



# Apparel

# 50

# 2022

The annual report on the most valuable and strongest apparel brands  
April 2022

---

# Contents.

---

<b>About Brand Finance</b>	<b>3</b>
<b>Foreword</b>	<b>7</b>
<i>David Haigh, Chairman &amp; CEO, Brand Finance</i>	
<b>Executive Summary</b>	<b>9</b>
Brand Value & Brand Strength Analysis	10
<b>Brand Value Ranking</b>	<b>15</b>
<b>Methodology</b>	<b>16</b>
<b>Our Services</b>	<b>23</b>

# 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:**

**Richard Haigh**

Managing Director  
rd.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](https://www.linkedin.com/company/brand-finance)



[twitter.com/brandfinance](https://twitter.com/brandfinance)



[facebook.com/brandfinance](https://www.facebook.com/brandfinance)



[youtube.com/brandfinance](https://www.youtube.com/brandfinance)



# Request your own Brand Value Report

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive performance and offers a cost-effective way to gaining a better understanding of your position against peers.

Visit [brandirectory.com/request-a-valuation](http://brandirectory.com/request-a-valuation) or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



Insight



Strategy



Benchmarking



Education



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Communication



Understanding

Benefits

Contents



Brand Valuation Summary

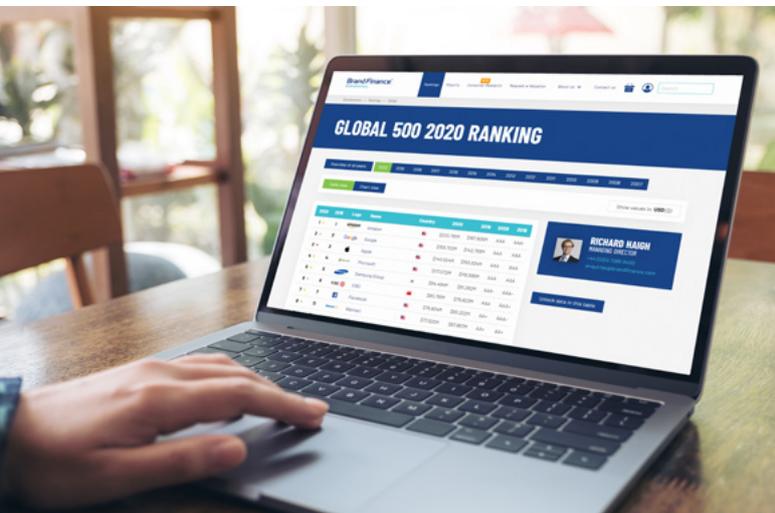


Brand Strength Tracking



Royalty Rates

# Brandirectory.com



Brandirectory is the world's largest database of current and historical brand values, providing easy access to all Brand Finance rankings, reports, whitepapers, and consumer research published since 2007.

- + Browse thousands of published brand values
- + Track brand value, strength, and rating across publications and over time
- + Use interactive charts to compare brand values across countries, sectors, and global rankings
- + Purchase and instantly unlock premium data, complete brand rankings, and research

Visit [brandirectory.com](http://brandirectory.com) to find out more.

## Brand Finance Group.



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

### Brand Finance Institute

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

**Brand Dialogue**<sup>®</sup>



### Brand Dialogue

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

**vi360**

### VI360

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

Brand Finance<sup>®</sup>



# Global Brand Equity Monitor

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

Visit [brandirectory.com/consumer-research](https://brandirectory.com/consumer-research)  
or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



[enquiries@brandirectory.com](mailto:enquiries@brandirectory.com)

# Foreword.

---



**David Haigh**  
Chairman & CEO,  
Brand Finance

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

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

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

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

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

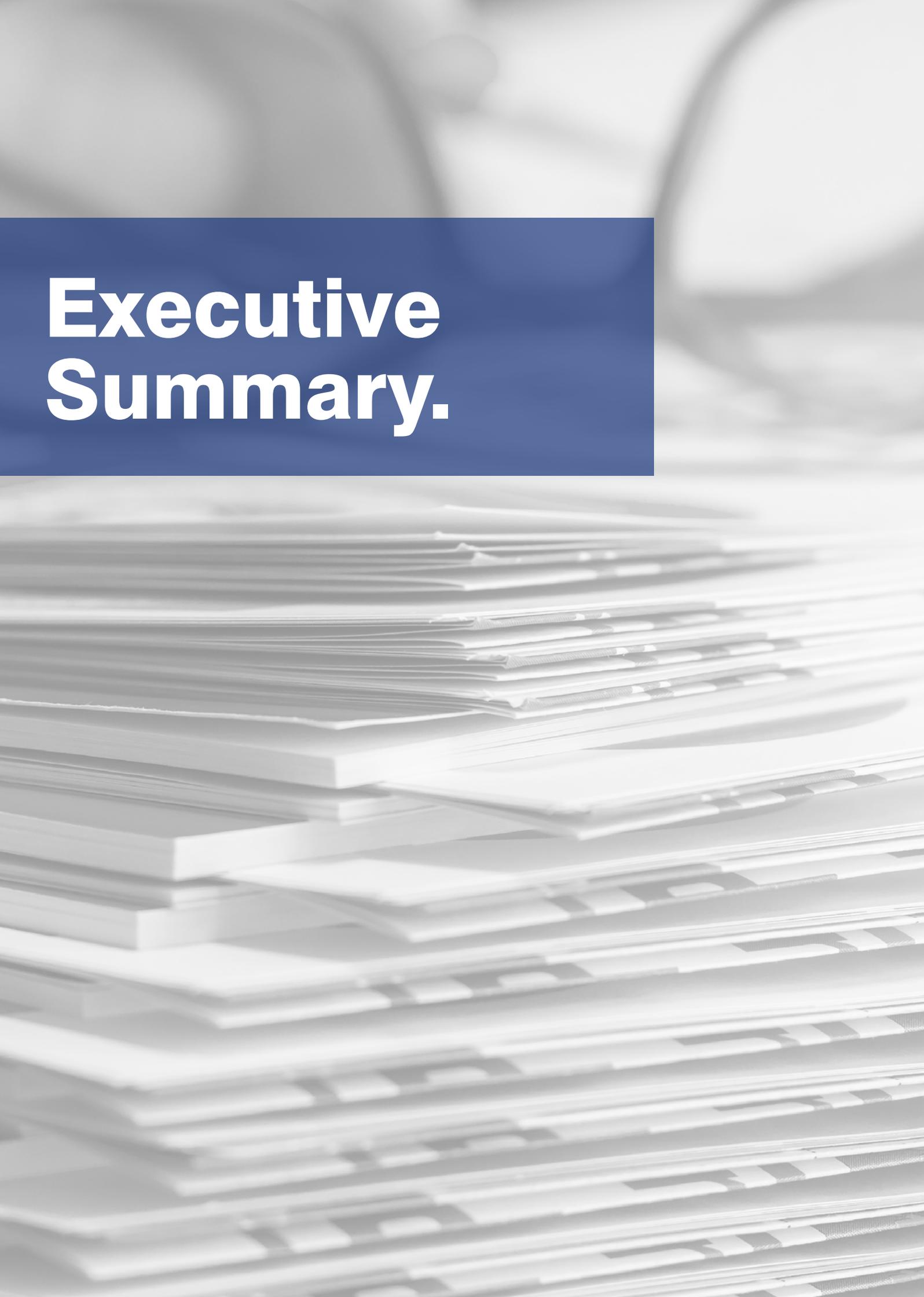
Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

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

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

# Nike retains title as world's most valuable apparel brand while luxury brands boom after COVID-19.

- + Sportswear brands like **Nike**, **Skechers** and **Li Ning** grow significantly in value
- + Post-COVID consumer sentiment delivers surge in brand value of high-end luxury brands including **Louis Vuitton**, **Armani** and **Bottega Veneta**
- + Fast fashion brands decline in value
- + Luxury brand **Dior** defends world's strongest apparel brand title with elite AAA brand strength rating

A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text 'Executive Summary.' in a bold, white, sans-serif font. The papers are stacked in a way that creates a sense of depth and volume, with the edges of the pages visible. The background is a soft, out-of-focus light gray.

# Executive Summary.

# Brand Value & Brand Strength Analysis.



Changing consumer and industry pressures are changing the appearance of the apparel industry as sports and luxury clothing brands surge, and cheap fast-fashion brands contract, according to a new report from leading global brand consultancy, Brand Finance. The new report finds that amongst the top 50 apparel industry brands, the aggregate brand value of luxury apparel brands has grown 21% this year (from US\$103 billion to US\$125 billion), sportswear brands have grown 10% this year (from US\$68 billion to US\$74 billion) while fast fashion brands have dropped 7% (from US\$44 billion to US\$41 billion).

Every year, leading brand valuation consultancy Brand Finance puts 5,000 of the biggest brands to the test, and publishes around 100 reports, ranking brands across all sectors and countries. The apparel industry's top 50 most valuable and strongest brands in the world are included in the annual Brand Finance Apparel 50 ranking.

Over the course of the pandemic, sportswear and athleisure brands have seen a steady growth in brand value as consumers spent more time at home as consumers selected brands for comfort rather than style.

As a result of increased consumer demand for sportswear, brands in the sector achieved significant brand value growth: **Nike** (brand value up 9% to US\$33.2 billion), **Adidas** (brand value up 2% to US\$14.6 billion), **Puma** (brand value up 13% to US\$4.5 billion), and **Lululemon** (brand value up 28%

to US\$4.2 billion). Nike retains the top spot as the most valuable brand in the ranking since the rankings were instituted.

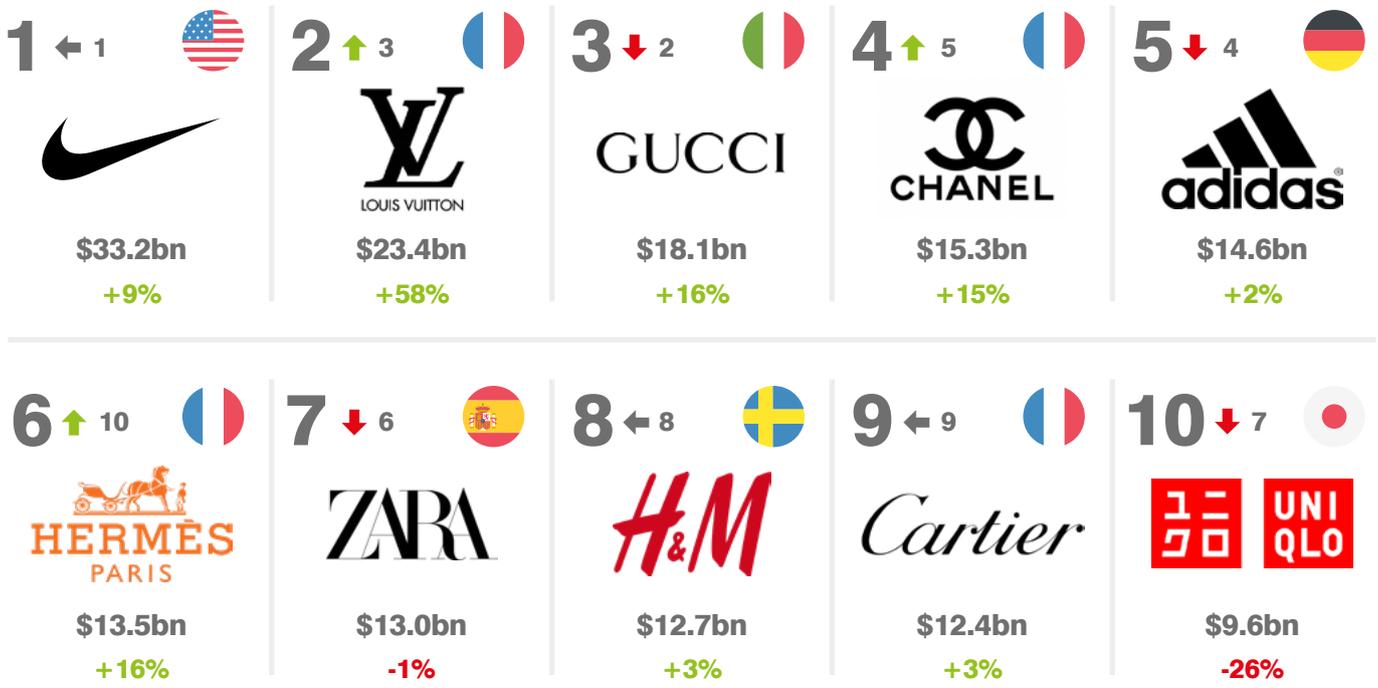
Smaller sportswear brands are amongst the fastest growing brands in the ranking with **Skechers** (brand value up 68% to US\$3.2 billion) and **Li Ning** (brand value also up 68% to US\$2.0 billion).

**Since the onset of the pandemic, market dynamics in the apparel industry have changed monumentally. With convenience at the centre of marketing strategy, luxury and sports brands have mastered online delivery fulfilment. Focusing on social-first marketing campaigns have enabled brands to remain successful through the pandemic and supply chain issues.**

**Richard Haigh**  
Managing Director, Brand Finance

Top 10 Most Valuable Apparel Brands

© Brand Finance Plc 2022



Fast fashion brands decline in value

Fast fashion brands such as **ZARA** (brand value down 1% to US\$13.0 billion), **H&M** (brand value up 3% to US\$12.7 billion), **UNIQLO** (brand value down 26% to US\$9.6 billion), and **Primark/Penneys** (brand value down 10% to US\$2.2 billion) have faced tough years with brand value remaining steady or dropping this year.

During the pandemic, consumer demand for online shopping increased as individuals have been bound to their homes and stores closed their doors, while the convenience of online shopping grew in popularity across much of the economy. With many consumers unable to shop at bricks and mortar stores, they made the switch to purchasing on-line.

Many fast fashion apparel brands rely on physical stores for high volumes of sales, but stores needed to close due to pandemic induced restrictions. Fast fashion apparel brands faced difficulty with the fundamental disruption of their brand model as the difficulty of selling low-margin products online is further exacerbated by the additional logistics and delivery costs. This caused the drop in value of brands in the fast fashion sector of the apparel industry.

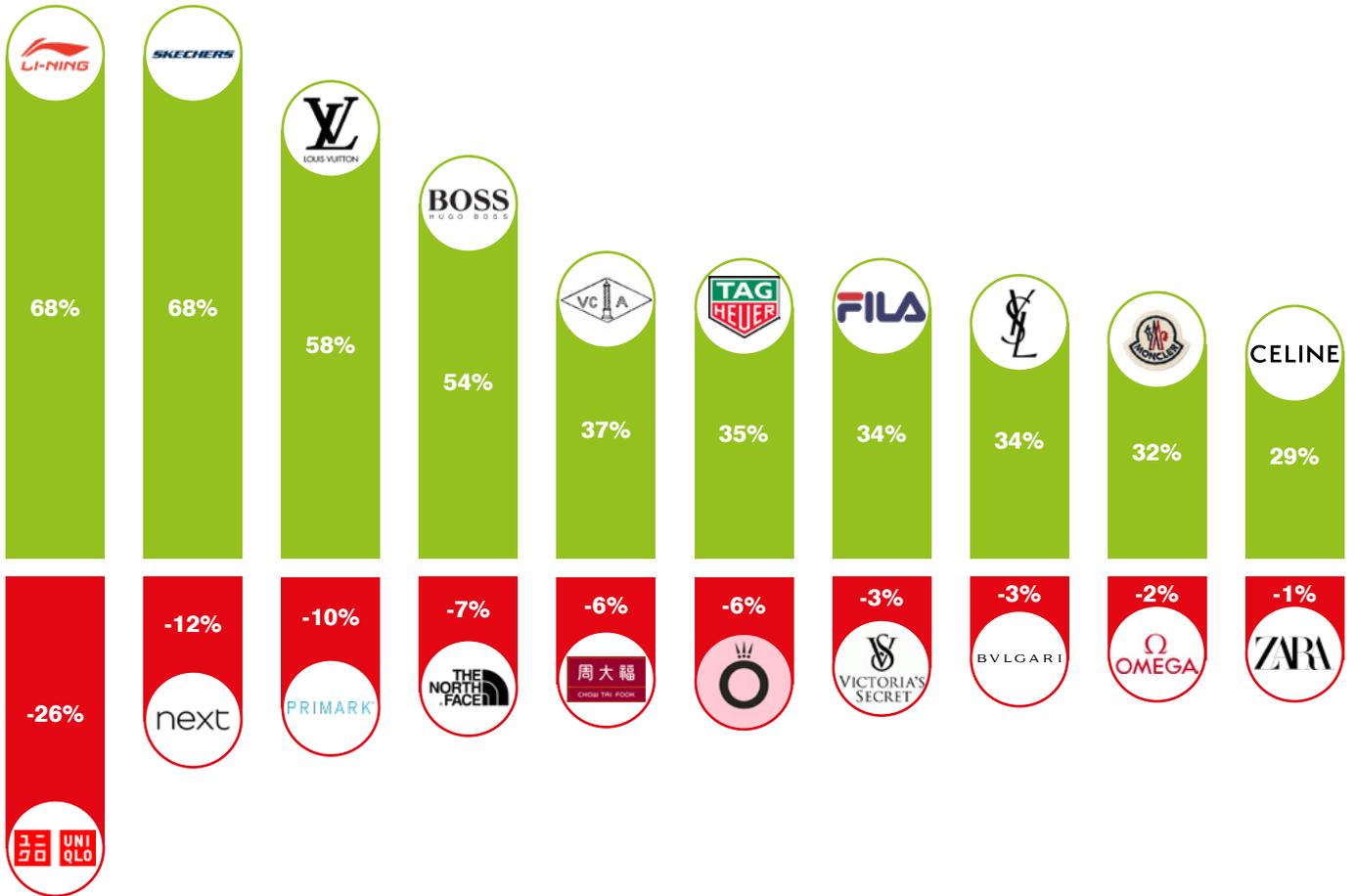
Recovery in consumer sentiment post- COVID results in surge in brand value of high-end luxury brands

Nine of the top ten luxury brands are now bouncing back into growth as the sector recovers after losing significant value over the previous two years. Consumer sentiment is strengthening with a higher spending on clothing as people have been unable to spend on luxurious vacations. Like across many other sectors of the economy, with people unable to spend money on events such as travel, more consumer discretionary spending has been dedicated to things such as clothing, especially in high-end luxury products. As opposed to fast fashion brands, luxury brands in the ranking were more resilient to the dramatic changes the industry went through during the pandemic.

Luxury brands like **Louis Vuitton** (brand value up 58% to US\$23.4 billion), **GUCCI** (brand value up 16% to US\$18.1 billion) and **Armani** (brand value up 9% to US\$3.3 billion) surged in terms of brand value. Additionally, new entrants into the top 50 apparel ranking are dominated by luxury brands: **BOSS** (brand value up 54% to US\$1.7 billion), **Bottega Veneta** (brand value up 25% to US\$1.7 billion) and luxury jewellery brand **Van Cleef & Arpels** (brand value up 37% to US\$1.7 billion as well).

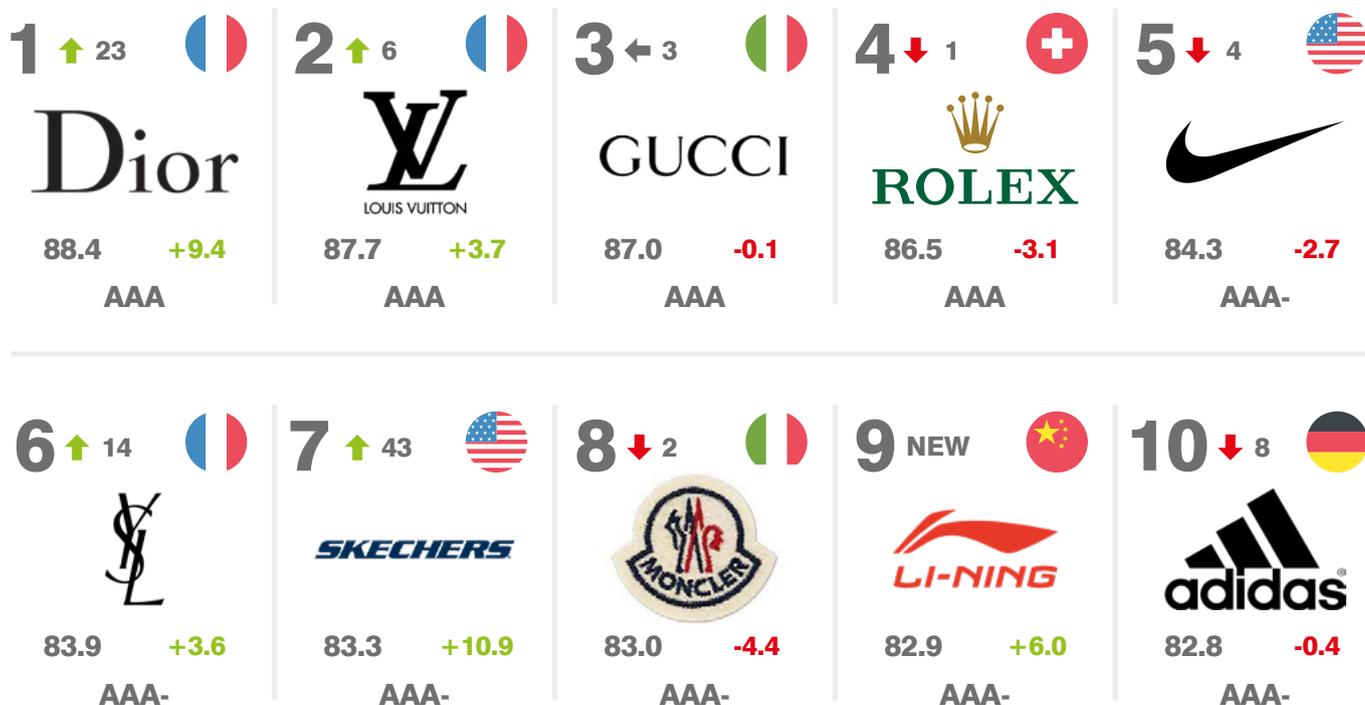
Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Top 10 Strongest Apparel Brands

© Brand Finance Plc 2022



BOSS is a new brand that has arisen out of the split of Hugo Boss into two separate brands: Hugo and BOSS. To promote the brand during the pandemic, BOSS launched its range of athletic wear with a ‘phygital’ campaign that leveraged their online social media platforms such as TikTok and e-commerce marketplaces. The campaign resulted in a boost in social media following and impressions and resulted in high volumes of sales. By increasing accessibility via online shopping many luxury brands like Louis Vuitton and Armani welcomed a new demographic of customers during the pandemic.

2022, going from the 12<sup>th</sup> rank in 2021 to the top of the table. The luxury fashion brand continued to host socially distanced fashion shows and events to launch new collections.

Over the past year, Dior engaged in a number of digital campaigns to engage with customers online. Most importantly, the brand leveraged the online medium to a great capacity with influencer marketing campaigns on YouTube, Tiktok, Douyin, the Chinese version of TikTok and Chinese video sharing mobile application Bilibili.

**Luxury brand Dior defends world’s strongest apparel brand title with elite AAA brand strength rating**

In addition to calculating 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. 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. **Dior** is named the strongest apparel brand in the ranking with AAA brand rating and a corresponding Brand Strength Index (BSI) score of 88.4 out of 100. The brand performed exceedingly well in





### Brand Value by Country

© Brand Finance Plc 2022



Country	Brand Value (USD bn)	% of total	Number of Brands
France	83.2	27.0%	9
United States	79.8	25.9%	13
Italy	38.1	12.4%	7
Germany	20.8	6.8%	3
China	15.3	5.0%	5
Switzerland	14.8	4.8%	3
Other	55.8	18.1%	10
<b>Total</b>	<b>307.9</b>	<b>100.0%</b>	<b>50</b>

# Brand Value Ranking.

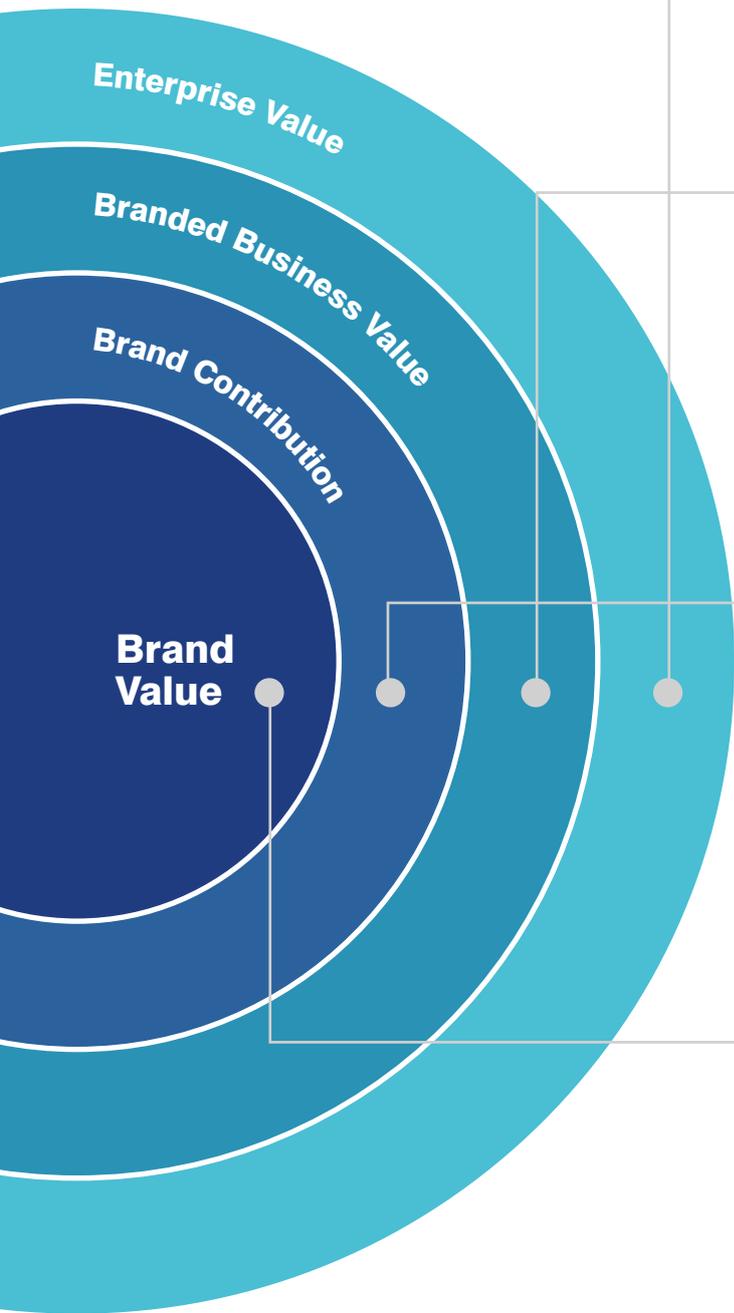
## Top 50 most valuable apparel brands

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Nike	United States	\$33,176	+9.0%	\$30,443	AAA-	AAA
2	3	↑	Louis Vuitton	France	\$23,426	+57.7%	\$14,858	AAA	AAA-
3	2	↓	GUCCI	Italy	\$18,110	+16.1%	\$15,599	AAA	AAA
4	5	↑	Chanel	France	\$15,260	+15.3%	\$13,240	AAA-	AA+
5	4	↓	Adidas	Germany	\$14,636	+2.0%	\$14,342	AAA-	AAA-
6	10	↑	Hermès	France	\$13,499	+15.8%	\$11,657	AAA-	AAA
7	6	↓	ZARA	Spain	\$12,997	-1.2%	\$13,156	AA+	AA+
8	8	←	H&M	Sweden	\$12,704	+2.7%	\$12,368	AA+	AA+
9	9	←	Cartier	France	\$12,419	+2.7%	\$12,087	AA+	AAA-
10	7	↓	UNIQLO	Japan	\$9,640	-26.3%	\$13,071	AA	AA+
11	12	↑	Dior	France	🔒	🔒	🔒	🔒	🔒
12	11	↓	Rolex	Switzerland	🔒	🔒	🔒	🔒	🔒
13	13	←	Tiffany & Co.	United States	🔒	🔒	🔒	🔒	🔒
14	15	↑	COACH	United States	🔒	🔒	🔒	🔒	🔒
15	14	↓	Chow Tai Fook	China	🔒	🔒	🔒	🔒	🔒
16	21	↑	Burberry	United Kingdom	🔒	🔒	🔒	🔒	🔒
17	17	←	Anta	China	🔒	🔒	🔒	🔒	🔒
18	23	↑	Ray-Ban	Italy	🔒	🔒	🔒	🔒	🔒
19	20	↑	Puma	Germany	🔒	🔒	🔒	🔒	🔒
20	16	↓	The North Face	United States	🔒	🔒	🔒	🔒	🔒
21	25	↑	Lululemon	Canada	🔒	🔒	🔒	🔒	🔒
22	22	←	Ralph Lauren	United States	🔒	🔒	🔒	🔒	🔒
23	18	↓	Victoria's Secret	United States	🔒	🔒	🔒	🔒	🔒
24	19	↓	Omega	Switzerland	🔒	🔒	🔒	🔒	🔒
25	24	↓	Levi's	United States	🔒	🔒	🔒	🔒	🔒
26	31	↑	Moncler	Italy	🔒	🔒	🔒	🔒	🔒
27	33	↑	Yves Saint Laurent	France	🔒	🔒	🔒	🔒	🔒
28	34	↑	Fila	South Korea	🔒	🔒	🔒	🔒	🔒
29	26	↓	Prada	Italy	🔒	🔒	🔒	🔒	🔒
30	30	←	Under Armour	United States	🔒	🔒	🔒	🔒	🔒
31	29	↓	Old Navy	United States	🔒	🔒	🔒	🔒	🔒
32	28	↓	Armani	Italy	🔒	🔒	🔒	🔒	🔒
33	27	↓	Bulgari	Italy	🔒	🔒	🔒	🔒	🔒
34	42	↑	Skechers	United States	🔒	🔒	🔒	🔒	🔒
35	37	↑	Tommy Hilfiger	United States	🔒	🔒	🔒	🔒	🔒
36	32	↓	Michael Kors	United States	🔒	🔒	🔒	🔒	🔒
37	43	↑	TAG Heuer	Switzerland	🔒	🔒	🔒	🔒	🔒
38	40	↑	Givenchy	France	🔒	🔒	🔒	🔒	🔒
39	39	←	Calvin Klein	United States	🔒	🔒	🔒	🔒	🔒
40	36	↓	Primark / Penney's	Ireland	🔒	🔒	🔒	🔒	🔒
41	35	↓	Next	United Kingdom	🔒	🔒	🔒	🔒	🔒
42	41	↓	Lao Feng Xiang	China	🔒	🔒	🔒	🔒	🔒
43	38	↓	Pandora	Denmark	🔒	🔒	🔒	🔒	🔒
44	-	New	Li Ning	China	🔒	🔒	🔒	🔒	🔒
45	50	↑	Celine	France	🔒	🔒	🔒	🔒	🔒
46	-	New	Bottega Veneta	Italy	🔒	🔒	🔒	🔒	🔒
47	-	New	Boss	Germany	🔒	🔒	🔒	🔒	🔒
48	49	↑	Bosideng	China	🔒	🔒	🔒	🔒	🔒
49	-	New	Van Cleef & Arpels	France	🔒	🔒	🔒	🔒	🔒
50	48	↓	Loewe	Spain	🔒	🔒	🔒	🔒	🔒

A whiteboard with several sticky notes and a blue banner. The banner is a solid teal color with the word 'Methodology.' written in white, bold, sans-serif font. The sticky notes are various shades of grey and white, some with faint handwriting. One note in the top left has the words 'STATE SERVICE' and 'SUSTAINABILITY' visible. Another note in the top right has some illegible text. A note in the middle left has the words 'PROF. ACTION' visible. A note in the bottom left has some illegible text. A note in the bottom right has some illegible text. A note in the middle right has a small rectangular tab at the top. The whiteboard is slightly out of focus, and the background is a light, neutral color.

# Methodology.

# Definitions.



## Brand Value

**INDITEX**

[Inditex]

### + 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'.

**ZARA**

[ZARA]

### + 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.

**ZARA**

[ZARA]

### + 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.

**ZARA**

[ZARA]

### + 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 Valuation Methodology.

## Definition of Brand

Brand is defined 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 Value

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

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

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

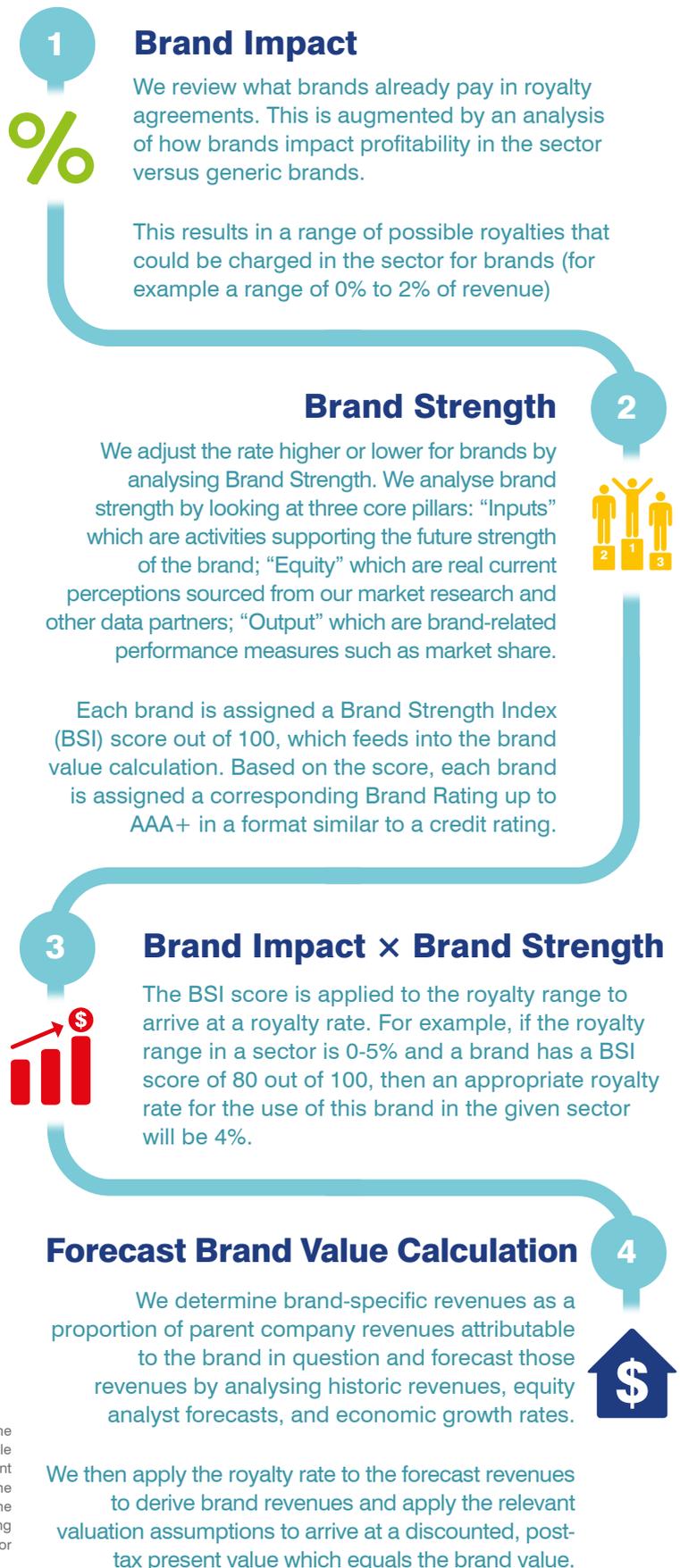
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

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

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

### Disclaimer

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



# Brand Strength.

## Brand Strength

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

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



### 1 Attribute Selection and Weighting

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

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

2

### 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

### 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.

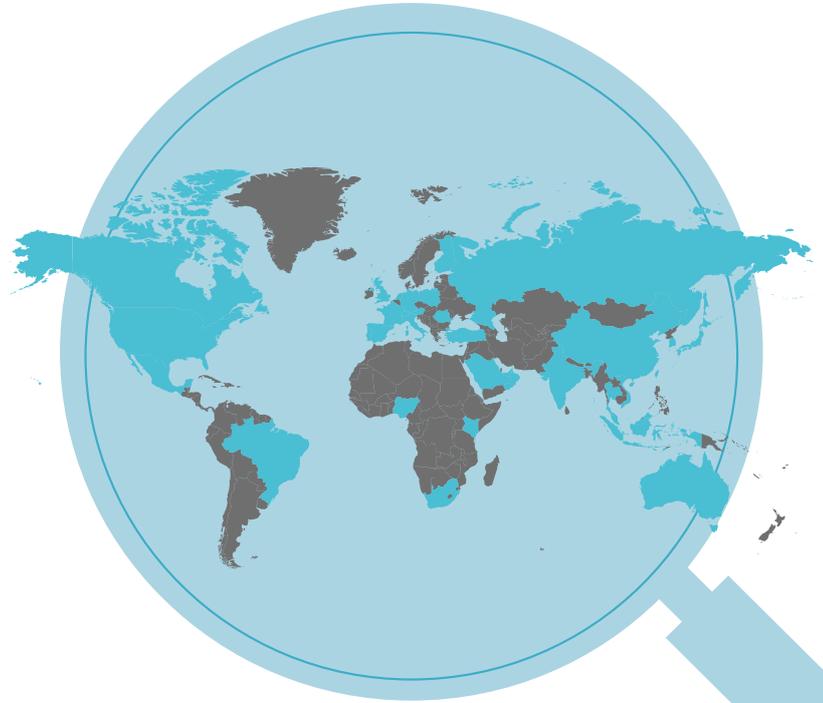
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

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.

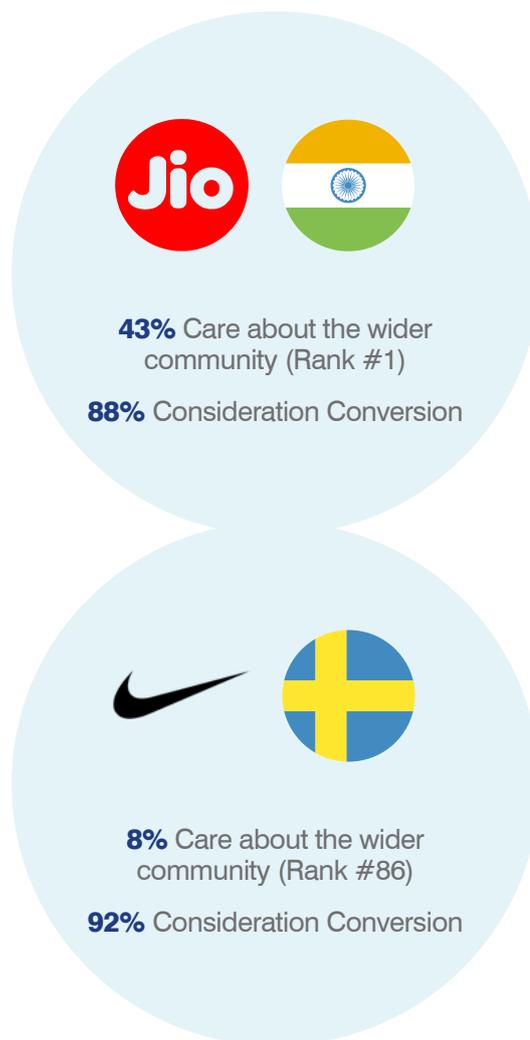
## Who's the coolest cat?

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



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 2<sup>nd</sup>-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 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
	 PORSCHE	<b>Jeep</b>	
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

# Our Services.



# Consulting Services.

## Make branding decisions using hard data

### Brand Research

#### *What gets measured*

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

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



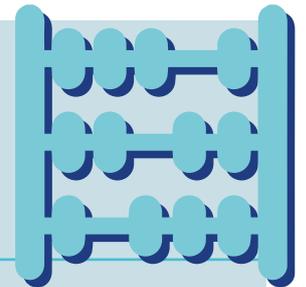
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### Brand Valuation

#### *Make your brand's business case*

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

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



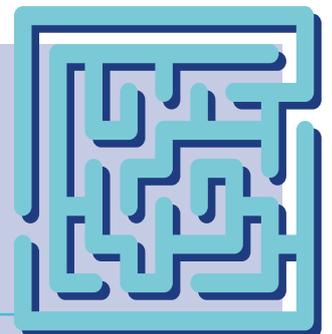
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

### Brand Strategy

#### *Make branding decisions with your eyes wide open*

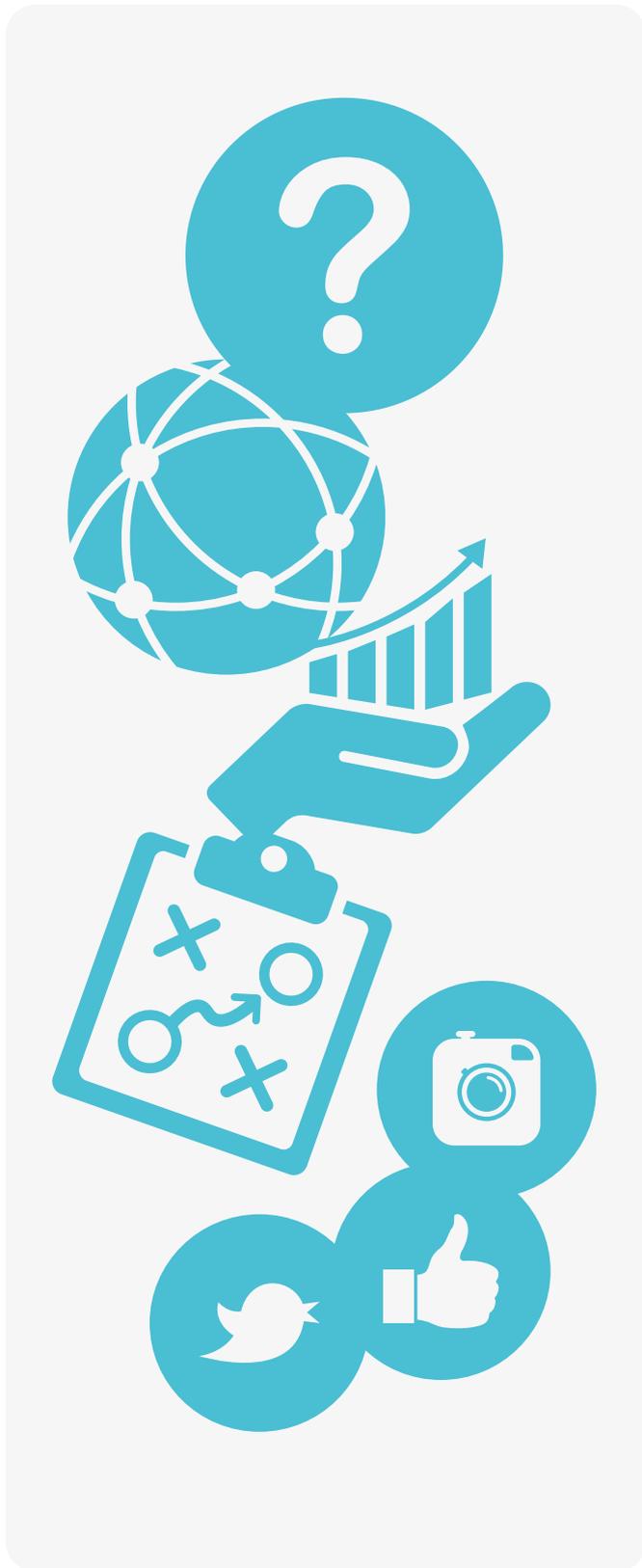
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

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



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

# Brand Evaluation Services.



## How are brands perceived in my category?

Brand Finance tracks brand fame and perceptions across 30 markets in 10 consumer categories. Clear, insightful signals of brand performance, with data mining options for those who want to dig deeper – all at an accessible price.

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



Brand Finance®  
Awards

TOP 50  
APPAREL  
BRAND



Brand Finance®  
Awards

MOST VALUABLE  
APPAREL  
BRAND



Brand Finance®  
Awards

STRONGEST  
APPAREL  
BRAND



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



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



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



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

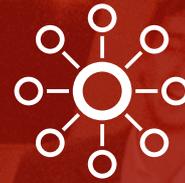


**Sponsored Content** – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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

# Brand Dialogue<sup>®</sup>



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<sup>®</sup> Institute

## Brand Finance Institute

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

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

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand 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](mailto:enquiries@brandfinance.com) or visit [brandfinanceinstitute.com](http://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	Samir Dixit	s.dixit@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	Ruchi Gunewardene	r.gunewardene@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](mailto:enquiries@brandfinance.com)

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