



Beers 25 2019

The annual report on the most valuable and strongest beer brands

June 2019

About Brand Finance.

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

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:

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

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

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



Get in Touch.

For business enquiries, please contact:

Richard Haigh
Managing Director
rd.haigh@brandfinance.com

For media enquiries, please contact:

Konrad Jagodzinski
Communications Director
k.jagodzinski@brandfinance.com

For all other enquiries, please contact:

enquiries@brandfinance.com
+44 (0)207 389 9400

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

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www.brandirectory.com

Request Your Brand Value Report.

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

What is a Brand Value Report?

Brand Valuation Summary

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

Brand Strength Index

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

Royalty Rates

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

Cost of Capital

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

Customer Research

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

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

enquiries@brandfinance.com

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

What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.



Disclaimer

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

Foreword.



David Haigh
CEO, Brand Finance

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

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

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

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

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

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

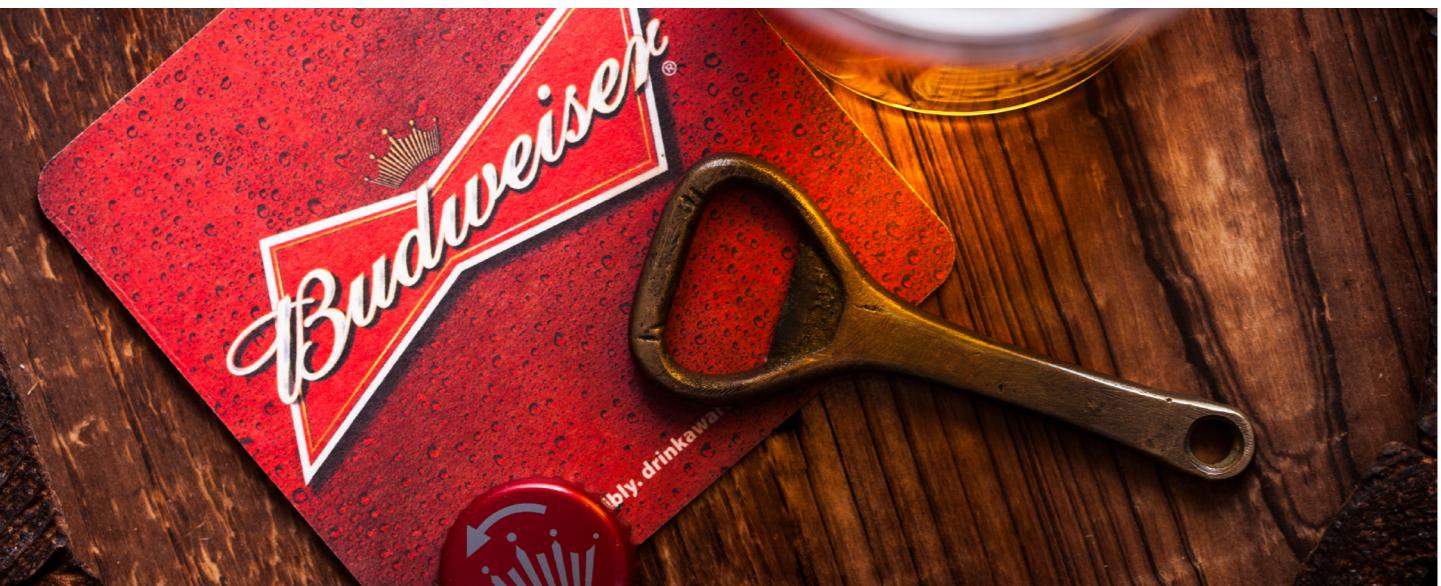
Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

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

The King of Beers: Budweiser is Crowned World's Most Valuable Beer Brand.

- Budweiser overtakes Bud Light as most valuable beer brand in world, brand value US\$7.5 billion
- Brewing giant AB InBev dominates with 11 brands in Brand Finance Beers 25 ranking
- China's Snow and Tsingtao record fastest growth, up 52% and 49% respectively
- Scotland's BrewDog is highest new entrant in 19th position, brand value US\$1.5 billion
- Aguila is world's strongest beer brand, clocking up Brand Strength Index (BSI) score of 88.4 out of 100

Executive Summary.



Budweiser seizes title from Bud Light

Budweiser has claimed the top spot as the world's most valuable beer brand for the first time, overtaking long-standing leader Bud Light.

Budweiser's brand value has increased 6% to US\$7.5 billion, following the immense success of its global sponsorship campaign of the 2018 FIFA World Cup.

The campaign, the brand's most expensive to date, reached 3.2 billion football fans globally, facilitating accelerated growth in new markets including South Africa, Colombia, China and Australia.

Budweiser and Bud Light (down 5% to US\$7.0 billion), the flagship brands of Belgian brewing giant AB InBev, have had to contend with the changing consumer drinking habits across the US.

The general decline in beer consumption across millennials, and the preference for healthier alcohol-free alternatives have contributed to the slowdown in their brand value growth compared to previous years.

The AB InBev portfolio still dominates the rankings, however, with 11 brands claiming spots in the top 25, down from 13 last year. The brewer closed the third largest acquisition in history in 2016, after merging with SABMiller, and has since been tackling its mountainous debt pile, predominantly through sales drives.

As you can see across this year's ranking, it is the Asian, particularly Chinese, beer brands that are seeing the highest brand value growth. With demand for beer at an all-time high in China and predictions of inflated growth over the coming years as a result of greater disposable income from the emerging middle class, this trend looks set to continue. If these brands begin to expand beyond China and into new markets, we could potentially see some very stiff competition to established Western beer brands.

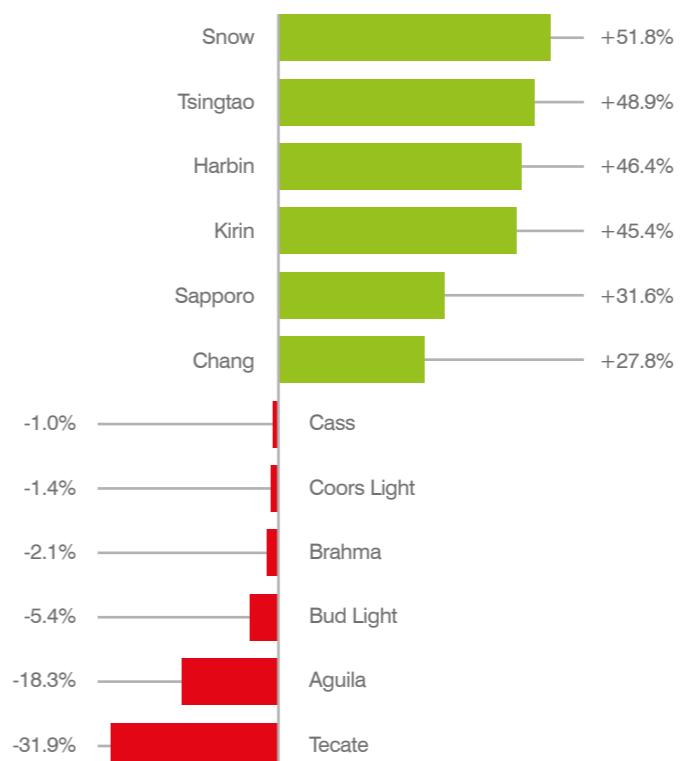
David Haigh
CEO, Brand Finance

Chinese brands record fastest growth

China's **Snow** is the fastest-growing brand in this year's Brand Finance Beers 25 ranking and has broken into the top 10 for the first time, with an impressive 52% rise in brand value to US\$3.7 billion. Snow is the best-selling beer in the world, clocking up 101.2 million hectolitres of beer sold per year, more than double that of Budweiser's sales. The brand, which historically has only been sold in China, has made a number of strategic partnerships in order to raise its global presence, notably with Dutch brewing giant Heineken and America's Molson Coors.

Tsingtao (up 49% to US\$1.7 billion) has jumped up 9 places in the ranking, more than any other brand. The brand continues to retain its loyal customer base in its home country and is also the most exported Chinese beer, sold in over 100 countries and regions globally. As with other Chinese brands, Tsingtao faces fierce competition from other global brewing giants but despite this, Tsingtao has recorded strong sales growth over the last year.

Brand Value Change 2018-2019 (%)



Top 10 Most Valuable Brands

Rank	Brand	Change	Flag
1	Budweiser	↑ 2	
		2019: \$7,519m	
		2018: \$7,082m	
2	BUD LIGHT	↓ 1	
		2019: \$6,976m	
		2018: \$7,377m	
3	Heineken®	↔ 3	
		2019: \$6,766m	
		2018: \$6,090m	
4	哈尔滨啤酒 HARBIN	↑ 5	
		2019: \$5,180m	
		2018: \$3,539m	
5	KIRIN	↑ 8	
		2019: \$4,048m	
		2018: \$2,783m	
6	Corona Extra	↔ 6	
		2019: \$4,006m	
		2018: \$3,417m	
7	SNOW 雪花啤酒	↑ 11	
		2019: \$3,666m	
		2018: \$2,415m	
8	BRAHMA	↓ 4	
		2019: \$3,637m	
		2018: \$3,715m	
9	SKOL	↓ 7	
		2019: \$3,426m	
		2018: \$3,317m	
10	GUINNESS MADE OF MORE	↔ 10	
		2019: \$2,884m	
		2018: \$2,528m	

Top 25 most valuable beer brands

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	2	↑ Budweiser	United States	\$7,519	+6.2%	\$7,082	AAA	AA-
2	1	↓ Bud Light	United States	\$6,976	-5.4%	\$7,377	AAA-	AA-
3	3	← Heineken	Netherlands	\$6,766	+11.1%	\$6,090	AAA-	AA
4	5	↑ Harbin	China	\$5,180	+46.4%	\$3,539	AAA	AA+
5	8	↑ Kirin	Japan	\$4,048	+45.4%	\$2,783	AAA-	A+
6	6	← Corona	Mexico	\$4,006	+17.2%	\$3,417	AAA-	AA+
7	11	↑ Snow	China (Hong Kong)	\$3,666	+51.8%	\$2,415	AA+	AA-
8	4	↓ Brahma	Brazil	\$3,637	-2.1%	\$3,715	AAA	AAA
9	7	↓ Skol	Brazil	\$3,426	+3.3%	\$3,317	AAA	AAA
10	10	← Guinness	Ireland	\$2,884	+14.1%	\$2,528	AAA-	AA
11	9	↓ Coors Light	United States	■	■	■	■	■
12	12	← Asahi	Japan	■	■	■	■	■
13	14	↑ Miller Lite	United States	■	■	■	■	■
14	15	↑ Stella Artois	Belgium	■	■	■	■	■
15	18	↑ Sapporo	Japan	■	■	■	■	■
16	25	↑ Tsingtao	China	■	■	■	■	■
17	16	↓ Busch	United States	■	■	■	■	■
18	20	↑ Chang	Thailand	■	■	■	■	■
19	-	New BrewDog	United Kingdom	■	■	■	■	■
20	19	↓ Carlsberg	Denmark	■	■	■	■	■
21	13	↓ Tecate	Mexico	■	■	■	■	■
22	21	↓ Cass	South Korea	■	■	■	■	■
23	24	↑ Antarctica	Brazil	■	■	■	■	■
24	23	↓ Natural	United States	■	■	■	■	■
25	17	↓ Aguila	Colombia	■	■	■	■	■

Brand Value by Country



Country	Brand Value (USD bn)	% of total
United States	22.2	30.5%
Brazil	8.3	11.4%
Japan	8.1	11.1%
China	6.8	9.4%
Netherlands	6.8	9.3%
Mexico	5.4	7.4%
Other	15.3	21.0%
Total	72.7	100.0%

One to watch: BrewDog

Innovative Scottish craft beer brand, **BrewDog**, is the highest new entrant in the ranking in 19th position, with a brand value of US\$1.5 billion. Now 11 years old, the brand is undertaking ambitious growth plans across key international markets, with new breweries and bars in the pipeline both at home in the UK and abroad. Its flagship beer, Punk IPA, is already the number one craft beer in the UK and the brand is striving to make it the beer of choice internationally. The brand is committed to expansion, with gin and vodka already in its portfolio, it is widening its reach further by entering into the whiskey market, in a bid to make it more playful. In 2018, BrewDog announced its foray into the hotels business, opening the doors to the world's first craft beer hotel, The DogHouse.

Our global mission is to make other people as passionate about great craft beer as we are. Our business is in rapid growth Internationally with 91 bars worldwide, export into 65 countries and by the end of this year we will have breweries in Scotland, Ohio, Berlin and Australia. This year we are focused on taking the craft beer revolution global whilst continuing to push boundaries, invest in people, put quality of our beer first and support a growing community of over 110,000 Equity Punk shareholders worldwide. In a world dominated by multi-national conglomerates we are proud to take a stand for independence and world class craft beer.

James Watt
Co-Founder and Captain, BrewDog

Aguila flies high as sector's strongest

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, familiarity, loyalty, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to this criteria, Colombia's **Aguila** is the world's strongest beer brand with a Brand Strength Index (BSI) score of 88.41 out of 100 and a corresponding AAA brand strength rating. Aguila (brand value down 18% to US\$1.1 billion) is Colombia's second most popular beer and its consistently low prices ensures high customer retention. The brand, which has sponsored the national Colombian football team since late 2014, lowered its prices further in 2018 to celebrate the FIFA World Cup.

Top 10 Strongest Brands

1	↑ 2		AGUILA	2019: 88.6	AAA	+1.6
2	↑ 10		HARBIN	2019: 87.4	AAA	+10.1
3	↓ 1		BRAHMA	2019: 86.9	AAA	-1.4
4	↑ 6		Budweiser	2019: 86.8	AAA	+4.5
5	↓ 3		SKOL	2019: 85.4	AAA	-1.4
6	↑ 8		Corona Extra	2019: 83.5	AAA-	+5.3
7	↓ 5		BUD LIGHT	2019: 83.5	AAA-	+0.5
8	↑ 22		KIRIN	2019: 82.6	AAA-	+18.6
9	↑ 12		GUINNESS	2019: 82.6	AAA-	+9.9
10	↓ 4		ANTARCTICA	2019: 81.4	AAA-	-4.2

Sector Reputation Analysis.

How brand reputation matters

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

Tech brands show resilience

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

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

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

Banks and telcos lag behind

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

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

Sectors Ranked by Reputation

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

Top Sectors per Metric

Metric	Top Sector
Reputation	 HOTELS
Consideration conversion	 TECH
Innovation	 TECH
Trust	 HOTELS
Quality	 HOTELS
Value	 BEERS
Loyalty	 BEERS
Recommendation (NPS)	 AUTOS
Overall Stakeholder Equity	 TECH

Autos keep up in the race

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

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

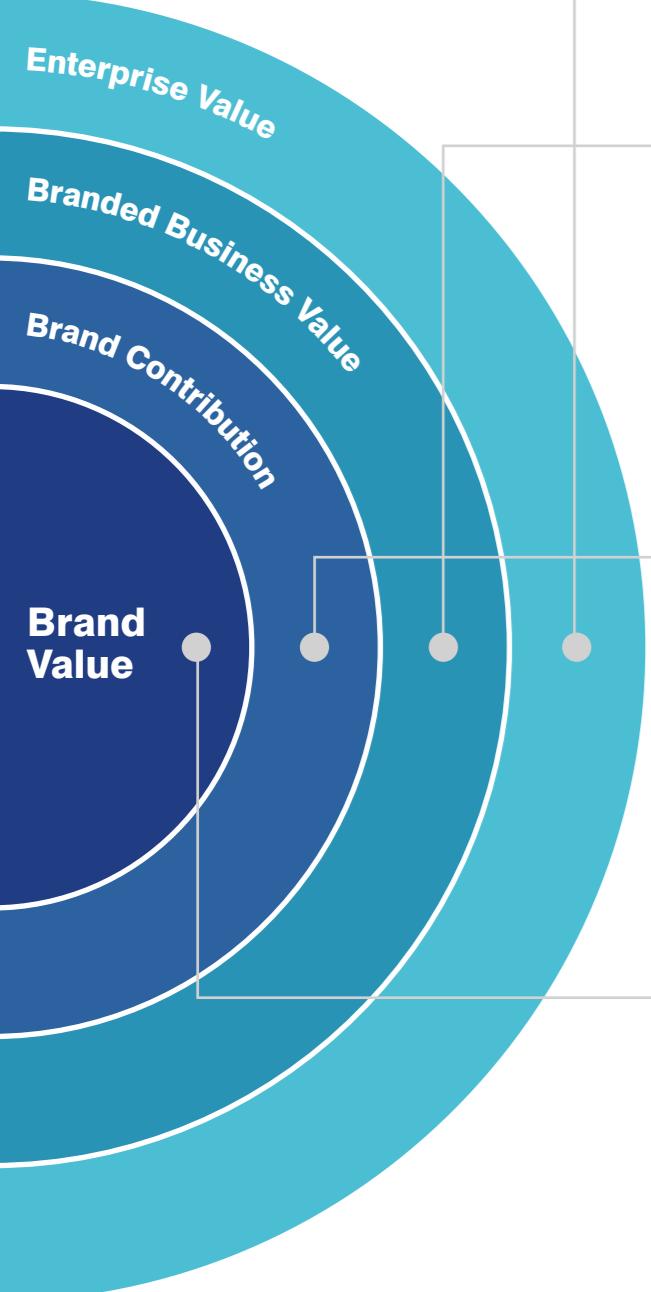
Hotels boast five-star rating

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

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

Steven Thomson
Insights Director, Brand Finance

Definitions.



Brand Value



[AB InBev]



[Bud Light]



[Bud Light]



[Bud Light]

+ Enterprise Value

The value of the entire enterprise, made up of multiple branded businesses.

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

+ Branded Business Value

The value of a single branded business operating under the subject brand.

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

+ Brand Contribution

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

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

+ Brand Value

The value of the trade mark and associated marketing IP within the branded business.

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

Brand Strength

Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.

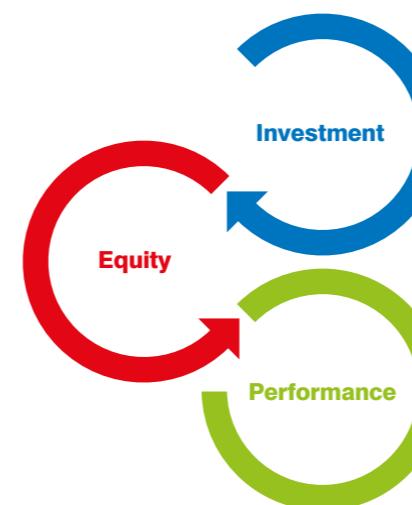
In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.



Widely recognised factors deployed by marketers to create brand loyalty and market share.

Perceptions of the brand among different stakeholder groups, with customers being the most important.

Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.



Marketing Investment

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

Stakeholder Equity

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

Business Performance

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

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.

Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

- + Branded Business Valuation
- + Trademark Valuation
- + Intangible Asset Valuation
- + Brand Contribution

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

- + M&A Due Diligence
- + Franchising & Licensing
- + Tax & Transfer Pricing
- + Expert Witness



2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

- Market Research Analytics
- + Return on Marketing Investment
- + Brand Audits
- + Brand Scorecard Tracking

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

- Brand Governance
- + Brand Architecture & Portfolio Management
- + Brand Transition
- + Brand Positioning & Extension



MARKETING



FINANCE



TAX



LEGAL

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

We provide financers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

Brand Evaluation Services.

How are brands perceived in my category?

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

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

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

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

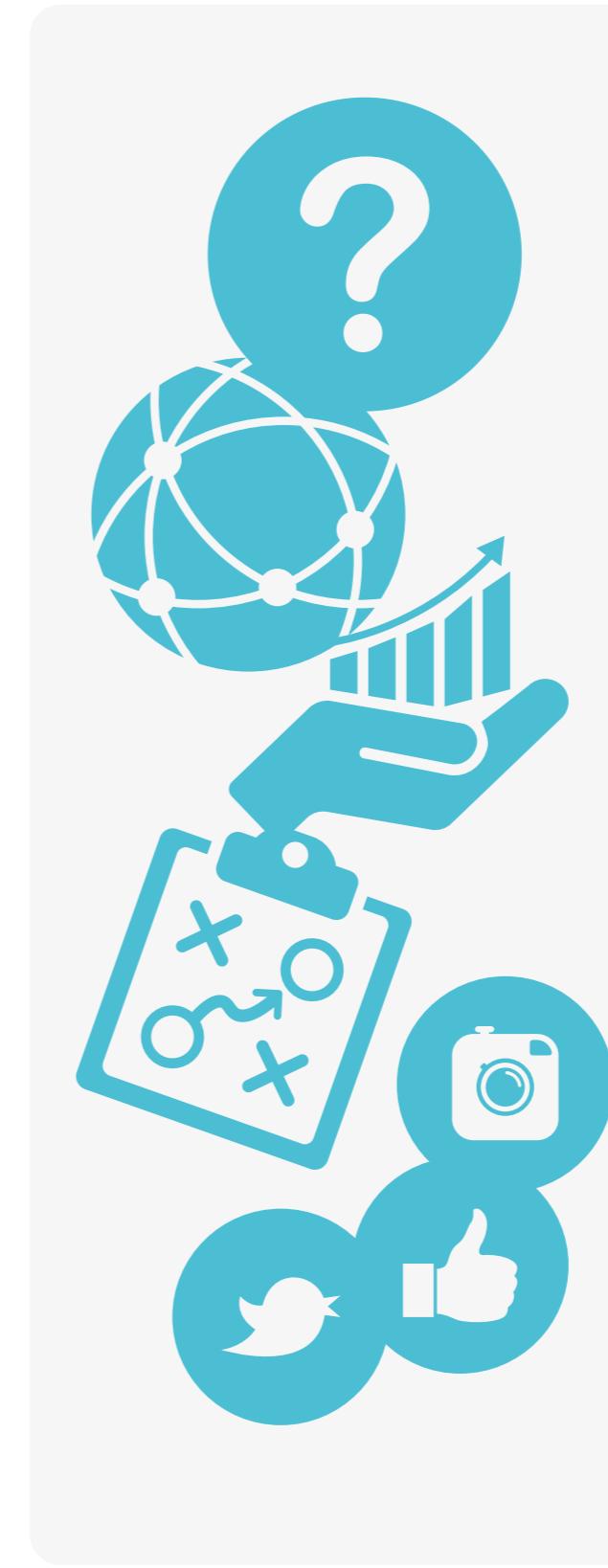
Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

How can I improve return on marketing investment?

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

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

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



Communications Services.

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



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



**TOP 25
BEER
BRAND**



**MOST VALUABLE
BEER
BRAND**



**STRONGEST
BEER
BRAND**



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



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



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



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



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



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

Brand Dialogue®



Value-Based Communications

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

SERVICES

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

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

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



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with
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3 Birch Lane, London, EC3V 9B +44 (0)207 389 9410 enquiries@brandexchange.com

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Brand Finance Network.

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

Market	Contact	Email	Telephone
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com	+65 906 98 651
Australia	Mark Crowe	m.crowe@brandfinance.com	+61 282 498 320
Canada	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Caribbean	Nigel Cooper	n.cooper@brandfinance.com	+1 876 825 6598
China	Scott Chen	s.chen@brandfinance.com	+86 186 0118 8821
East Africa	Jawad Jaffer	j.jaffer@brandfinance.com	+254 204 440 053
France	Bertrand Chovet	b.chovet@brandfinance.com	+33 6 86 63 46 44
Germany	Holger Muehlbauer	h.muehlbauer@brandfinance.com	+49 151 54 749 834
India	Savio D'Souza	s.dsouza@brandfinance.com	+44 207 389 9400
Indonesia	Jimmy Halim	j.halim@brandfinance.com	+62 215 3678 064
Ireland	Simon Haigh	s.haigh@brandfinance.com	+353 087 669 5881
Italy	Massimo Pizzo	m.pizzo@brandfinance.com	+39 02 303 125 105
Japan	Jun Tanaka	j.tanaka@brandfinance.com	+81 90 7116 1881
Mexico & LatAm	Laurence Newell	l.newell@brandfinance.com	+52 1559 197 1925
Middle East	Andrew Campbell	a.campbell@brandfinance.com	+971 508 113 341
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com	+234 012 911 988
Romania	Mihai Bogdan	m.bogdan@brandfinance.com	+40 728 702 705
South Africa	Jeremy Sampson	j.sampson@brandfinance.com	+27 82 885 7300
Spain	Teresa de Lemus	t.deleimus@brandfinance.com	+34 654 481 043
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com	+94 11 770 9991
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com	+90 216 352 67 29
UK	Richard Haigh	rd.haigh@brandfinance.com	+44 207 389 9400
USA	Charles Scarlett-Smith	c.scarlett-smith@brandfinance.com	+1 514 991 5101
Vietnam	Lai Tien Manh	m.lai@brandfinance.com	+84 90 259 82 28

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com

