



Alcoholic Drinks 2022

The annual report on the most valuable and strongest alcoholic drinks brands
July 2022

Contents.

About Brand Finance	3
Foreword	7
<i>David Haigh, Chairman & CEO, Brand Finance</i>	
Executive Summary	8
Brand Finance Beers 50	10
Brand Finance Champagne & Wine 15	17
Brand Finance Spirits 50	24
Segment Rankings	30
Alcohol Portfolios	34
Brand Spotlight	35
BrewDog: Prioritising Sustainability	36
<i>Interview with James Watt, CEO & Co-Founder, BrewDog</i>	
Sector Insight	38
Valuing Sponsorship	39
Country Spotlights	44
Methodology	58
Our Services	65

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:

Alex Haigh

Managing Director

a.haigh@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



linkedin.com/company/brand-finance



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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.

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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.

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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.

Executive Summary.



Cheers for beers: brand values grow as entertainment economy re-opens post COVID-19.

- + **Corona** is the most valuable beer brand in the world, valued at US\$7.0 billion
- + **Heineken** narrows gap as 'EverGreen' brand encompasses visual identity and ESG
- + **Brahma** is the strongest beer brand with an elite AAA+ brand rating
- + **Desperados** is up 57% as fastest-growing beer brand
- + New entrant **Kronenbourg** achieves brand value growth of 40%

Brand Finance Beers 50.























Corona is the most valuable beer brand in the world, valued at US\$7.0 billion

Corona (brand value up 21% to US\$7.0 billion) retains its top position as the world's most valuable beer brand. Despite the pandemic causing many bars and restaurants to shut, and more recent supply chain constraints, the brand remains the most valuable beer brand in the world, giving the Mexican beer brand a slim margin ahead of second ranked **Heineken** (brand value up 23% to US\$6.9 billion).

Over the course of the pandemic, the Corona brand faced some challenges, particularly in the United States, as some consumers were initially hesitant to purchase its products due to its similarity in name to coronavirus. Despite the association between the beer brand's name and a pandemic which has killed tens of millions of people, Corona has achieved 21% growth in brand value and continues to be the world's most valuable beer brand.

Top 10 Most Valuable Beers Brands

© Brand Finance Plc 2022

1 $\leftarrow 1$   \$7.0bn +21%	2 $\leftarrow 2$   \$6.9bn +23%	3 $\leftarrow 3$   \$5.6bn +16%	4 $\leftarrow 4$   \$4.5bn +15%	5 $\uparrow 7$   \$3.9bn +16%
6 $\leftarrow 6$   \$3.6bn +4%	7 $\uparrow 8$   \$2.9bn +3%	8 $\uparrow 10$   \$2.9bn +5%	9 $\downarrow 5$   \$2.8bn -18%	10 $\downarrow 9$   \$2.5bn -11%

Over the course of the pandemic, alcoholic brands have been faced with difficult conditions including fluctuating demand due to national lockdowns across the world. The reopening of the economy has driven major growth in the sector with beer brands growing by 7% year-on-year.

Alex Haigh
Managing Director, Brand Finance

Heineken narrows gap as 'EverGreen' brand encompasses visual identity and ESG

While Corona leads the industry as the most valuable beer brand, second-ranked **Heineken** has narrowed the lead with 23% brand value growth this year.

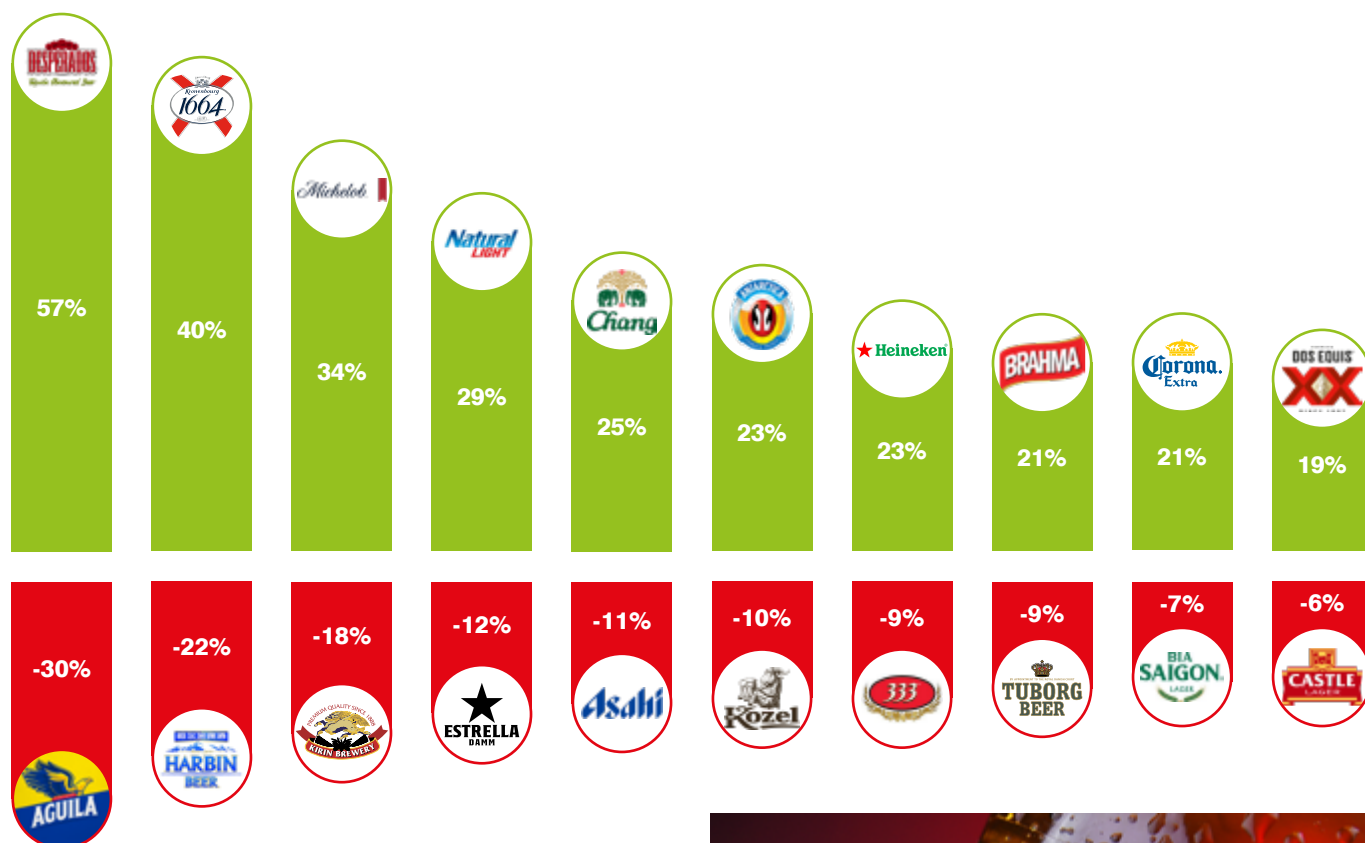
Heineken's brand is now valued at US\$6.9 billion, with a rebound in the brand value of Heineken very closely correlated with the recovery of on-premises sales at bars, pubs, events and other social spaces.

Visually, the Heineken brand has long used a green label on a green bottle (with a red star and white lettering). The brand's new 'EverGreen' brand strategy seeks to extend the reach of the 'green' connotation to include an improved brand commitment to environmental sustainability.



Brand Value Change 2021-2022 (%)

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Desperados is up 57% as fastest-growing beer brand

Desperados (brand value up 57% to US\$564 million) is the fastest-growing beer brand this year, with very strong growth across Europe, and expansions into various African markets. The Desperados brand is being supported by the development of non-alcoholic versions (Desperados Virgin 0.0) and various online platforms such as Rave to Save and Go Desperados.

Further product launches with innovative products such as Desperados Florida Sunrise and Desperados Virgin Mojito are particularly popular in European markets, where the brand is targeted at a younger demographic than other brands in the Heineken portfolio.

New entrant Kronenbourg achieves brand value growth of 40%

Kronenbourg (brand value up 40% to US\$601 million) is one of the fastest-growing beer brands in the world with a 40% increase in brand value this year.



Top 10 Strongest Beers Brands

© Brand Finance Plc 2022

1   93.0 +8.1 AAA+	2   89.8 +5.5 AAA+	3   89.8 +11.0 AAA+	4   88.8 +1.4 AAA	5   88.0 +7.8 AAA
6   87.9 +15.1 AAA	7   87.8 +3.6 AAA	8   86.6 -1.2 AAA	9   86.2 +5.6 AAA	10   86.1 +6.5 AAA

Remarkably for a very fast-growing brand, Kronenbourg is not a new challenger brand: it has a strong legacy of over 350 years and continues to innovate with its product offering and marketing.

Kronenbourg's brand value growth is correlated with the introduction of new vegan and non-alcoholic options to increase the number of product offerings and to build the value of its brand through wider product diversification. The brand is increasing its scale worldwide by positioning itself as a premium French product in various promotional campaigns. The brand is building a strong partnership with sporting events, with its non-alcoholic beer Tourtel Twist being selected as the official supplier for the Tour de France until 2025.

Brahma is the strongest beer brand with an elite AAA+ brand rating

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. **Brahma** (brand value up 21% to US\$1.7 billion) is the strongest brand in the ranking with a Brand Strength Index (BSI) score of 93 out of 100 and a corresponding brand rating of AAA+.

Brahma is an established brand in the alcoholic drinks sector since the late 1880s and is now owned by Belgian-based brewing company Anheuser-Busch InBev. The brand is a part of a larger network including brands including Budweiser, Hoegaarden, and Stella Artois. The brand has carved a niche for itself with its distinctive creamy malt texture and fruit aroma. Additionally, the brand is strengthening its Brazilian identity by a partnering with Brazilian meat brand Wessel for a recent advertising campaign to promote the pairing of Brazilian barbeque and Brahma.

Brahma's brand strength kept it ahead of Corona, with the Mexican beer brand has also secured the second position in the Brand Strength Index (BSI) evaluation. Corona climbed 4 ranks from 2021 to be the second-strongest beer brand in the world with a Brand Strength Index (BSI) score 89.8 out of 100 and a corresponding AAA+ brand rating.



Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
United States	22.8	27.1%	11
Mexico	15.0	17.8%	5
Netherlands	7.8	9.3%	2
China	7.5	8.9%	4
Japan	6.8	8.1%	4
Brazil	5.1	6.1%	3
Other	19.2	22.8%	21
Total	84.2	100.0%	50

Brand Finance Beers 50 (USDm).

Top 50 most valuable beers brands

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Corona	Mexico	\$7,027	+20.7%	\$5,822	AAA+	AAA-
2	2	←	Heineken	Netherlands	\$6,925	+22.6%	\$5,646	AAA	AAA-
3	3	←	Budweiser	United States	\$5,577	+16.4%	\$4,790	AAA	AAA-
4	4	←	Bud Light	United States	\$4,545	+15.0%	\$3,952	AAA	AAA-
5	7	↑	Modelo Especial	Mexico	\$3,907	+16.1%	\$3,365	AAA-	AA+
6	6	←	Snow	China	\$3,572	+3.7%	\$3,445	AAA	AAA-
7	8	↑	Miller Lite	United States	\$2,936	+3.0%	\$2,850	AA	AA
8	10	↑	Coors Light	United States	\$2,932	+5.2%	\$2,788	AA+	AA
9	5	↓	Kirin	Japan	\$2,847	-17.7%	\$3,457	AAA	AAA-
10	9	↓	Asahi	Japan	\$2,547	-10.6%	\$2,848	AAA+	AA+
11	11	←	Skol	Brazil	🔒	🔒	🔒	🔒	🔒
12	13	↑	Guinness	Ireland	🔒	🔒	🔒	🔒	🔒
13	14	↑	Victoria	Mexico	🔒	🔒	🔒	🔒	🔒
14	16	↑	BrewDog	United Kingdom	🔒	🔒	🔒	🔒	🔒
15	15	←	Carlsberg	Denmark	🔒	🔒	🔒	🔒	🔒
16	12	↓	Harbin	China	🔒	🔒	🔒	🔒	🔒
17	18	↑	Brahma	Brazil	🔒	🔒	🔒	🔒	🔒
18	21	↑	Michelob	United States	🔒	🔒	🔒	🔒	🔒
19	17	↓	Tsingtao	China	🔒	🔒	🔒	🔒	🔒
20	19	↓	Stella Artois	Belgium	🔒	🔒	🔒	🔒	🔒
21	20	↓	Tecate	Mexico	🔒	🔒	🔒	🔒	🔒
22	22	←	Busch	United States	🔒	🔒	🔒	🔒	🔒
23	-	New	Truly Hard Seltzer	United States	🔒	🔒	🔒	🔒	🔒
24	31	↑	Natural	United States	🔒	🔒	🔒	🔒	🔒
25	30	↑	Antarctica	Brazil	🔒	🔒	🔒	🔒	🔒
26	29	↑	Tiger	Singapore	🔒	🔒	🔒	🔒	🔒
27	23	↓	Tuborg	Denmark	🔒	🔒	🔒	🔒	🔒
28	26	↓	Saigon	Thailand	🔒	🔒	🔒	🔒	🔒
29	27	↓	Amstel	Netherlands	🔒	🔒	🔒	🔒	🔒
30	24	↓	Estrella Damm	Spain	🔒	🔒	🔒	🔒	🔒
31	34	↑	Sapporo	Japan	🔒	🔒	🔒	🔒	🔒
32	33	↑	Mahou	Spain	🔒	🔒	🔒	🔒	🔒
33	37	↑	Cass	South Korea	🔒	🔒	🔒	🔒	🔒
34	36	↑	Kingfisher	India	🔒	🔒	🔒	🔒	🔒
35	28	↓	Aguila	Colombia	🔒	🔒	🔒	🔒	🔒
36	-	New	Twisted Tea	United States	🔒	🔒	🔒	🔒	🔒
37	41	↑	Dos Equis XX	Mexico	🔒	🔒	🔒	🔒	🔒
38	38	←	Yanjing	China	🔒	🔒	🔒	🔒	🔒
39	-	New	Kronenbourg	France	🔒	🔒	🔒	🔒	🔒
40	39	↓	333' export	Thailand	🔒	🔒	🔒	🔒	🔒
41	40	↓	Velkopopovicky Kozel	Czech Republic	🔒	🔒	🔒	🔒	🔒
42	-	New	Desperados	France	🔒	🔒	🔒	🔒	🔒
43	48	↑	Kinmugi	Japan	🔒	🔒	🔒	🔒	🔒
44	-	New	Chang	Thailand	🔒	🔒	🔒	🔒	🔒
45	-	New	Samuel Adams	United States	🔒	🔒	🔒	🔒	🔒
46	46	←	BECK's	Germany	🔒	🔒	🔒	🔒	🔒
47	45	↓	Carling	United States	🔒	🔒	🔒	🔒	🔒
48	43	↓	Foster's	Australia	🔒	🔒	🔒	🔒	🔒
49	42	↓	Castle	South Africa	🔒	🔒	🔒	🔒	🔒
50	50	←	Cruzcampo	Spain	🔒	🔒	🔒	🔒	🔒

Champagne and wine brands pop the corks as brand values grow in post-COVID world.

- + **Moët & Chandon** is the most valuable wine and champagne brand in the world, valued at US\$1.4 billion
- + **Moët & Chandon** is also the strongest wine and champagne brand with AAA- brand rating
- + **Lindeman's** achieves brand value growth of 81% and is fastest growing brand in ranking

Brand Finance Champagne & Wine 15.











Moët & Chandon is the most valuable wine and champagne brand in the world, valued at US\$1.4 billion

Moët & Chandon (brand value up 15% to US\$1.4 billion) retains its top position as the most valuable brand in the annual ranking of the world's most valuable brands. The luxury champagne brand owned by fashion house LVMH continues to dominate the sector by increasing its network of products and introducing new product options for its growing consumer base.

With pandemic travel restrictions ending, there has been a resurgence of in-person celebrations across the world, with delayed weddings, delayed family reunions, and delayed tourism creating celebratory moments for consumers globally. With Moët & Chandon building its distribution network, more customers are choosing to celebrate with their products. The brand has also increased its product offerings with new lines of wine and spirits to meet consumer demand. For instance, the brand recently introduced a new line of rosé to celebrate the Queen's platinum jubilee over the recent four-day long weekend in the United Kingdom.

Top 10 Most Valuable Champagne & Wine Brands



















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1   MOËT & CHANDON CHAMPAGNE \$1.4bn +15%	2   Veuve Clicquot REIMS FRANCE \$1.0bn +13%	3  CHANDON \$0.9bn +14%	4   CHANGYU SINCE 1892 \$0.9bn -25%	5  Dom Pérignon  \$0.8bn +2%
6   LINDEMANS \$0.7bn +81%	7   BAREFOOT \$0.6bn +12%	8   MARTINI \$0.4bn +36%	9   CONCHA Y TORO \$0.3bn +8%	10   JACOB'S CREEK \$0.3bn +20%



Top 10 Strongest Champagne & Wine Brands

© Brand Finance Plc 2022

1   82.1 +4.2 AAA-	2   78.6 +4.6 AA+	3   78.3 +1.6 AA+	4  CHANDON 77.8 +3.7 AA+	5   75.2 +9.2 AA+
6   75.2 +3.4 AA+	7   73.2 +3.8 AA	8   73.0 - AA	9   71.4 +9.5 AA	10   70.7 +4.9 AA

Moët & Chandon is also the strongest wine and champagne brand with AAA- brand rating

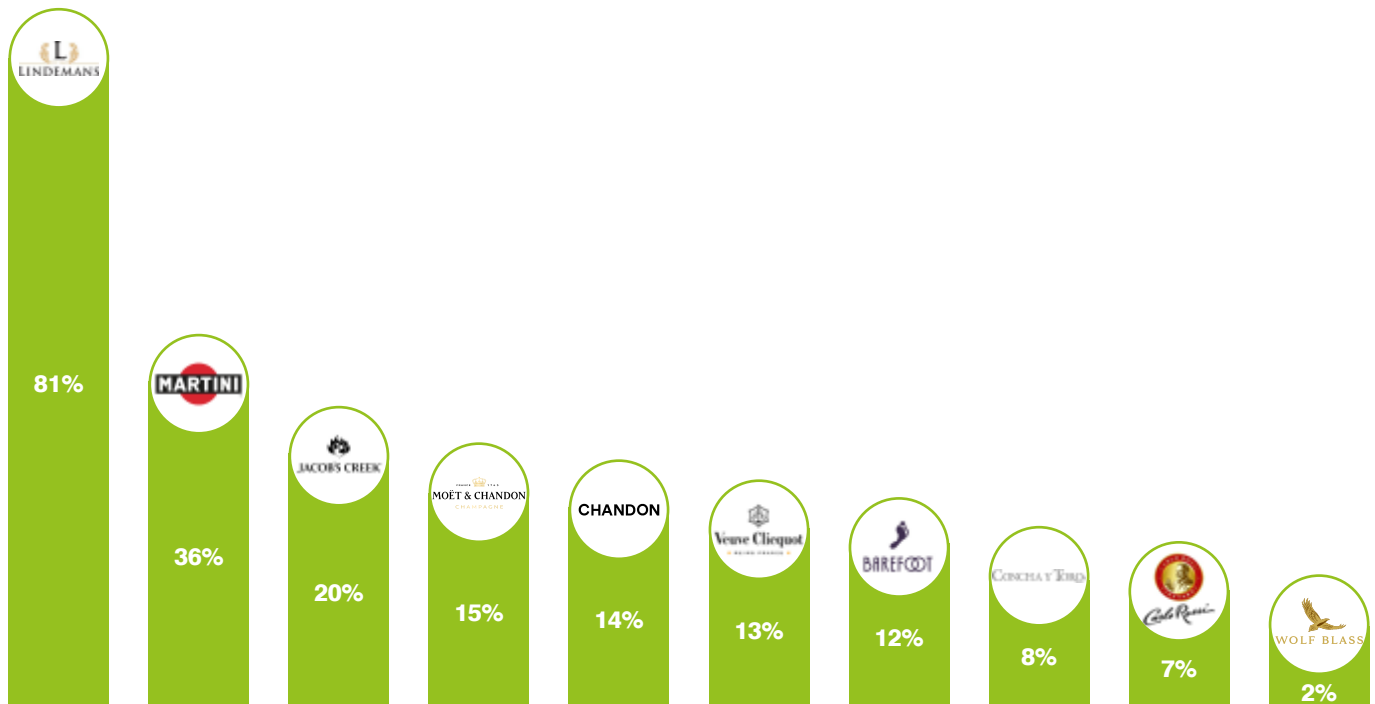
In addition to brand value, Brand Finance determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Compliant with ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original 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, Moët & Chandon (brand value up 15% to US\$1.4 billion) is also the strongest brand in the ranking with a Brand Strength Index (BSI) score of 82.1 out of 100 and a corresponding brand rating of AAA-.

Moët & Chandon is strengthening its branding with strong retail partnerships with luxury brands including Harrods and Selfridges. Moët & Chandon has launched a permanent champagne bar in Harrods's food hall, the first of its kind. In addition to high-end retail partners, the brand also partners with online grocery stores such as Ocado and Whole Foods to ensure availability and a strong distribution network across its target markets.



Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Over the course of the pandemic, alcoholic brands have been faced with difficult conditions including fluctuating demand due to national lockdowns across the world. The reopening of the economy has allowed the wine and champagne sector to pop many corks in celebration.

Alex Haigh
Managing Director, Brand Finance

Lindeman's achieves brand value growth of 81% and is fastest-growing wine and champagne brand in ranking

Lindeman's (brand value up 81% to US\$664 million) is the fastest-growing brand in the champagne and wine ranking. The brand climbed two ranks from last

year and made it into the top ten most valuable brands in this year's ranking. Earlier this year, the Australian wine brand celebrated reaching its goal of 100% carbon neutrality across its wine portfolio. The brand is also working towards transitioning to 100% renewable energy by 2024 to reduce its carbon footprint and contribute to a sustainable future. To achieve and promote its sustainable goals, Lindeman's is partnering with organisations such as the Carbon Trust and Ecologi.





Brand Value by Country

© Brand Finance Plc 2022



Country	Brand Value (USD bn)	% of total	Number of Brands
France	3.4	40.8%	4
United States	1.7	21.0%	3
Australia	1.6	19.0%	5
China	0.9	10.6%	1
Italy	0.4	4.8%	1
Chile	0.3	3.8%	1
Total	8.3	100.0%	15

Top 15 most valuable champagne & wine brands

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Moët & Chandon	France	\$1,413	+15.3%	\$1,225	AAA-	AA+
2	4	↑	Veuve Clicquot	France	\$962	+12.5%	\$855	AA+	AA+
3	5	↑	Chandon	United States	\$939	+13.6%	\$827	AA+	AA
4	2	↓	Changyu	China	\$879	-25.1%	\$1,174	AA	AA-
5	6	↑	Dom Pérignon	France	\$836	+1.9%	\$820	AA+	AA
6	8	↑	Lindeman's	Australia	\$664	+81.1%	\$367	AA+	AA-
7	7	←	Barefoot	United States	\$571	+12.1%	\$509	AA	A+
8	10	↑	Martini	United Kingdom	\$401	+36.2%	\$295	AA	AA-
9	11	↑	Concha y Toro	Chile	\$315	+7.6%	\$293	AA-	AA-
10	12	↑	Jacob's Creek	Australia	\$307	+19.8%	\$256	AA+	AA
11	13	↑	Yellow Tail	Australia	🔒	🔒	🔒	🔒	🔒
12	14	↑	Carlo Rossi	United States	🔒	🔒	🔒	🔒	🔒
13	15	↑	Wolf Blass	Australia	🔒	🔒	🔒	🔒	🔒
14	-	New	Mumm	France	🔒	🔒	🔒	🔒	🔒
15	-	New	Penfolds	Australia	🔒	🔒	🔒	🔒	🔒



A spirited recovery: Global spirits brands grow in value as post COVID-19 world is in sight.

- + **Moutai** is the most valuable spirits brand in the world, valued at US\$42.9 billion
- + **Wuliangye** is the world's strongest spirits brand with an elite AAA brand rating
- + New entrant, **Casamigos**, is the fastest-growing spirits brand, almost tripling in value

Brand Finance Spirits 50.



Moutai is the most valuable spirits brand in the world, valued at US\$42.9 billion

Chinese brand **Moutai** (brand value down 5% to US\$42.9 billion) is the most valuable spirits brand in the world. The brand retained its top position in the Brand Finance Spirits 50 2022 table and continues to lead the sector with its iconic drink which is a unique, aspirational and market-dominating product in China. The brand has been adept in supplying its product to Chinese customers by leveraging its iMoutai mobile application which has over 10 million users for online payments and e-commerce fulfilment. The app also allows consumers to purchase the special drink in new and engaging ways.

The brand relies heavily on seasonal sales during the Lunar New Year and the Mid-Autumn Festival, with lower revenues expected in the summer months. Recently, the brand expanded its product range to meet the preferences of a younger demographic in China. To combat this slump in demand, the launch of its new range

















of alcoholic ice-cream parlours in the Guizhou province in partnership with Mengniu Dairy, one of the largest dairy brands in the nation has proved to be quite popular.

Over the course of the pandemic, alcoholic brands have been faced with difficult conditions including fluctuating demand due to national lockdowns across the world. The reopening of the economy has driven major growth in the sector with spirits brands growing by 6% year-on-year.

Alex Haigh
Managing Director, Brand Finance

Top 10 Most Valuable Spirits Brands









































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1 <small>← 1</small>   \$42.9bn -5%	2 <small>← 2</small>   \$28.7bn +12%	3 <small>↑ 4</small>   \$7.3bn +3%	4 <small>↓ 3</small>   \$6.4bn -9%	5 <small>↑ 7</small>   \$5.2bn +57%
6 <small>NEW</small>   \$5.0bn -	7 <small>↑ 9</small>   \$3.1bn +24%	8 <small>↓ 5</small>   \$3.1bn -24%	9 <small>↓ 6</small>   \$2.9bn -13%	10 <small>← 10</small>   \$2.6bn +9%



Top 10 Strongest Spirits Brands

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1  3   WULIANGYE 89.4  +0.7 AAA	2  2   MOUTAI 88.3  -0.4 AAA	3  12   BACARDÍ 87.5  +7.1 AAA	4  1   Don Julio 85.8  -3.0 AAA	5  5   泸州老窖 85.7  0.0 AAA
6  4   Crown Royal 82.6  -3.2 AAA-	7  33   McDowell's 82.4  +11.1 AAA-	8  6   BAILEYS 82.2  -1.3 AAA-	9  20   Hennessy COGNAC 82.1  +6.0 AAA-	10  11   JOHNNIE WALKER 82.0  +1.0 AAA-

Wuliangye is the world's strongest spirits brand with an elite AAA brand rating

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. **Wuliangye** (brand value up 12% to US\$28.7 billion) is the strongest brand in the ranking with a Brand Strength Index (BSI) score of 89.4 out of 100 and a corresponding brand rating of AAA. In addition to being the strongest baijiu brand in the world, Wuliangye has also achieved the largest increase in brand value growth among the top five most valuable baijiu brands in the ranking.

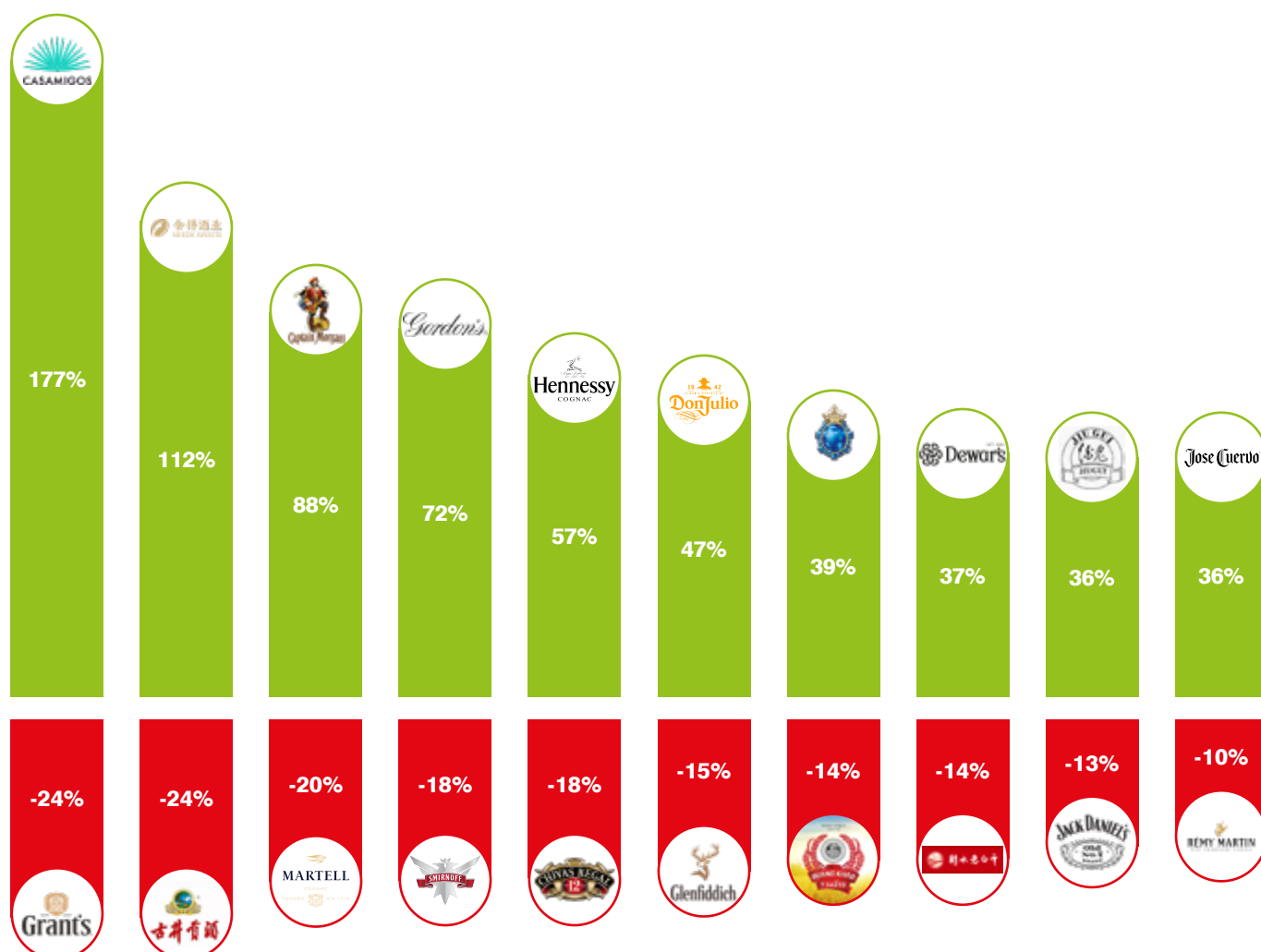
Wuliangye has been successful in achieving the largest brand value increase among the top tier baijiu brands, while brand value of its competitor Moutai has decreased. The baijiu brand has been actively incorporating 'Internationalise Baijiu' into its corporate

brand messaging strategy as a part of China's One Belt One Road initiative. by engaging in international events including trade expos, the World Economic Forum in Davos and the Boao Forum for Asia to name just a few. The purpose of involvement in such events would be to promote Wuliangye's baijiu culture and to actively expand in the international markets..



Brand Value Change 2021-2022 (%)

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New entrant, Casamigos, is the fastest-growing spirits brand, almost tripling in value

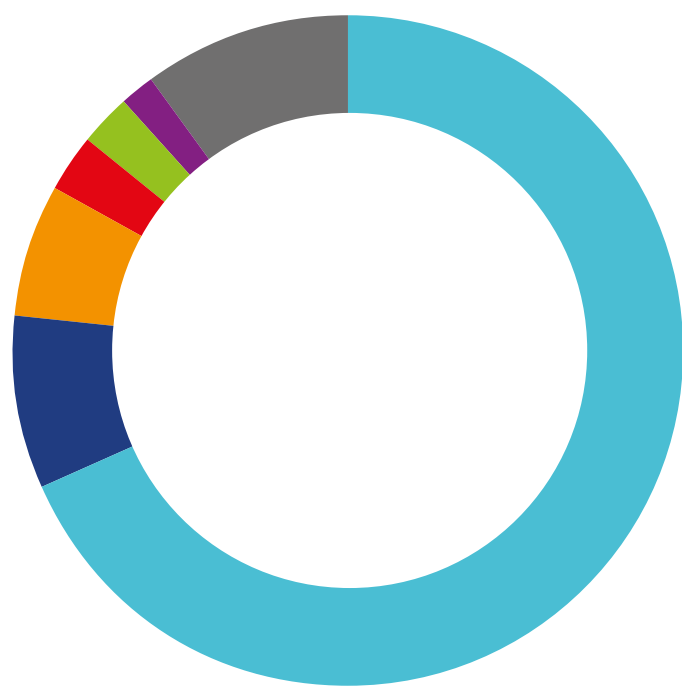
Casamigos (brand value up 177% to US\$450 million) brand value has almost tripled since last year and is now valued at US\$450 million. After its sale to the UK-based multinational alcohol company Diageo in 2017 for around US\$1 billion, George Clooney's brand continues to perform strongly with tequila sales skyrocketing globally. Not only has the brand followed sector-wide trends, but it has also pushed further than others by doubling sales this year. The brand has also announced its plans to invest over US\$500m to expanding production capabilities in Mexico, with the increased investment expected to assist in securing further growth for the brand in coming years.





Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
China	97.6	68.4%	10
United Kingdom	11.9	8.3%	12
France	9.3	6.5%	6
Mexico	4.0	2.8%	3
United States	3.4	2.4%	2
Russia	2.6	1.8%	1
Other	13.9	9.8%	16
Total	142.6	100.0%	50

Brand Finance Spirits 50 (USDm).

Top 50 most valuable spirits brands

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Moutai	China	\$42,905	-5.4%	\$45,333	AAA	AAA
2	2	←	Wuliangye	China	\$28,744	+11.5%	\$25,768	AAA	AAA
3	4	↑	Luzhou Laojiao	China	\$7,266	+3.3%	\$7,032	AAA	AAA
4	3	↓	Yanghe	China	\$6,446	-9.1%	\$7,088	AA+	AAA-
5	7	↑	Hennessy	France	\$5,162	+56.7%	\$3,294	AAA-	AA+
6	-	New	Xinghuacun	China	\$4,992	-	-	A+	-
7	9	↑	Bacardi	United Kingdom	\$3,138	+23.6%	\$2,540	AAA	AAA-
8	5	↓	Gujing Gong Jiu	China	\$3,081	-23.9%	\$4,048	AA	AA+
9	6	↓	Jack Daniel's	United States	\$2,935	-13.4%	\$3,388	AA+	AAA-
10	10	←	Johnnie Walker	United Kingdom	\$2,623	+9.4%	\$2,398	AAA-	AAA-
11	8	↓	Smirnoff	Russia	🔒	🔒	🔒	🔒	🔒
12	13	↑	Crown Royal	Canada	🔒	🔒	🔒	🔒	🔒
13	12	↓	Patrón	Mexico	🔒	🔒	🔒	🔒	🔒
14	11	↓	Ruang Khao	Thailand	🔒	🔒	🔒	🔒	🔒
15	27	↑	Shede	China	🔒	🔒	🔒	🔒	🔒
16	14	↓	Grey Goose	France	🔒	🔒	🔒	🔒	🔒
17	21	↑	Don Julio	Mexico	🔒	🔒	🔒	🔒	🔒
18	17	↓	Absolut	Sweden	🔒	🔒	🔒	🔒	🔒
19	18	↓	Baileys	Ireland	🔒	🔒	🔒	🔒	🔒
20	20	←	Jameson	Ireland	🔒	🔒	🔒	🔒	🔒
21	37	↑	Captain Morgan	Jamaica	🔒	🔒	🔒	🔒	🔒
22	28	↑	Jiugui Jiu	China	🔒	🔒	🔒	🔒	🔒
23	15	↓	Martell	France	🔒	🔒	🔒	🔒	🔒
24	19	↓	Yingjia	China	🔒	🔒	🔒	🔒	🔒
25	16	↓	Grant's	United Kingdom	🔒	🔒	🔒	🔒	🔒
26	25	↓	Ballantine's	United Kingdom	🔒	🔒	🔒	🔒	🔒
27	33	↑	José Cuervo	Mexico	🔒	🔒	🔒	🔒	🔒
28	24	↓	Rémy Martin	France	🔒	🔒	🔒	🔒	🔒
29	22	↓	Chivas Regal	United Kingdom	🔒	🔒	🔒	🔒	🔒
30	35	↑	Chamisul	South Korea	🔒	🔒	🔒	🔒	🔒
31	29	↓	Imperial	South Korea	🔒	🔒	🔒	🔒	🔒
32	31	↓	Jagermeister	Germany	🔒	🔒	🔒	🔒	🔒
33	26	↓	Glenfiddich	United Kingdom	🔒	🔒	🔒	🔒	🔒
34	39	↑	Royal Stag	India	🔒	🔒	🔒	🔒	🔒
35	41	↑	Bombay Sapphire	United Kingdom	🔒	🔒	🔒	🔒	🔒
36	32	↓	Suntory Whisky	Japan	🔒	🔒	🔒	🔒	🔒
37	-	New	Gordon's	United Kingdom	🔒	🔒	🔒	🔒	🔒
38	43	↑	Belvedere	Poland	🔒	🔒	🔒	🔒	🔒
39	40	↑	Aperol	Italy	🔒	🔒	🔒	🔒	🔒
40	36	↓	Hengshui Laobaigan	China	🔒	🔒	🔒	🔒	🔒
41	46	↑	Dewar's	United Kingdom	🔒	🔒	🔒	🔒	🔒
42	38	↓	McDowell's	India	🔒	🔒	🔒	🔒	🔒
43	42	↓	William Lawson	United Kingdom	🔒	🔒	🔒	🔒	🔒
44	-	New	Casamigos	United States	🔒	🔒	🔒	🔒	🔒
45	47	↑	Ricard	France	🔒	🔒	🔒	🔒	🔒
46	-	New	Blender's Pride	France	🔒	🔒	🔒	🔒	🔒
47	-	New	White Horse	United Kingdom	🔒	🔒	🔒	🔒	🔒
48	-	New	J&B	United Kingdom	🔒	🔒	🔒	🔒	🔒
49	-	New	Malibu	Curacao	🔒	🔒	🔒	🔒	🔒
50	-	New	Hong Thong	Thailand	🔒	🔒	🔒	🔒	🔒

Segment Rankings.

Whisky

Jack Daniel's (brand value down 13% to US\$2.9 billion) is the most valuable whisky brand in the ranking. The brand launched its Special Release Series which highlights innovation in whisky making at the Jack Daniel Distillery. The whisky brand collaborated with a creative agency to hold hybrid events to promote its new music strategy by diversifying beyond rock'n'roll music. These brand activations at events have helped the brand reach more fans and explore new genres of music to be associated with.

Following Jack Daniel's, **Johnnie Walker** (brand value up 9% to US\$2.6 billion) is the second most valuable brand in the ranking. The brand has been using data about consumer behaviour to invest in its brand and focus on growth. Johnnie Walker recently launched 'Society 2030: Spirit of Progress', the brand's ten-year sustainability action plan, building on its mission to optimise business from grain to glass.

Third in the ranking, **Crown Royal** (brand value up 18% to US\$1.9 billion) has maintained its reputation as a royal product, the Crown Royal XO whisky was gifted to the Royal couple, King George VI and Queen Elizabeth in 1939. The brand prides itself by using high





















quality ingredients including fresh water from Canada's rivers and cereal grains.

Jameson (brand value up 14% to US\$1.1 billion) is next in the ranking, the brand achieved growth in various international markets including key markets such as Ireland, UK and South Africa and emerging markets including China and Nigeria. The fifth most valuable whisky brand, **Grant's** (brand value down 24% to US\$911 million) tackled disruptions caused by COVID-19 and continued to invest in long term growth by updating its infrastructure to ensure higher efficiency.



Top 10 Most Valuable Whisky Brands

© Brand Finance Plc 2022

1			\$2.9bn
2			\$2.6bn
3			\$1.9bn
4			\$1.2bn
5			\$1.1bn
6			\$0.9bn
7			\$0.8bn
8			\$0.8bn
9			\$0.7bn
10			\$0.7bn

Tequila

The tequila brands in the Brand Finance ranking are led by three major Mexican brands in the sector: **Patrón** (brand value up 4% to US\$1.8 billion) followed by **Don Julio** (brand value up 47% to US\$1.4 billion) and **José Cuervo** (brand value up 36% to US\$839 million). At fourth place in the tequila ranking, **Casamigos** (brand value up 177% to US\$450 million) brand value has almost tripled in brand value from last year. After its sale to the UK-based multinational drinks company Diageo in 2017 for around US\$1 billion, George Clooney's brand continues to perform strongly as tequila sales have skyrocketed globally. Not only has the brand followed sector-wide trends but it has also pushed further than others by doubling sales this year. The brand announced its plans to invest over US\$500m in expanding production capabilities in Mexico, with the increased investment expected to grow the brand in coming years.

Rum

Cuban rum brand **Bacardi** (brand value up 24% to US\$3.1 billion) is the most valuable rum brand in the











ranking and the brand is now also the world's largest privately held spirits company. **Captain Morgan** (brand value up 88% to US\$1.1 billion) is the second most valuable rum brand in the ranking. The brand recently announced a strategic partnership with the jewellery brand Ben Baller to design a new line of chains inspired by spiced rum.

Following Captain Morgan, **Malibu** (brand value up 25% to US\$366 million) is third in the rum ranking. In early 2020, the brand released Splash, a new line of canned beverages with fruity flavours including lime, pineapple and strawberry. Next in the table, **Havana Club** (brand value up 375% to US\$330 million) continues to innovate with its product offerings with a new edition of the Havana Club Tributo Collection, the rum brand Havana Club collaborated with hip-hop artist Skepta to launch its second limited edition Havana Club 7 bottle, to target younger audiences.

Following Havana, the 130-year-old brand, **Brugal** (brand value up 6% to US\$263 million) is the fifth most valuable rum brand in the world.

Top 5 Most Valuable Tequila Brands

© Brand Finance Plc 2022

1		2		3		4		5	
									
\$1.8bn		\$1.4bn		\$0.8bn		\$0.5bn		\$0.3bn	

Top 5 Most Valuable Rum Brands

© Brand Finance Plc 2022

1		2		3		4		5	
									
\$3.1bn		\$1.1bn		\$0.4bn		\$0.3bn		\$0.3bn	

Baijiu

Chinese brand **Moutai** (brand value down 5% to US\$42.9 billion) is the most valuable spirits brand in the world, according to a new ranking from the world's leading brand valuation consultancy, Brand Finance. The brand retained its top position in the Brand Finance Spirits 50 2022 table and continues to lead the sector with its iconic drink continuing to be a unique and market-dominating aspirational product in China. The brand has been adept in supplying its product to Chinese customers by leveraging its iMoutai mobile application which has over 10 million users for online payments and e-commerce fulfilment, allowing consumers to purchase the special drink in new and engaging ways.

Wuliangye (brand value up 12% to US\$28.7 billion) is the strongest brand in the ranking with a Brand Strength Index (BSI) score of 89 out of 100 and a corresponding brand rating of AAA. Apart from being the strongest baijiu brand in the world, Wuliangye has also achieved the largest increase in brand value growth among the top five most valuable baijiu brands in the ranking.

The Chinese spirits brand is strengthening its position in the digital economy by launching blockchain-based digital collectibles with a new series of NFTs which were highly sought after in the Chinese market. In addition to riding the wave of new trends in the market, Wuliangye is also planning to increase its production capacity by investing in a new brewery which will increase its output by 60,000 tonnes.

Wuliangye has been successful in achieving the largest brand value increase among the top tier baijiu brands in the while brand value of its competitor Moutai has decreased. The baijiu brand has been actively incorporating 'Internationalise Baijiu' into its corporate

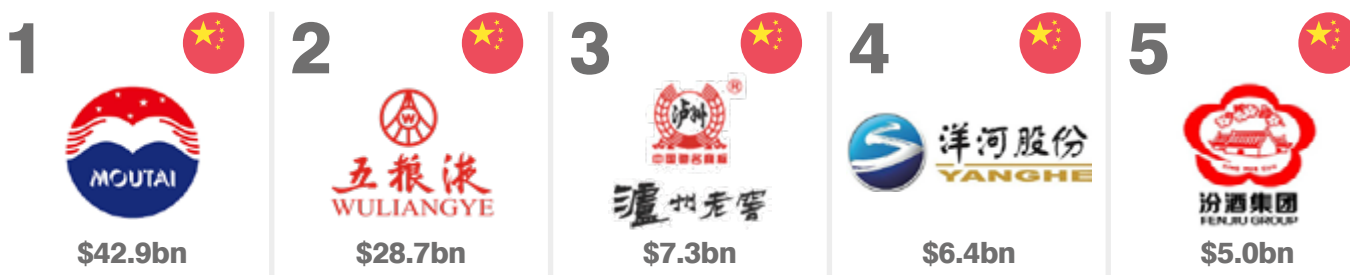
brand strategy as a part of China's One Belt One Road initiatives by engaging in international events including trade expos, the World Economic Forum in Davos and Boao Forum for Asia to name a few. The involvement in such events is to promote Wuliangye's baijiu culture and actively expand in the international markets.

Wuliangye is followed by **Luzhou Laojiao** in the ranking with a brand value increase of 3%, surpassing Yanghe and ranked 3rd in the table with a brand value of \$7.3billion. The brand adopts a targeted marketing strategy to expand its current market nationwide. On the brand level Luzhou Laojiao focuses on a dual brand, three product series, and one flagship product which has proven successful from the fruitful results in 2021 with revenue reaching a record high CNY 20 billion.



Top 5 Most Valuable Baijiu Brands

© Brand Finance Plc 2022



Gin

Bombay Sapphire (brand value up 39% to US\$616 million) is the most valuable gin brand in the ranking, the brand offers new flavours of gin whilst maintaining its high-quality ingredients with no added sugar. After the successful launch of its Bombay Bramble gin, the brand has increased its product offerings with Bombay Citron Pressé, inspired by the iconic drink Tom Collins.

Gordon's (brand value up 72% to US\$574 million), the award-winning gin is the second most valuable brand with an impressive selection of international gin prizes.

The brand promotes its product as a “gin for the enjoyment” and with its superior quality and high juniper content has earned recognition as the “ginniest of gins”. Gordon started his distillery

Following Gordon's, the Scottish family-owned brand **Hendrick's** (brand value down 14% to US\$306 million) is the third most valuable gin brand in the world. The brand belongs to a small international group and is also one of the major names responsible for putting gin back into the spotlight in recent years with its fresh taste, a spirit that was uniquely inspired by a “cucumber sandwich”.

Top 3 Most Valuable Gin Brands

© Brand Finance Plc 2022

1



BOMBAY SAPHIRE

\$0.6bn

2



Gordon's

\$0.6bn

3



HENDRICK'S
DISTILLED AND BOTTLED IN SCOTLAND
GIN




























\$0.3bn



Alcohol Portfolios.

Top 10 Most Valuable Alcohol Portfolios

© Brand Finance Plc 2022

1  2   AB InBev \$43.4bn +3%	2  1   MOUTAI \$42.9bn -5%	3  3   WULIANGYE \$28.7bn +12%	4  4   HEINEKEN \$20.8bn +17%	5  5  DIAGEO \$19.9bn +13%
6  6   Asahi \$13.3bn +18%	7  7   Pernod Ricard \$11.2bn +3%	8  8   MOLSON COORS beverage company \$10.0bn +13%	9  10   BACARDI LIMITED \$9.1bn +24%	10  9   Carlsberg Group \$7.5bn -3%



Brand Spotlight.





BREWDOG

Rank

Brand Value

14 

\$2.0bn **+8%**

Rank

Brand Strength

30 

77.8 **+5.3**

Prioritising Sustainability.



James Watt
CEO & Co-Founder,
BrewDog

What is the role of brand in the BrewDog organisation?

Since BrewDog came howling into the world 15 years ago, the beer landscape has changed significantly, and the BrewDog brand has played an integral role in shaping those changes. From our packaging to our tone of voice, ensuring our brand has cut-through in a market dominated by big beer puts us in a unique position, one where we can stand out from the crowd and do things our way – bold, irreverent, and innovative. Brand underpins how we talk to our consumers, how we look on shelf and it gives us our edge in a sea of sameness.

With over 100 bars across the globe, export into 60 countries, and breweries in Columbus Ohio, Berlin Germany, and Brisbane Australia, BrewDog continues to take the craft beer revolution to the people, whilst continuing to push the boundaries, invest in their staff, put the beer first, and champion other small breweries in its venues.

What is the strongest asset of the BrewDog brand?

Our people and community. BrewDog is a unique business as we have a huge community of over 200,000 shareholders, all of whom have invested in us because they believe in our brand, our beer and our mission. These are our Equity Punks, a worldwide collection of die-hard beer lovers who, in exchange for supporting the growth of our business, gain access to a set of unique benefits and perks. Couple this with our 2,000+ workforce and it's clear to see that BrewDog is a people-powered brewery with community at its core.

BrewDog recently became the first carbon negative beer, why is sustainability important to BrewDog?

Because if we don't act now, we won't have a planet left to brew beer on. Entering our 15th year, we find ourselves facing ever increasing challenges, not just as a business in an (almost) post-pandemic world, but also as we strive to battle inevitable climate change.

The reality is, unfortunately, bleak. But as a company, we are fully focused on leaving the world in a better place than we found it.

In 2022, the IPCC determined that unprecedented changes to the climate have already affected all forms of life. It is already too late. In order to avoid complete climate catastrophe, we must limit warming to 1.5°C. But we are on track to increase global temperatures by double that. Reduction of emissions must be the priority for nations, corporations, and individuals if we are to achieve our target. Brewdog is all in to make earth great again. Fast.

What role does brand in BrewDog's international expansion?

BrewDog is now available in over 40 markets worldwide, with Punk IPA (our flagship beer) leading the pack as one of Europe's favourite IPAs. In the 15 years that we've been brewing and selling beer, we've grown from 2 men and a dog to a worldwide brewing force with a unique story to tell. Over the years, we've done some pretty outrageous things: from crowdfunding stunts to brewing the world's strongest beer, and these chapters in our lifecycle remain central to our growth at home and overseas. We've always done things differently to other breweries, which has helped us to stand out from the crowd.

As well as boasting a global network of bars and breweries, which has strengthened our position in international markets, it's our legacy of innovation and doing things differently that stands out to our consumers.

Sector Insight.



Valuing Sponsorship.

Sports sponsorship is big business, and just like any marketing spend, its value and ROI should be evaluated carefully. Would you pay £50,000 to have your brand name on Arsenal's shirts? Certainly. £50 million? Possibly. £500 million? Probably not. Rigorous analysis can be used to make better decisions.

Making use of specialised and rigorous analysis to inform partnership decision-making is an important element in sponsorship evaluation for both the rights holder and the sponsor brand. Sponsoring brands might have different objectives (and thus KPIs/measures), but if the commercial value is to be assessed, those measures should relate to financial performance in a specific way – Facebook “Likes” or ‘media equivalents are typically insufficient.

Brand Finance have developed a unique and useful methodology to evaluate sponsorship activities which involves determining the monetary ROI for sponsors beyond their advertising equivalency.

Brand-Building vs. Short-Term Activation

Sponsorship can certainly provide pay-offs in the form of short-term sales uplifts, especially if there are additional built-in activations such as competitions and/or special packs). Most sponsors however seek broader and more enduring benefits for their brands, whether that be through increased awareness, improved perceptions of brand image or alignment with a quality venue or event, or even perhaps brand equity improvements.

It is important to note that even these measures may not carry sufficient weight in the boardroom or in the finance department. Being able to measure using actual monetary value can indeed go a long way in securing future marketing budgets. The goal of sponsorship activity should be to generate a measurable financial return for the business.

Hence the relevance and importance of measuring sponsorships' impact on brand strength (using frameworks such as our Brand Strength Index) and brand value and contribution to take better account of the longer-term impact of sponsorship and the ultimate resulting financial returns.



Sponsorship Affects Various Stakeholders

Most sponsorship analysis focus is on the expected impact on consumers and customers, which is entirely appropriate and is how commercial benefits will generally accrue. But the impact on other stakeholders should not be negligible. Is your brand going to make you more attractive as an employer? How will financial analysts or business media perceive you or will they perhaps see you in different light?

In a recent analysis for a global alcoholic beverage brand, we urged our client to consider the possible uplift in on-premise distribution, driven by the sponsorship. These benefits can and should be quantified and may even make a real difference to tight renew/drop decisions.

Measuring the Uplift

With a focus on consumers or customers, Brand Finance recommends assessing any uplift in brand health by using a combination of market research and digital indicators (e.g., search, web visits, social media posts/engagement). Market research is ultimately essential to assess whether a specific sponsorship has improved key brand measures such as awareness and familiarity; consideration and preference; and overall reputation, and other brand-specific measures.

These in turn, need to be shown to relate to commercial performance.

Attribution in surveys is never straightforward, and calculation may be more challenging depending on what pre-sponsorship measures are available. While not cost-free, reverting to soft measures that state 'equivalent to £500,000 of paid advertising' is unfortunately not sufficient.

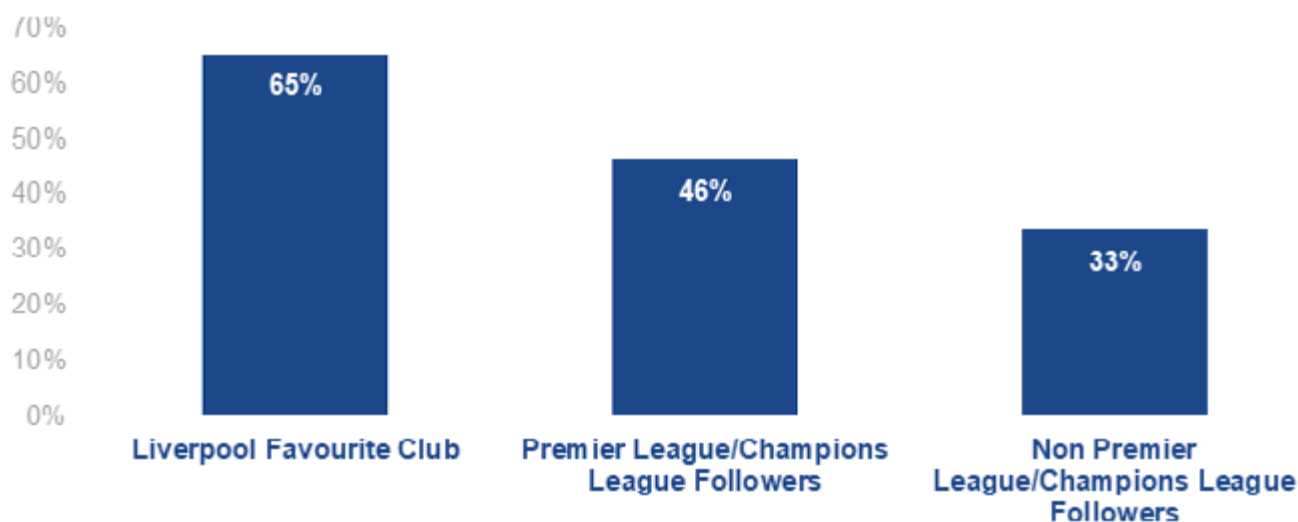
Even without pre-sponsorship data, it is still possible to estimate the uplift. In our latest Global Football Fan Research, we assessed the possible uplift that various sponsors of major clubs could have achieved.

Liverpool x Carlsberg Case Study

Unsurprisingly, we can determine that Liverpool fans have a much higher consideration for Carlsberg, when compared with fan views of other clubs. Causality is however more difficult to infer from one wave of research, and even the fans of other clubs (particularly in the UK), are likely to have been exposed to the sponsorship. A more revealing analysis is the comparison outside of the UK amongst football fans who follow the Premier League or the Champions League: Those fans would almost certainly have been exposed to Carlsberg's sponsorship – this in comparison to those fans who follow other leagues and clubs. This indicates a significant uplift for Carlsberg.

Fan Consideration for Carlsberg (%)

© Brand Finance Plc 2022

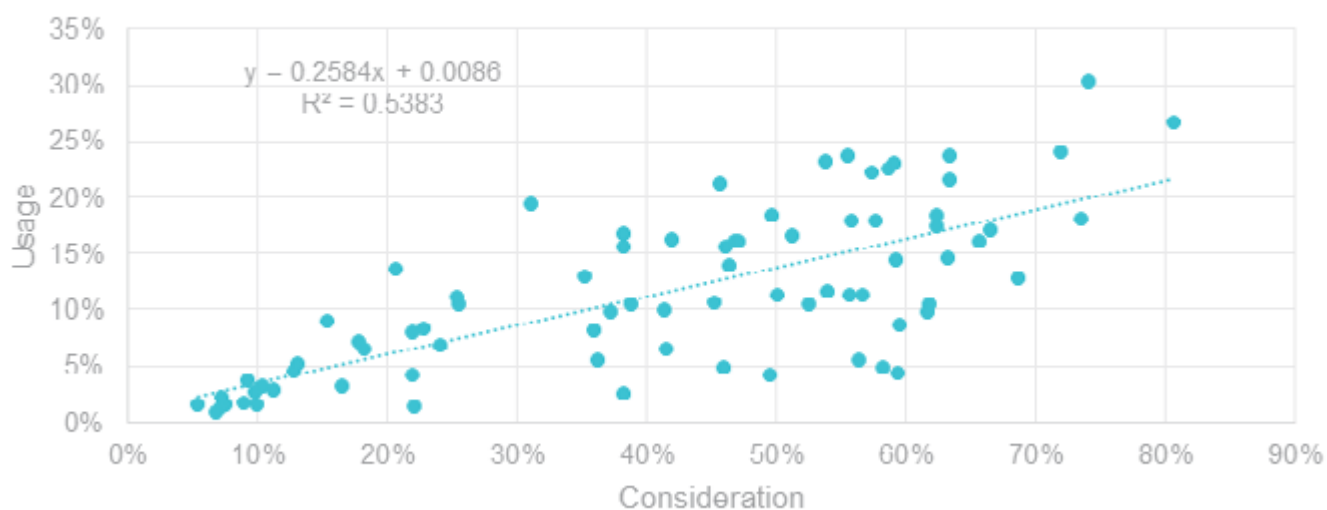


Brand Finance's 2022 Global Brand Equity Monitor (GBEM) research of the global beer market displays the strong correlation between consideration & usage of beer brands. Therefore, we can assume that the uplift

in consideration represented through those exposed to the Carlsberg partnership with Liverpool would have a direct influence in increasing consumption (usage) of Carlsberg beers.

Usage vs Consideration

© Brand Finance Plc 2022



What is it Worth?

Improvement on key metrics such as on brand consideration, have had a measurable impact on brand and business value in our valuations because they in turn they are empirically proven to be predictive of brand growth and sales uplifts.

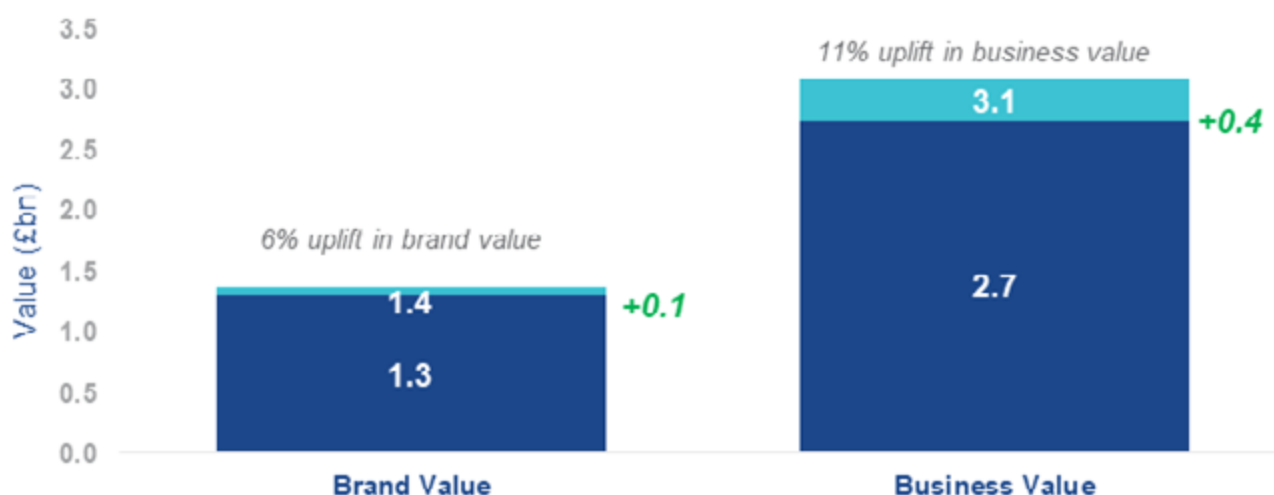
Precise estimates of the value Carlsberg might have gained from the sponsorship requires management data, but our initial calculations suggest that Carlsberg has derived significant value from the sponsorship.

Since Carlsberg began their sponsorship in 1992, it has cost them around £145m – and on that basis, it appears that their brand has achieved what is considered a favourable commercial return. We estimate that annually, the Carlsberg partnership with Liverpool increases Carlsberg revenues by £15.1m.

Every brand sponsor should attempt this kind of evaluation. Only then can decisions regarding sponsorship opportunities and renewal be supported by concrete evidence and the realistic appraisal of their commercial contribution.

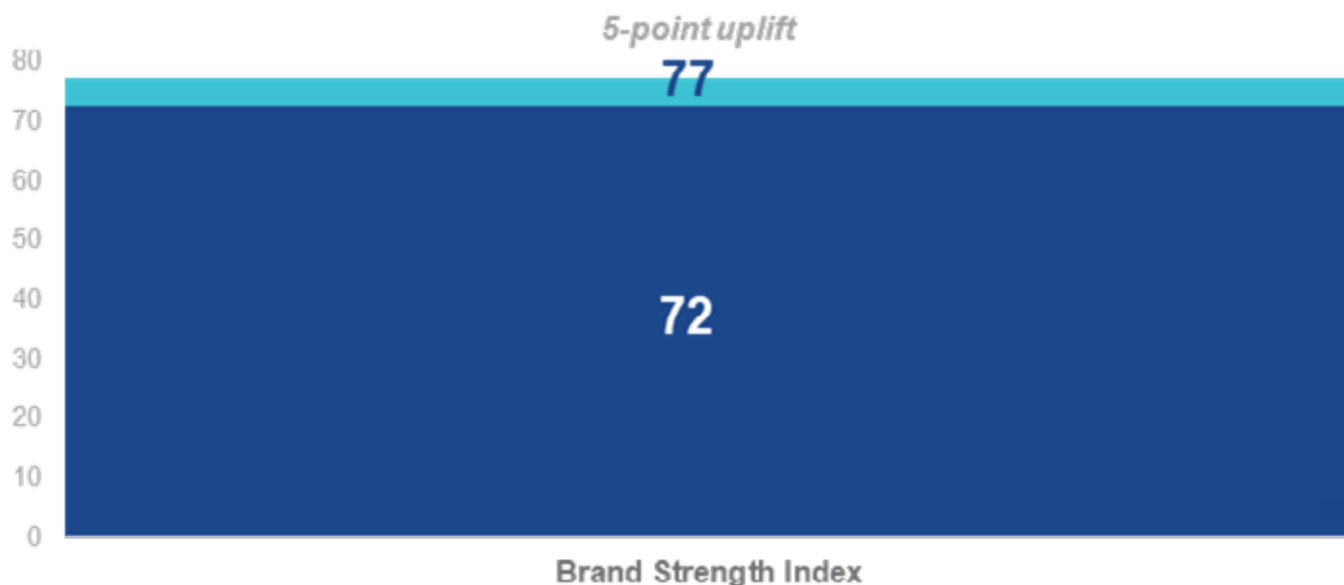
Brand and Business Value Uplift (£bn)

© Brand Finance Plc 2022



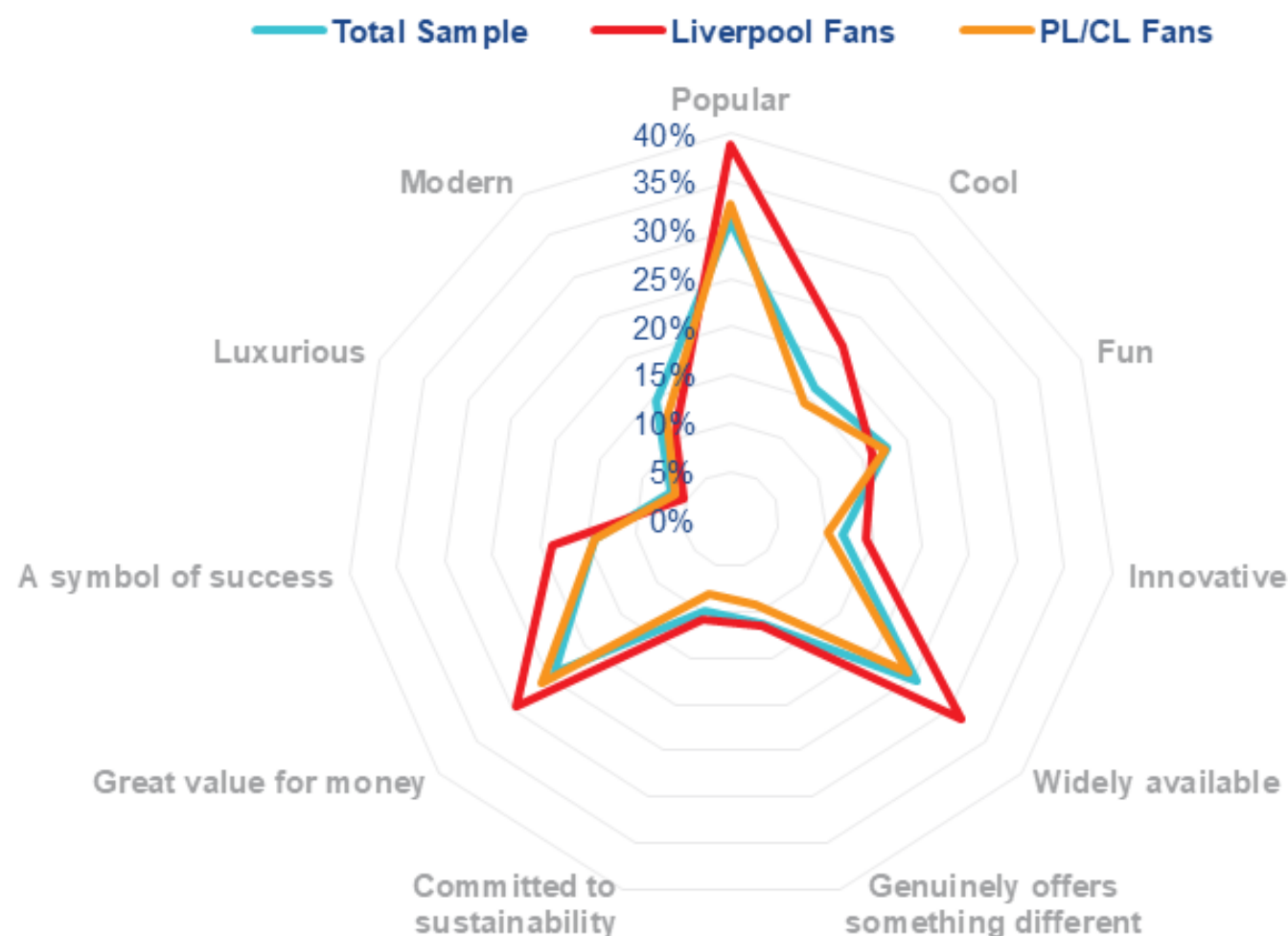
Brand Strength Index (BSI) Uplift

© Brand Finance Plc 2022



Fan Image Perceptions for Carlsberg (%)

© Brand Finance Plc 2022



Representative of the Carlsberg growth in image, attributes that those exposed to the Liverpool partnership are amongst those responsible for the 5pt uplift in the Carlsberg BSI. The overall BSI increased from 72-77, taking the global beer brand from an AA to an AA+ brand rating. The image attributes which are 'popular, cool and widely available' in particular, have performed well amongst those exposed to the Carlsberg partnership with Liverpool vs those who received no exposure.

Brand Finance Sponsorship Valuation Services

When embarking on a new sponsorship, or considering the renewal of an existing

sponsorship, whether you are the rights holder or a corporate brand, the all-important question would be 'Do I have a framework in place to quantify the ROI dollar value in order to maximise effectiveness, inform decision making and increase negotiation leverage?'

With such high levels of investment active in sports sponsorship, a large amount of money can be left on the table. As such, there is a well-recognised need to improve the sophistication of sponsorship valuation and provide a basis of this valuation that would appeal to the language of the CFO, CEO, and Board who are often the key decision makers.

Country Spotlights.



Australia.



Mark Crowe
Managing Director,
Brand Finance Australia



Top 5 Most Valuable Australian Alcohol Brands

© Brand Finance Plc 2022

1 3 \$664m +81%	2 2 \$509m -4%	3 1 \$358m -52%	4 5 \$307m +20%	5 6 \$236m -2%
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Brazil.




Eduardo Chaves
Managing Director,
Brand Finance Brazil



Top 5 Most Valuable Brazilian Alcohol Brands

© Brand Finance Plc 2022

1 ← 1	2 ← 2	3 ← 3	4 ← 4	5 ← 5
				
				
\$2.4bn	\$1.7bn	\$1.1bn	\$0.5bn	\$0.4bn
+2%	+21%	+23%	+19%	+37%

China.























Scott Chen
Managing Director,
Brand Finance China



Top 10 Most Valuable Chinese Alcohol Brands

© Brand Finance Plc 2022

1 ← 1   \$42.9bn -5%	2 ← 2   \$28.7bn +12%	3 ↑ 4   \$7.3bn +3%	4 ↓ 3   \$6.4bn -9%	5 NEW   \$5.0bn -
6 ← 6   \$3.6bn +4%	7 ↓ 5   \$3.1bn -24%	8 ↓ 7   \$1.7bn -22%	9 ↑ 11   \$1.7bn +112%	10 ↓ 8   \$1.5bn -6%

France.























Bertrand Chovet
Managing Director,
Brand Finance France



Top 10 Most Valuable French Alcohol Brands

© Brand Finance Plc 2022

1 ← 1   Hennessy <small>COGNAC</small> \$5.2bn +57%	2 ← 2   GREY GOOSE <small>VODKA</small> \$1.5bn +1%	3 ↑ 4   MOËT & CHANDON <small>CHAMPAGNE</small> \$1.4bn +15%	4 ↓ 3   MARTELL <small>COGNAC</small> <small>FONDÉE EN 1715</small> \$1.0bn -20%	5 ↑ 6   Veuve Clicquot <small>REIMS FRANCE</small> \$1.0bn +13%
6 ↑ 7   Dom Pérignon <small>COGNAC</small> \$0.8bn +2%	7 ↓ 5   RÉMY MARTIN <small>FINE CHAMPAGNE COGNAC</small> \$0.8bn -10%	8 NEW   Kronenbourg 1664 <small>BEER</small> \$0.6bn -	9 ← 9   DESPERADOS <small>Tequila Flavoured Beer</small> \$0.6bn +57%	10 ← 10   RICARD <small>COGNAC</small> \$0.4bn +20%

Germany.

















Ulf-Brün Drechsel
Managing Director,
Brand Finance Germany



Top 5 Most Valuable German Alcohol Brands

© Brand Finance Plc 2022

1  3   Fägermeister \$712m +14%	2 <small>NEW</small>   BECK'S \$524m -	3  5   HOLSTEN \$117m +1%	4  6   Lübzer \$52m +26%	5  7   ASTRA \$36m +11%
---	--	---	---	---

Italy.








Massimo Pizzo
Managing Director,
Brand Finance Italy



Top 5 Most Valuable Italian Alcohol Brands

© Brand Finance Plc 2022

1 ← 1	2 ↑ 3	3 NEW	4 ↓ 2	5 ↓ 4
				
\$541m	\$401m	\$344m	\$327m	\$225m
+19%	+36%	-19%	+6%	+21%

India.


















Ajimon Francis
Managing Director,
Brand Finance India



Top 5 Most Valuable Indian Alcohol Brands

© Brand Finance Plc 2022

1  	2  	3  	4  	5  
				
\$682m	\$667m	\$469m	\$168m	\$151m
-6%	+32%	-9%	-50%	-

South Africa.



Jeremy Sampson
Managing Director,
Brand Finance Africa

It's quite a big deal when the #16 most valuable brand in a country gets taken over by an international behemoth. Last year I mentioned that talks were taking place between Dutch giant Heineken and Stellenbosch based, that is a small university town just outside Cape Town, Distell. That acquisition has now largely been completed









It was in 2000 that two local companies Distillers (focused very much on brandy and other spirits) and Stellenbosch Farmer's Winery (focused on wine) were merged into one. Remgro the investment company that Johann Rupert (also chairman of Swiss luxury goods group Richemont) largely controls had major shareholdings in both companies and saw the benefit of building critical mass. Over the last two decades Distell has grown strongly, on the back of cider based RTD's Savana and Hunter's and was stretching out into Africa. In addition, its niche cream-based liqueur Amarula was enjoying some success as a competitor to Diageo's Baileys Irish Cream. Heineken has been growing strongly globally of late by acquisition and saw this as an easy fit to their existing operations. Now with the combined marketing, financial and distribution muscle of Heineken, it will be interesting to watch how the acquisition pans out.

Racial and cultural backgrounds, not to mention affordability, still have a heavy influence on drinking habits in South Africa. Beer remains exceedingly popular across all groups with AB inBev's (formerly South African Breweries) the iconic Castle, being the top-rated brand at #27. Castle comes as Lager, Lite, and Milk Stout, often available in draught form. As with global trends, the Lite version, low in alcohol is growing market share steadily.

The wine industry continues to advance on many fronts. The quality and 'cleaness' of wines is ever improving, and it is acknowledged that South African wines when it comes to quality and price are in a league of their own in providing value for money. Sustainability issues and collaborating with local communities has long been a priority, but with the whole ESG focus, there is greater urgency. Climate change and global warming is impacting the choice of which cultivars to grow whilst considering the drinking habits prevailing locally and internationally. Those that visit the main grape growing area around the world agree that few are as beautiful as the area of the Western Cape. A tourism destination of note.

Top 4 Most Valuable South African Alcohol Brands

© Brand Finance Plc 2022

1 <small>← 1</small>   \$502m -6%	2 <small>← 2</small>   \$460m +35%	3 <small>← 3</small>   \$161m -10%	4 <small>NEW</small>   \$133m +15%
---	--	---	--

The wine grape crop for 2022 is down 5.5% on the previous year due to moderately cool conditions during the harvest but which enhanced flavour and colour. Most top brands are now exported and if you come across Hamilton Russell, Mullineux, Vilafonte, Capensis, Sadie, Kanonkop, KWV Mentor's or Ken Forrester's FMC to mention just a handful, these are brands to seek out.

Locally gaining 'share of throat' is a challenge to many local brands as they attempt to compete

against the global heavyweights and their marketing budgets: Johnnie Walker, Hennesey, Moët and Veuve Clicquot are all firm favourites. That said South African produced brandy is world renowned, local whisky is surprisingly good and local 'bubbles' known as Méthode Cap Classique very drinkable, especially served suitably chilled on a hot summer's day. As they like to say in the Cape, a meal served without wine is called breakfast.



Spain.











Teresa de Lemus
Managing Director,
Brand Finance Spain

Beer brands are very important to Spain – not just for the millions of drinkers who enjoy a beer with friends or family, but also for the farmers, brewers, bottlers, distributors, retailers, and hoteliers. Consequently, beers are important brands for consumers and the producers supporting cultural, economic, social, and sporting activities. The good news is that this sector is slowly recovering in Spain from the horrid 2020 and 2021 numbers, although it is not yet back to pre-pandemic levels. The consumption of beer has reached over 40 million hectolitres in 2021, which is still 3% below pre-pandemic consumption. 2019 levels unlikely to be reached again until 2024, according to Euromonitor.

In Spain, beer consumption habits are returning to normal. Spaniards mainly consume beers in bars and restaurants, in a shared experience with other people. Spain is quickly moving past the lonely and sometimes unhealthy – memories of excessive alcohol consumption during the pandemic. The sector is also affected by broader price increases in the country as well as rules that have changed the limits of alcohol advertising.

Top 5 Most Valuable Spanish Alcohol Brands

© Brand Finance Plc 2022

1 ← 1   \$922m -12%	2 ← 2   \$766m -3%	3 ↑ 4   \$499m +1%	4 ↓ 3   \$464m -10%	5 ↑ 6   \$107m -5%
---	--	--	--	--



As per brand value, Estrella Darn continues to be the most valuable Spanish beer brand, while Mahou is the brand that obtains the best results in our market research in terms of familiarity, consideration and reputation. Recently, LaLiga added Mahou as a new global sponsor, which is likely to improve international awareness and related brand values that will bring positive results.

We cannot forget the third most characteristic brand of our country, Cruzcampo, the only brand that increases its strength in the ranking predicting positive results in years to come. In a country that ranked very highly on the Global Soft Power Index

on familiarity, Brand Spain is an asset that corporate brands can leverage from. This can be particularly valuable to brands with a link to tourism, culture and heritage and fun, factors which are linked to the global perception of the Spanish nation brand.

Finally, beer sector in the country has a big role to play in improving sustainability. From the production in the field, to the recycling of its packaging, through energy efficiency and the reduction of the carbon footprint, beer brands are working to improve their performance and community perceptions due to their deep worry in the environment.



United Kingdom.



Richard Haigh
Managing Director,
Brand Finance UK



Top 10 Most Valuable British Alcohol Brands

© Brand Finance Plc 2022

1 <small>← 1</small> <p>JOHNNIE WALKER</p> <p>\$2.6bn</p> <p>+9%</p>	2 <small>← 2</small> <p>BREWDOG</p> <p>\$2.0bn</p> <p>+8%</p>	3 <small>← 3</small> <p>Grant's</p> <p>\$0.9bn</p> <p>-24%</p>	4 <small>↑ 5</small> <p>Ballantine's</p> <p>\$0.8bn</p> <p>0%</p>	5 <small>↓ 4</small> <p>CHIVAS REGAL</p> <p>\$0.8bn</p> <p>-18%</p>
6 <small>← 6</small> <p>Glenfiddich</p> <p>\$0.7bn</p> <p>-15%</p>	7 <small>← 7</small> <p>BOMBAY SAPPHIRE</p> <p>\$0.6bn</p> <p>+39%</p>	8 <small>↑ 12</small> <p>Gordon's</p> <p>\$0.6bn</p> <p>+72%</p>	9 <small>↑ 11</small> <p>Dewar's</p> <p>\$0.5bn</p> <p>+37%</p>	10 <small>↓ 8</small> <p>WILLIAM LAWSON'S</p> <p>\$0.5bn</p> <p>+10%</p>

United States.



Laurence Newell
Managing Director,
Brand Finance
North America



Top 10 Most Valuable American Alcohol Brands

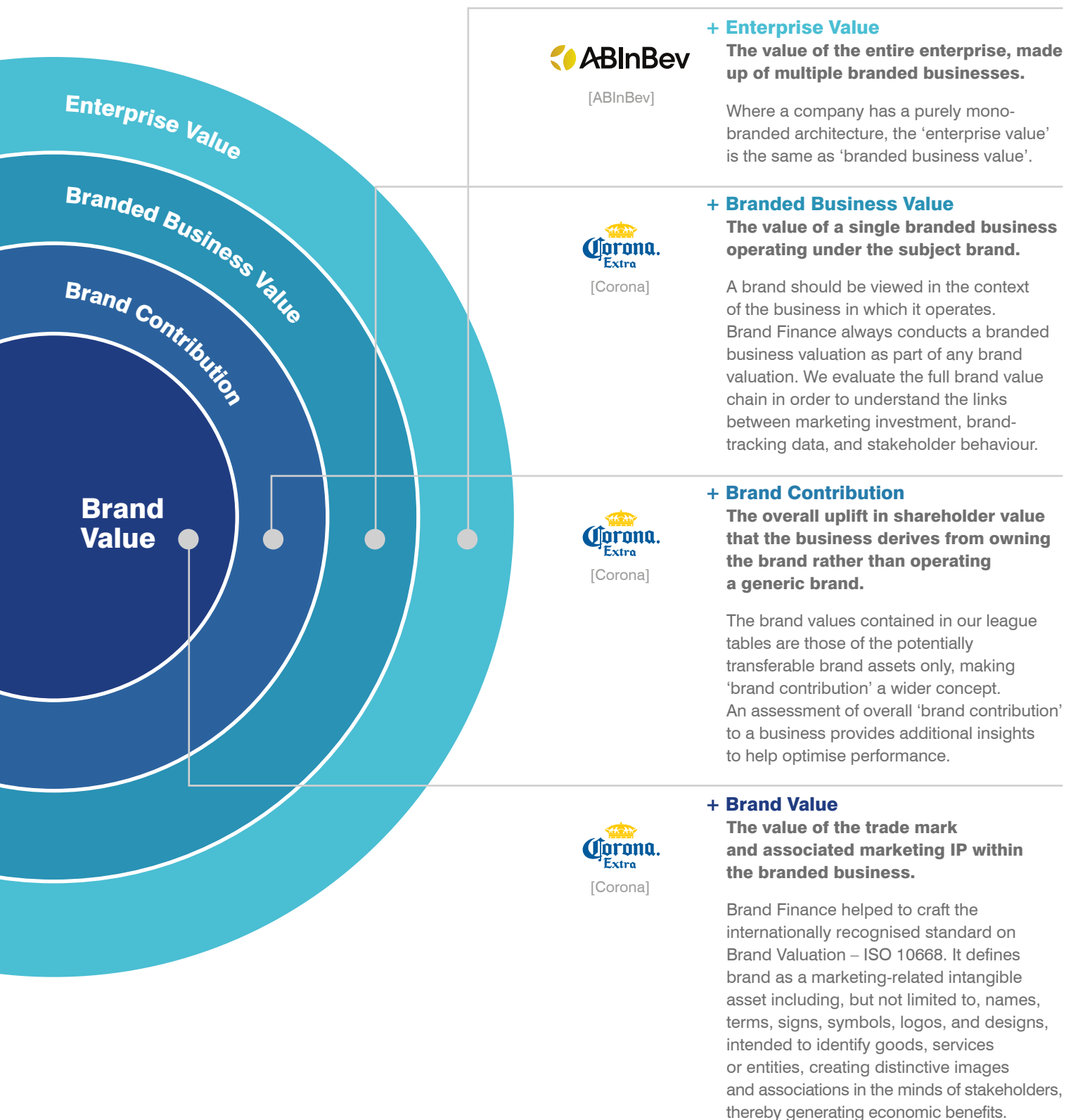
© Brand Finance Plc 2022

1 $\leftarrow 1$ \$5.6bn +16%	2 $\leftarrow 2$ \$4.5bn +15%	3 $\uparrow 4$ \$2.9bn +3%	4 $\downarrow 3$ \$2.9bn -13%	5 $\leftarrow 5$ \$2.9bn +5%
6 $\uparrow 7$ \$1.6bn +34%	7 $\uparrow 8$ \$1.3bn +14%	8 ^{NEW} \$1.2bn	9 $\leftarrow 9$ \$1.1bn +29%	10 $\leftarrow 10$ CHANDON \$0.9bn +14%



Methodology.

Definitions.



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.

1



Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)

2

Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



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 Brand Rating up to AAA+ in a format similar to a credit rating.

3



Brand Impact × Brand Strength

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%.

Forecast Brand Value Calculation

4

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.



We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

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.

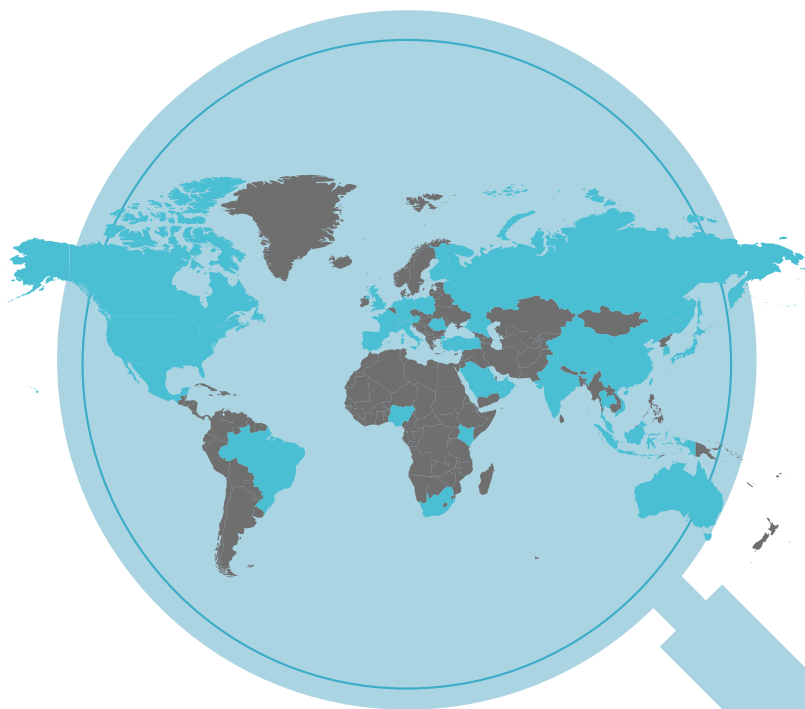
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

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

© Brand Finance Plc 2022



43% Care about the wider community (Rank #1)

88% Consideration Conversion



8% Care about the wider community (Rank #86)

92% Consideration Conversion

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
			
			
			
			

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?



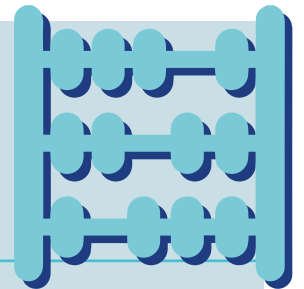
Brand Valuation

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 50
SPIRITS
BRAND



Brand Finance®
Awards

MOST VALUABLE
BEERS
BRAND



Brand Finance®
Awards

STRONGEST
CHAMPAGNE & WINE
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-Brun 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