, to long-haul flights in Europe. Whilst **Southwest Airlines** is the fastest growing brand in the top four, (up 24% at US\$6.9 billion) the recent grounding of its 737 MAX 8 aircraft following the Ethiopian Airlines crash, could affect it and American Airlines' returns. Delta however does not use the MAX and may capitalise from the groundings.

Growth in the airline market is dependent on a brand fully grasping and meeting the demands of its customer, something which, with the rise of social media, is constantly evolving. Whilst pricing, routes and service remain central to repeat business, airlines which capitalise on USPs, the huge growth potential in emerging markets and are simultaneously sympathetic to sustainability by investing in more fuel-efficient planes, are the ones most likely to prosper.

David Haigh
CEO, Brand Finance

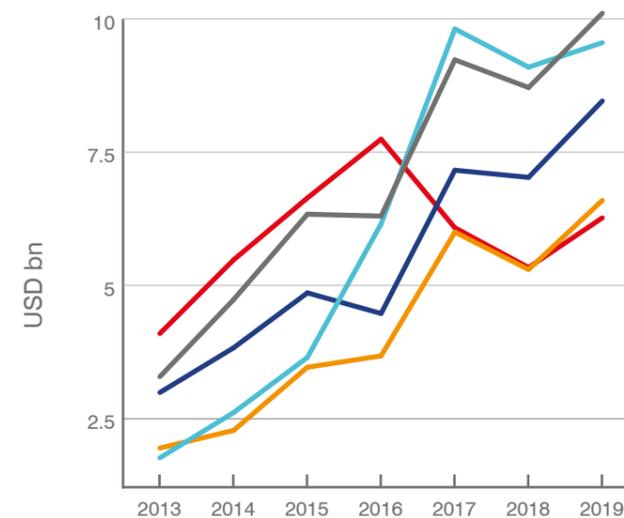
EK slips down as BA retains top 10 spot

Whilst leading Middle Eastern airline **Emirates** (up 17% to US\$ 6.26 billion) slips to fifth position in this year's top ten, it continues to win praise from its customers for its variety of long-haul routes, world class lounges, superb on-board service and punctuality. **British Airways** retains 8th position (up 20% to US\$4.1 billion) and wins plaudits from customers for its airport lounges, flight schedule flexibility, and loyalty reward schemes. **Lufthansa**, currently in 10th place (brand value up 8% to US\$3.14), is looking to extend its share in the lucrative low-cost airline sector. Industry insiders suggest it is interested in buying **Norwegian Airlines** (down 7% US\$0.9billion) or **Wizz Air** (up 42% to US\$ 0.7 billion). Hungarian low-cost airline Wizz Air is said to have the lowest operating cost in Europe.

Top 10 Most Valuable Brands

DELTA	1	↑ 2		2019: \$10,105m 2018: \$8,712m	+16.0%
American Airlines	2	↓ 1		2019: \$9,553m 2018: \$9,094m	+5.1%
UNITED	3	← 3		2019: \$8,460m 2018: \$7,027m	+20.4%
Southwest	4	↑ 5		2019: \$6,596m 2018: \$5,298m	+24.5%
Emirates	5	↓ 4		2019: \$6,268m 2018: \$5,336m	+17.5%
中国南方航空 CHINA SOUTHERN	6	← 6		2019: \$4,461m 2018: \$4,063m	+9.8%
中国东方航空 CHINA EASTERN	7	← 7		2019: \$4,227m 2018: \$3,810m	+10.9%
BRITISH AIRWAYS	8	← 8		2019: \$4,168m 2018: \$3,484m	+19.6%
AIR CHINA 中国国际航空公司	9	← 9		2019: \$4,118m 2018: \$3,433m	+20.0%
Lufthansa	10	← 10		2019: \$3,145m 2018: \$2,914m	+7.9%

Brand Value over Time



● Delta ● American Airlines ● United
● Southwest ● Emirates



Aeroflot flies high as world's strongest airlines brand

Aside from calculating overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Along with the level of revenues, brand strength is a crucial driver of brand value.

According to this criteria, Russia's flagship carrier Aeroflot is the strongest brand in the Brand Finance Airlines 50 2019 ranking, with a Brand rating of AAA+ up from AAA last year. The Moscow headquartered brand was also named Best Airline in Eastern Europe for the seventh time at the 2018 Skytrax World Airline Awards.

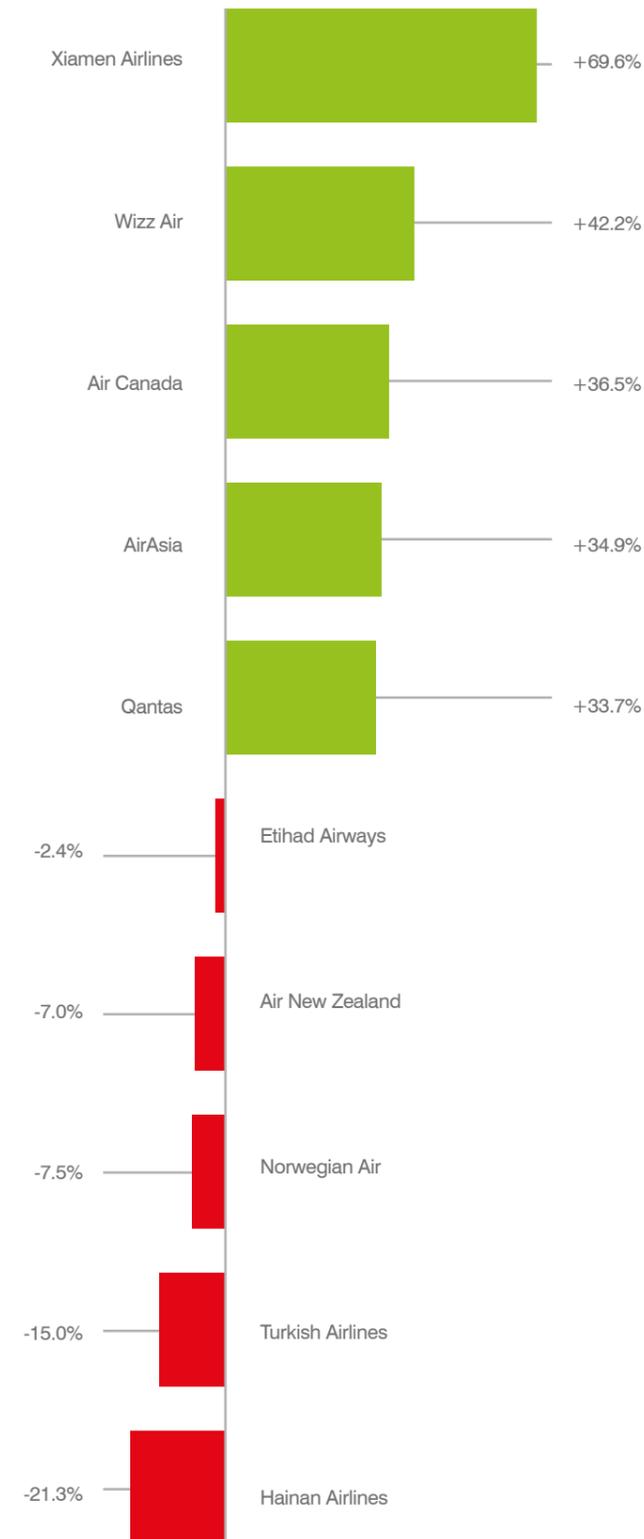
Aeroflot's brand value growth of 6% to US\$1.5 billion can be attributed to the expansion and addition of new routes to Dubai World Central, Phuket, Marseille and Palma Mallorca. The group has an ambitious aim of carrying 100 million passengers by 2023, marking the 100th anniversary of the group and Aeroflot brand. Crucial steps towards achieving this goal will be for the brand to continue its focus on investment in sustaining brand strength and therefore upholding its AAA+ rating through to the following year.

Brand Value by Country



Country	Brand Value (USD bn)	% of total
United States	39.2	33.8%
China	17.7	15.3%
UAE	7.6	6.6%
United Kingdom	6.9	6.0%
Japan	5.6	4.8%
Canada	3.8	3.3%
Other	35.0	30.2%
Total	115.8	100.0%

Brand Value Change 2018-2019 (%)



Top 10 Strongest Brands

	1 ← 1		2019: 89.9 AAA+ 2018: 89.4 AAA	+0.5
	2 ↑ 9		2019: 88.5 AAA 2018: 85.5 AAA	+3.0
	3 ↑ 8		2019: 88.3 AAA 2018: 85.5 AAA	+2.8
	4 ↓ 2		2019: 88.0 AAA 2018: 88.5 AAA	-0.5
	5 ↑ 12		2019: 86.6 AAA 2018: 83.4 AAA-	+3.2
	6 ↓ 3		2019: 85.8 AAA 2018: 87.9 AAA	-2.1
	7 ← 7		2019: 84.7 AAA 2018: 85.8 AAA	-1.1
	8 ↑ 10		2019: 83.9 AAA- 2018: 84.0 AAA-	-0.1
	9 ↑ 15		2019: 83.1 AAA- 2018: 82.5 AAA-	+0.7
	10 ↓ 4		2019: 83.1 AAA- 2018: 87.3 AAA	-4.2

Sector Reputation Analysis.

How brand reputation matters

Comparing brand reputation across sectors is a valuable process. Brand categories are converging in different ways, with new technologies disrupting many industries. No banking, utility or oil and gas brand should take comfort in being the 'best of a bad bunch' – a poor reputation across the entire sector leaves brands vulnerable to challenges.

Tech brands show resilience

Consumers hold tech brands in high regard despite scandals tarnishing reputation of some industry giants. The sector ranks joint-third out of the 10 industries covered in Brand Finance's original market research, with a score of 7.0 out of 10 globally, much higher than that for banking, 3rd telecoms, and utility brands.

Brands such as PayPal, Google, and Amazon are seen as reputable overall, and offering good quality services. The sector ranks highest for being innovative, as would be expected – but perhaps more remarkable is the continued trust consumers have in most tech brands (only 5% globally distrust Google).

There are exceptions of course, but the mistrust that consumers have developed towards Facebook (6.8) and Uber (6.1) has not eroded the reputation of the sector as a whole. All metrics considered, tech brands hold the highest overall stakeholder equity among the researched sectors.

Banks and telcos lag behind

Banking brands and telecoms providers continue to struggle to earn the respect of consumers, taking the bottom places for reputation globally (both 6.2). In banking, reputation is recovering only slowly since the days of the global financial crisis. The sector generally appears vulnerable to encroachment.

Telecoms providers are in a similar fix – rated lowest not only for reputation and only just above banks for quality of service (3.4 out of 5). Brands in other sectors are more likely to be seen as 'consumer champions', and telecoms brands need to address this reputational challenge.

Sectors Ranked by Reputation

	1 Hotels	7.3 _{/10}
	2 Autos	7.1 _{/10}
	3= Tech	7.0 _{/10}
	3= Beers	7.0 _{/10}
	5= Oil & Gas	6.8 _{/10}
	5= Airlines	6.8 _{/10}
	7 Insurance	6.6 _{/10}
	8 Utilities	6.5 _{/10}
	9= Banks	6.2 _{/10}
	9= Telecoms	6.2 _{/10}

Top Sectors per Metric

METRIC	TOP SECTOR
Reputation	 HOTELS
Consideration conversion	 TECH
Innovation	 TECH
Trust	 HOTELS
Quality	 HOTELS
Value	 BEERS
Loyalty	 BEERS
Recommendation (NPS)	 AUTOS
OVERALL STAKEHOLDER EQUITY	 TECH

Autos keep up in the race

Auto is another sector facing disruption by new technologies, but here the brands appear more resilient. Brand reputation is high (7.1), led by premium German brands.

Crucially, auto brands also rate high for being innovative (at 27% second only to tech globally). From a branding standpoint, the auto leaders can hold their own if they continue to embrace new technologies.

Hotels boast five-star rating

The hotel sector boasts the highest global score for reputation (7.3). Premium hotel brands are held in especially high regard, but the mass chains also score well. Next to reputation, hotels rank highest among all sectors on quality of service and trust, but value is also delivered.

A strong brand reputation is a valuable asset for any business, driving higher customer acquisition, satisfaction, loyalty, and advocacy. The net result is that high stakeholder equity is a significant contributor to a solid brand strength and in effect supports business growth and profitability.

Steven Thomson
Insights Director, Brand Finance

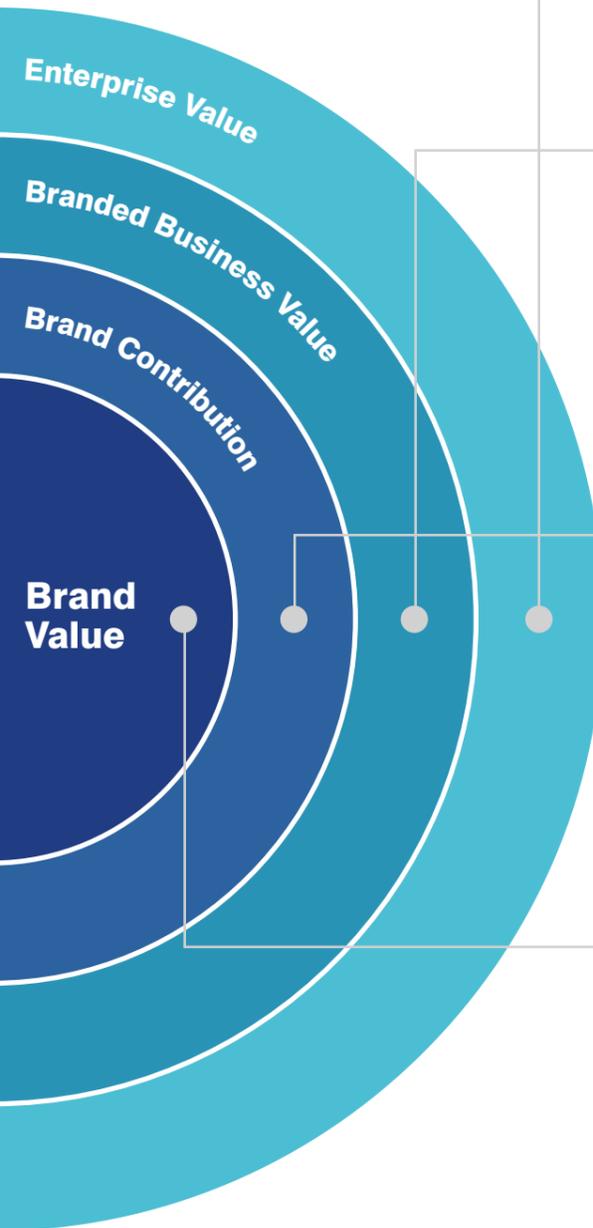
Brand Finance Airlines 50 (USD m).

Top 50 most valuable airline brands 1-50

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	2	↑ Delta	United States	\$10,105	+16.0%	\$8,712	AAA-	AAA
2	1	↓ American Airlines	United States	\$9,553	+5.1%	\$9,094	AAA-	AAA
3	3	← United Airlines	United States	\$8,460	+20.4%	\$7,027	AA+	AAA-
4	5	↑ Southwest Airlines	United States	\$6,596	+24.5%	\$5,298	AAA	AAA
5	4	↓ Emirates	UAE	\$6,268	+17.5%	\$5,336	AAA	AAA
6	6	← China Southern	China	\$4,461	+9.8%	\$4,063	AAA-	AAA-
7	7	← China Eastern	China	\$4,227	+10.9%	\$3,810	AAA-	AAA-
8	8	← British Airways	United Kingdom	\$4,168	+19.6%	\$3,484	AA+	AAA-
9	9	← Air China	China	\$4,118	+20.0%	\$3,433	AA+	AAA-
10	10	← Lufthansa	Germany	\$3,145	+7.9%	\$2,914	AA+	AA+
11	12	↑ Japan Airlines	Japan	🔒	🔒	🔒	🔒	🔒
12	13	↑ Air Canada	Canada	🔒	🔒	🔒	🔒	🔒
13	14	↑ Qantas	Australia	🔒	🔒	🔒	🔒	🔒
14	11	↓ ANA	Japan	🔒	🔒	🔒	🔒	🔒
15	17	↑ Ryanair	Ireland	🔒	🔒	🔒	🔒	🔒
16	18	↑ Air France	France	🔒	🔒	🔒	🔒	🔒
17	16	↓ Qatar Airways	Qatar	🔒	🔒	🔒	🔒	🔒
18	19	↑ Easyjet	United Kingdom	🔒	🔒	🔒	🔒	🔒
19	23	↑ Jetblue Airways	United States	🔒	🔒	🔒	🔒	🔒
20	22	↑ Korean Air	South Korea	🔒	🔒	🔒	🔒	🔒
21	20	↓ Alaska Airlines	United States	🔒	🔒	🔒	🔒	🔒
22	15	↓ Turkish Airlines	Turkey	🔒	🔒	🔒	🔒	🔒
23	27	↑ Singapore Airlines	Singapore	🔒	🔒	🔒	🔒	🔒
24	26	↑ LATAM Airlines	Chile	🔒	🔒	🔒	🔒	🔒
25	24	↓ Aeroflot	Russia	🔒	🔒	🔒	🔒	🔒
26	28	↑ Thai Airways	Thailand	🔒	🔒	🔒	🔒	🔒
27	30	↑ AirAsia	Malaysia	🔒	🔒	🔒	🔒	🔒
28	25	↓ Etihad Airways	UAE	🔒	🔒	🔒	🔒	🔒
29	21	↓ Hainan Airlines	China	🔒	🔒	🔒	🔒	🔒
30	42	↑ Xiamen Airlines	China	🔒	🔒	🔒	🔒	🔒
31	29	↓ Shenzhen Airlines	China	🔒	🔒	🔒	🔒	🔒
32	32	← Cathay Pacific	China (Hong Kong)	🔒	🔒	🔒	🔒	🔒
33	33	← KLM	Netherlands	🔒	🔒	🔒	🔒	🔒
34	34	← Saudia	Saudi Arabia	🔒	🔒	🔒	🔒	🔒
35	38	↑ Iberia	Spain	🔒	🔒	🔒	🔒	🔒
36	31	↓ Norwegian Air	Norway	🔒	🔒	🔒	🔒	🔒
37	40	↑ Asiana Airlines	South Korea	🔒	🔒	🔒	🔒	🔒
38	41	↑ Spirit Airlines	United States	🔒	🔒	🔒	🔒	🔒
39	39	← Eva Airways	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
40	36	↓ WestJet	Canada	🔒	🔒	🔒	🔒	🔒
41	37	↓ Juneyao Airlines	China	🔒	🔒	🔒	🔒	🔒
42	44	↑ China Airlines	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
43	New	Jet2.com	United Kingdom	🔒	🔒	🔒	🔒	🔒
44	35	↓ Air New Zealand	New Zealand	🔒	🔒	🔒	🔒	🔒
45	47	↑ Wizz Air	Hungary	🔒	🔒	🔒	🔒	🔒
46	46	← Scandinavian Airlines	Sweden	🔒	🔒	🔒	🔒	🔒
47	45	↓ Swiss	Switzerland	🔒	🔒	🔒	🔒	🔒
48	New	Garuda Indonesia	Indonesia	🔒	🔒	🔒	🔒	🔒
49	48	↓ Jetstar	Australia	🔒	🔒	🔒	🔒	🔒
50	New	Spring Airlines	China	🔒	🔒	🔒	🔒	🔒



Definitions.



Brand Value



+ 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'.



+ 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.



+ 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.



+ 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.

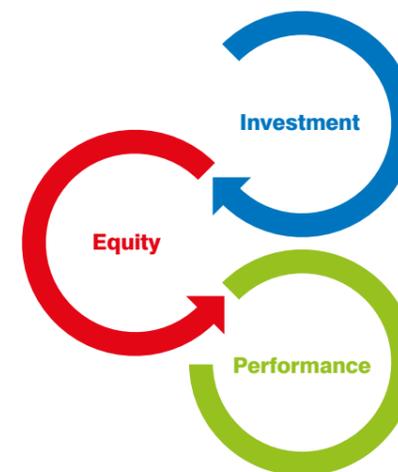
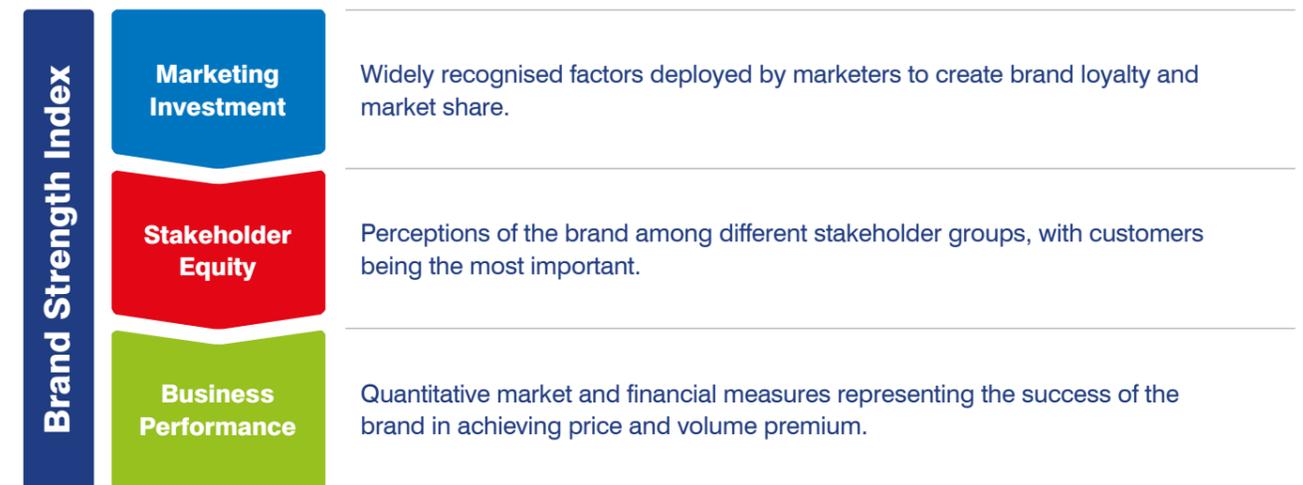
Brand Strength

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.

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

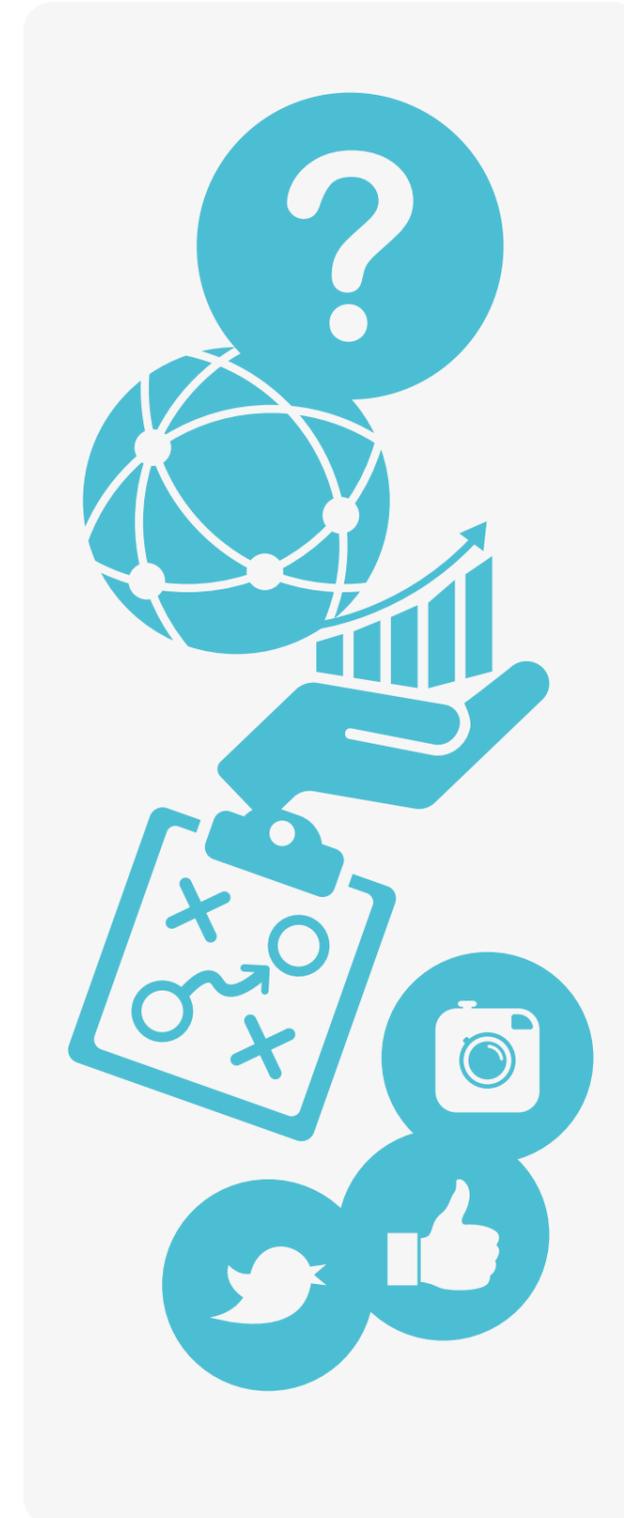
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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 over 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

What if I need more depth or coverage of a more specialised sector?

Our bespoke brand scorecards help with market planning and can be designed to track multiple brands over time, against competitors, between market segments and against budgets. Our 30-country database of brand KPIs enables us to benchmark performance appropriately.

Do I have the right brand architecture or strategy in place?

Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

Using sophisticated analytics, we have a proven track record of developing comprehensive brand scorecard and brand investment frameworks to improve return on marketing investment.

What about the social dimension? Does my brand get talked about?

Social interactions have a proven commercial impact on brands. We measure actual brand conversation and advocacy, both real-world word of mouth and online buzz and sentiment, by combining traditional survey measures with best-in-class social listening.

Communications Services.

How we can help communicate your brand's performance in brand value rankings



Brand Accolade – create a digital endorsement stamp for use in marketing materials, communications, annual reports, social media and website. Advertising use subject to terms and conditions.



TOP 50 AIRLINES BRAND



MOST VALUABLE AIRLINES BRAND



STRONGEST AIRLINES BRAND



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



Bespoke Events – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



Digital Infographics – design infographics visualising your brand's performance for use across social media platforms.



Trophies & Certificates – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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

Brand Dialogue[®]



Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact enquiries@brand-dialogue.co.uk or visit www.brand-dialogue.co.uk

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