



# Brazil

# 50

# 2019

The annual report on the most valuable and strongest Brazilian brands  
August 2019

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# 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.



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[www.brandirectory.com](http://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.

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

## What is a Brand Value Report?

### Brand Valuation Summary

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

### Brand Strength Index

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

### Royalty Rates

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

### Cost of Capital

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

### Customer Research

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

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

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

## 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.

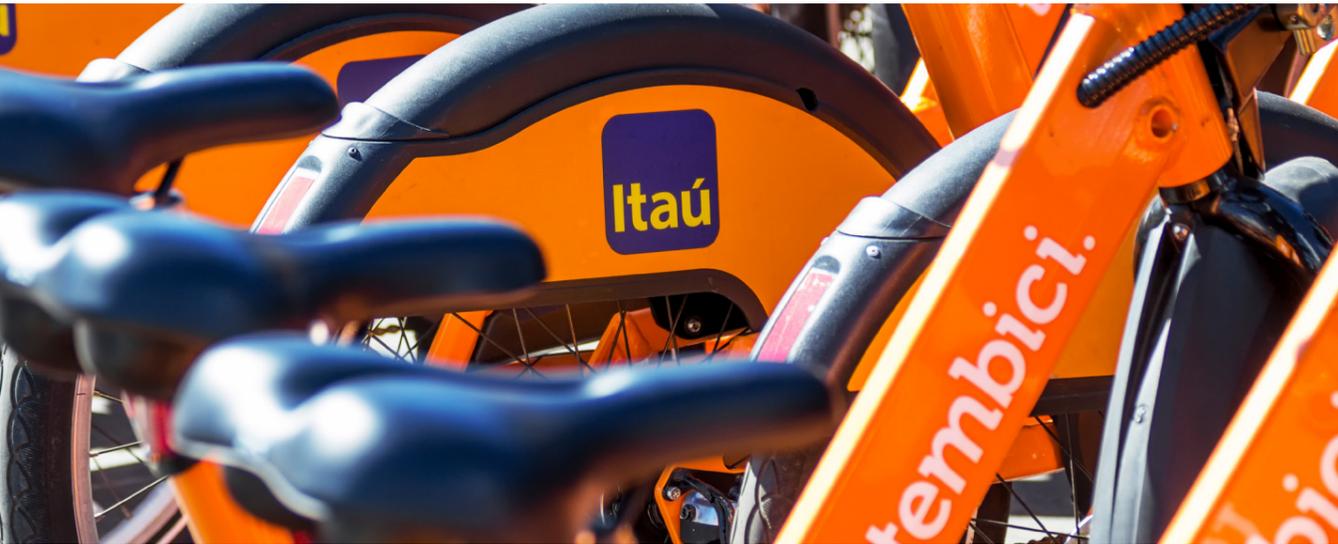
Acknowledging and managing a company's intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

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

# Brazil's Banking Brands Among Country's Most Valuable in 2019.

- + Itaú tops Brand Finance Brazil 50 2019 ranking again, despite 15% brand value drop to US\$6.8 billion
- + Retail tycoon Renner up 20% in brand value to US\$641 million, named Brazil's strongest brand scoring a Brand Strength Index 91.8 out of 100 (BSI) and AAA+ rating
- + Cosmetics and beauty products brand Natura is Brazil's fastest growing brand, brand value up 31% to US\$1.4 billion
- + Low cost airlines GOL and Azul among new entrants to this year's ranking

# Executive Summary.



## Itaú dominates

**Itaú** – Brazil's largest private sector bank – is the country's most valuable brand of 2019, despite a 15% drop in value to US\$6.8 billion, after a year of slow economic recovery for the South American giant.

The financial sector dominates Brazil's most valuable brands of 2019, with a total of four banking brands among the Top 10, taking the largest share of brand value per sector. A total of nine bank brands make this year's ranking of the 50 most valuable. Sao Paulo's **Bradesco**, a 70+ year old institution known for its long tradition in banking and financial services, comes in as the 2<sup>nd</sup> most valuable brand in the market, this year up 8% in brand value to US\$6 billion. **Banco do Brasil** (up 4% to US\$4.3 billion) is the market's 4<sup>th</sup> most valuable brand, and government owned **Caixa**, (up 62% to US\$4.2 billion), ranks 5<sup>th</sup>. In addition to breaking into the nation's 5 most valuable, Caixa is also the market's fastest-growing brand of the study.

## Battling strong amidst weak economy

A handful of brands have risen in value amid a challenging year politically and economically for the country.

In addition to calculating brand value, Brand Finance also determines the relative strength of brands using

**Throughout 2019, Brazil's bank brands have been poised for better performance and this year's study features nine bank brands counted among the country's most valuable. Itaú, the country's most valuable, has found a way to navigate a complex domestic environment, embracing partnerships with tech giants Google and Apple for enhanced digital payments and other customer experience tools. Not just in Brazil but around the world, these fintech resources have the potential to contribute to heightened brand values across the board.**

**David Haigh**  
CEO, Brand Finance

a balanced scorecard of metrics that looks at aspects such as marketing investment, stakeholder equity, and the impact of those on business performance.

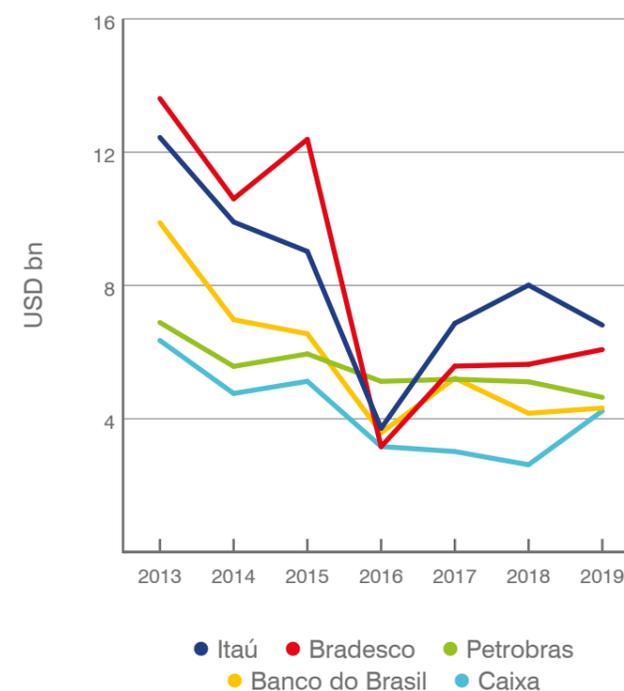
According to these criteria, Porto Alegre's **Renner**, one of the nation's largest and most profitable retailers, is up 20% in brand value to US\$641 million, and is Brazil's strongest brand of 2019, having scored 91.8 out of 100 and an elite AAA+ rating.

Renner has launched into tech ventures that have helped enhance customer engagement and the retail experience, including adopting tools that simplify store check outs and loyalty program usage.

## Natura is Brazil's fastest growing brand

On a separate front, cosmetics and beauty products giant, **Natura**, has also emerged as one of the ranking's fastest growers and strong performers. Natura is featured as the second strongest brand in the market in the Brand Finance Brazil 50 study, with a Brand Strength Index of 88.7 out of 100.

## Brand Value over Time



## Top 10 Most Valuable Brands

	<b>1</b> ← 1	2019: \$6,809m 2018: \$8,011m	-15.0%
	<b>2</b> ← 2	2019: \$6,076m 2018: \$5,633m	+7.9%
	<b>3</b> ← 3	2019: \$4,642m 2018: \$5,110m	-9.2%
	<b>4</b> ← 4	2019: \$4,322m 2018: \$4,163m	+3.8%
	<b>5</b> ↑ 8	2019: \$4,233m 2018: \$2,620m	+61.6%
	<b>6</b> ↓ 5	2019: \$3,637m 2018: \$3,715m	-2.1%
	<b>7</b> ↓ 6	2019: \$3,426m 2018: \$3,317m	+3.3%
	<b>8</b> ↑ 10	2019: \$2,634m 2018: \$2,093m	+25.8%
	<b>9</b> ↓ 7	2019: \$2,035m 2018: \$2,764m	-26.4%
	<b>10</b> ↓ 9	2019: \$1,884m 2018: \$2,099m	-10.2%



Nearing the list's Top 10, Natura now ranks 11<sup>th</sup>, up 31% in brand value to US\$1.4 billion, positioned for a year of even stronger growth for the brand, after announcing the acquisition of American Avon Products, Inc., in a move that has helped to activate the direct sales structure for cosmetics products in several Latin American countries.

Earlier this year, Natura ranked 31<sup>st</sup> in Brand Finance's Cosmetics 50 study of the most valuable and strongest cosmetics brands of the world. In a sector dominated largely by European and American brands, Natura was the only Latin American brand to make the global list; a testament to the growing ambitions of Brazil's cosmetics sector.

### Two airlines fly into the list

Low cost carriers have taken over the Latin American market in recent years, and Brazil's **GOL** and **Azul** are very much leading players in the trend. Unsurprisingly, in 2019 they become two of the most notable entrants to the ranking. Azul, regarded as the largest airline in the country by number of flight departures and cities served, ranks 27<sup>th</sup> in the Brand Finance Brazil 50 2019 study, entering with a brand value of US\$466 million.

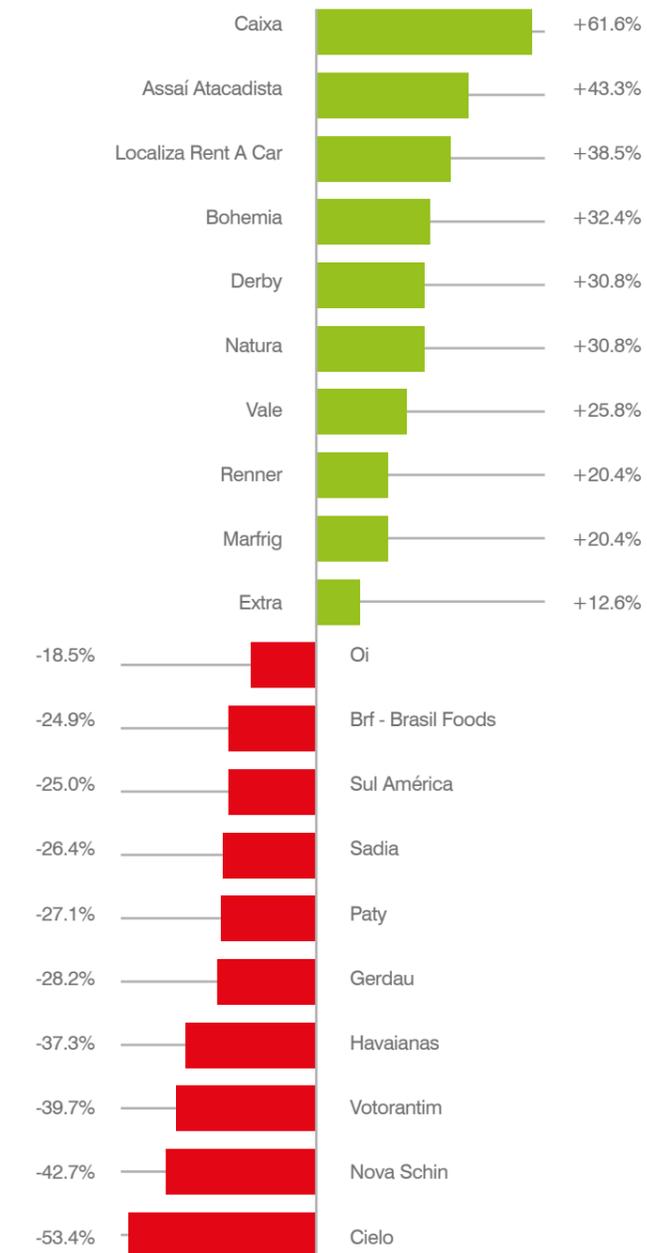
### Brand Value by Sector



Sector	Brand Value (USD bn)	% of total
Banking	23.1	38.2%
Beers	9.5	15.7%
Oil & Gas	5.4	8.9%
Food	3.8	6.2%
Retail	3.4	5.7%
Mining, Iron & Steel	2.9	4.8%
Other	12.4	20.5%
<b>Total</b>	<b>60.5</b>	<b>100.0%</b>

Rio de Janeiro based GOL breaks into the 50 most valuable of the year at No. 46 and a brand value of US\$229 million, after significant investments in facilities and technology, as well as important expansions of its traditionally domestic routes, now reaching destinations in the US, South America, and the Caribbean.

### Brand Value Change 2018-2019 (%)



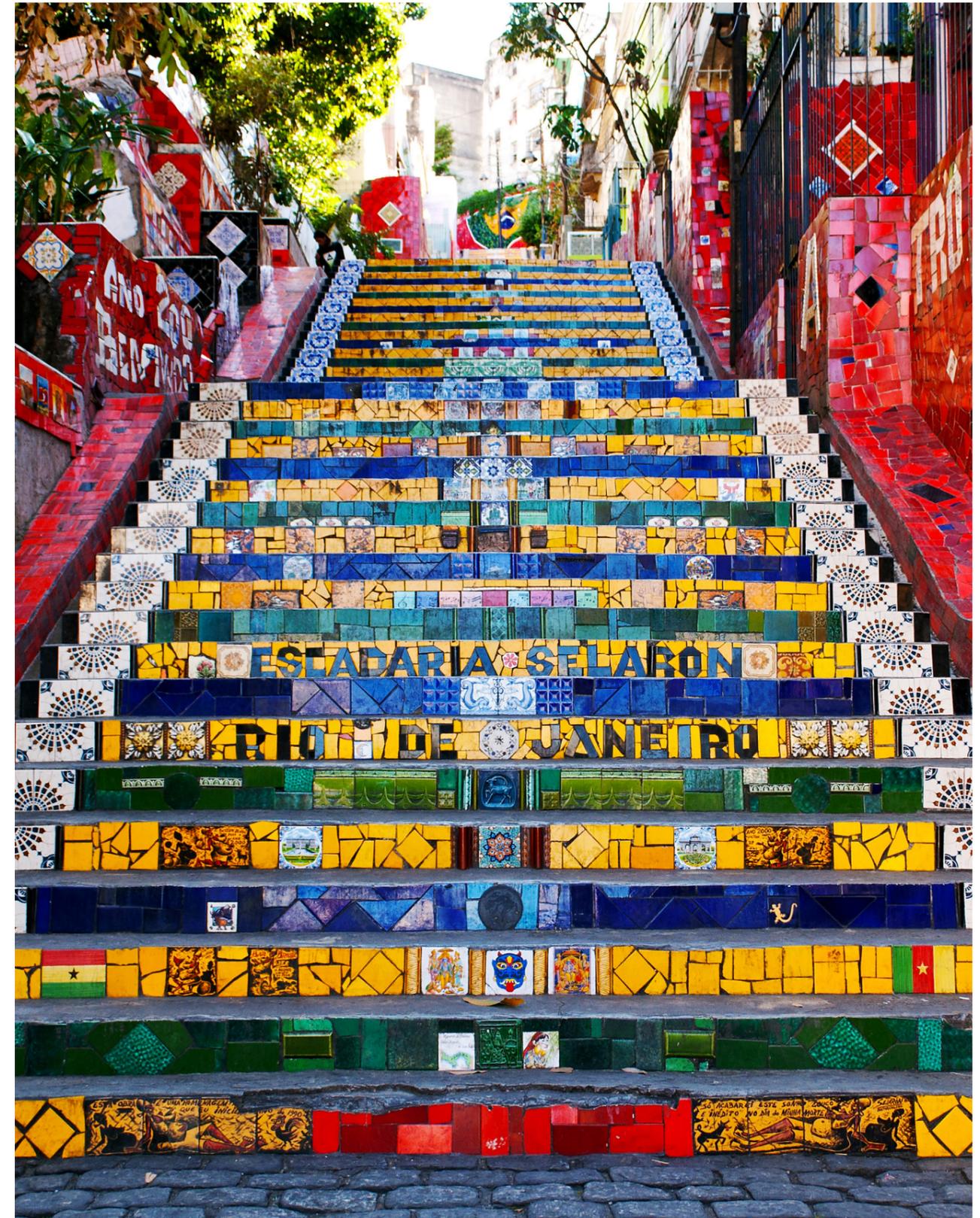
### Top 10 Strongest Brands

	<b>1</b> ↑ 2		2019: <b>91.8</b> AAA+ 2018: <b>88.5</b> AAA	<b>+3.3</b>
	<b>2</b> ↓ 1		2019: <b>88.8</b> AAA 2018: <b>90.1</b> AAA+	<b>-1.3</b>
	<b>3</b> ↑ 4		2019: <b>86.9</b> AAA 2018: <b>88.3</b> AAA	<b>-1.4</b>
	<b>4</b> ↑ 10		2019: <b>85.9</b> AAA 2018: <b>84.6</b> AAA	<b>+1.2</b>
	<b>5</b> ↑ 6		2019: <b>85.4</b> AAA 2018: <b>86.8</b> AAA	<b>-1.4</b>
	<b>6</b> ↑ 7		2019: <b>84.9</b> AAA 2018: <b>86.5</b> AAA	<b>-1.6</b>
	<b>7</b> ↓ 3		2019: <b>84.5</b> AAA- 2018: <b>88.4</b> AAA	<b>-3.9</b>
	<b>8</b> ↑ 11		2019: <b>84.0</b> AAA- 2018: <b>83.4</b> AAA-	<b>+0.6</b>
	<b>9</b> ↑ 16		2019: <b>83.5</b> AAA- 2018: <b>81.9</b> AAA-	<b>+1.7</b>
	<b>10</b> ↓ 9		2019: <b>82.5</b> AAA- 2018: <b>84.8</b> AAA	<b>-2.4</b>

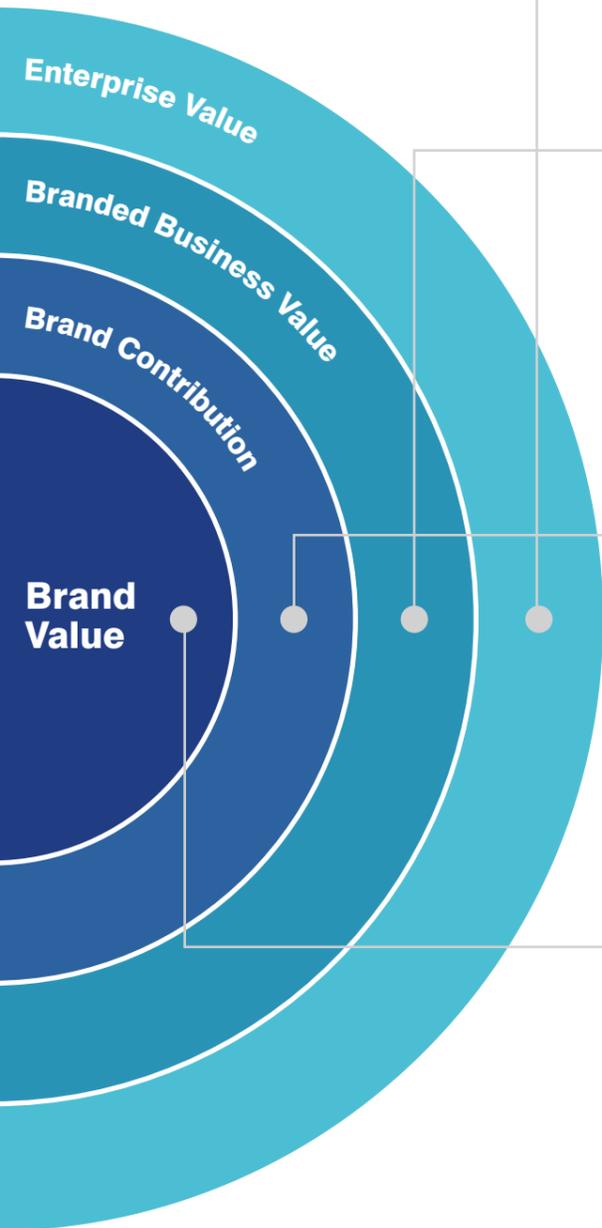
# Brand Finance Brazil 50 (USD m).

## Top 50 most valuable Brazilian brands

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← Itaú	Banking	6,809	-15.0%	8,011	AAA-	AAA
2	2	← Bradesco	Banking	6,076	+7.9%	5,633	AAA-	AAA
3	3	← Petrobras	Oil & Gas	4,642	-9.2%	5,110	AAA	AAA
4	4	← Banco do Brasil	Banking	4,322	+3.8%	4,163	AAA-	AAA-
5	8	↑ Caixa	Banking	4,233	+61.6%	2,620	AAA-	A+
6	5	↓ Brahma	Beers	3,637	-2.1%	3,715	AAA	AAA
7	6	↓ Skol	Beers	3,426	+3.3%	3,317	AAA	AAA
8	10	↑ Vale	Mining, Iron & Steel	2,634	+25.8%	2,093	AA	A+
9	7	↓ Sadia	Food	2,035	-26.4%	2,764	AAA-	AAA-
10	9	↓ Vivo	Telecoms	1,884	-10.2%	2,099	AA+	AA+
11	14	↑ Natura	Cosmetics & Personal Care	🔒	🔒	🔒	🔒	🔒
12	12	← Fibria	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
13	18	↑ Derby	Tobacco	🔒	🔒	🔒	🔒	🔒
14	13	↓ Antarctica	Beers	🔒	🔒	🔒	🔒	🔒
15	15	← Embraer	Aerospace & Defence	🔒	🔒	🔒	🔒	🔒
16	17	↑ Americanas	Retail	🔒	🔒	🔒	🔒	🔒
17	21	↑ Braskem	Chemicals	🔒	🔒	🔒	🔒	🔒
18	16	↓ Oi	Telecoms	🔒	🔒	🔒	🔒	🔒
19	23	↑ Marfrig	Food	🔒	🔒	🔒	🔒	🔒
20	20	← Ipiranga	Oil & Gas	🔒	🔒	🔒	🔒	🔒
21	-	New Magazine Luiza	Retail	🔒	🔒	🔒	🔒	🔒
22	25	↑ Renner	Retail	🔒	🔒	🔒	🔒	🔒
23	11	↓ Cielo	Banking	🔒	🔒	🔒	🔒	🔒
24	19	↓ Nova Schin	Beers	🔒	🔒	🔒	🔒	🔒
25	27	↑ Extra	Retail	🔒	🔒	🔒	🔒	🔒
26	24	↓ Sul América	Insurance	🔒	🔒	🔒	🔒	🔒
27	-	New Azul	Airlines	🔒	🔒	🔒	🔒	🔒
28	26	↓ Porto Seguro	Insurance	🔒	🔒	🔒	🔒	🔒
29	22	↓ Votorantim	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
30	39	↑ Assai Atacadista	Retail	🔒	🔒	🔒	🔒	🔒
31	38	↑ Bohemia	Beers	🔒	🔒	🔒	🔒	🔒
32	41	↑ Localiza Rent A Car	Car Rental Services	🔒	🔒	🔒	🔒	🔒
33	30	↓ Kaiser	Beers	🔒	🔒	🔒	🔒	🔒
34	32	↓ Sempre Livre	Household Products	🔒	🔒	🔒	🔒	🔒
35	34	↓ BTG Pactual	Banking	🔒	🔒	🔒	🔒	🔒
36	28	↓ Gerdau	Mining, Iron & Steel	🔒	🔒	🔒	🔒	🔒
37	36	↓ Eletrobras	Utilities	🔒	🔒	🔒	🔒	🔒
38	33	↓ Suzano	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
39	29	↓ Brf - Brasil Foods	Food	🔒	🔒	🔒	🔒	🔒
40	37	↓ Banrisul	Banking	🔒	🔒	🔒	🔒	🔒
41	-	New Banco do Nordeste	Banking	🔒	🔒	🔒	🔒	🔒
42	42	← Pão de Açúcar	Retail	🔒	🔒	🔒	🔒	🔒
43	45	↑ Riachuelo	Apparel	🔒	🔒	🔒	🔒	🔒
44	-	New Pullman	Food	🔒	🔒	🔒	🔒	🔒
45	44	↓ Perdigão	Food	🔒	🔒	🔒	🔒	🔒
46	-	New Gol	Airlines	🔒	🔒	🔒	🔒	🔒
47	40	↓ CPFL Energia	Utilities	🔒	🔒	🔒	🔒	🔒
48	31	↓ Havaianas	Apparel	🔒	🔒	🔒	🔒	🔒
49	46	↓ Banco Safra	Banking	🔒	🔒	🔒	🔒	🔒
50	35	↓ Paty	Food	🔒	🔒	🔒	🔒	🔒



# Definitions.



## Brand Value



[AB InBev]

**+ 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'.



[Brahma]

**+ 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.



[Brahma]

**+ 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.



[Brahma]

**+ Brand Value**  
**The value of the trade mark and associated marketing IP within the branded business.**

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

## Brand Strength

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

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

Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

Analysing the three brand strength measures helps inform managers of a brand's potential for future success.



**Marketing Investment**

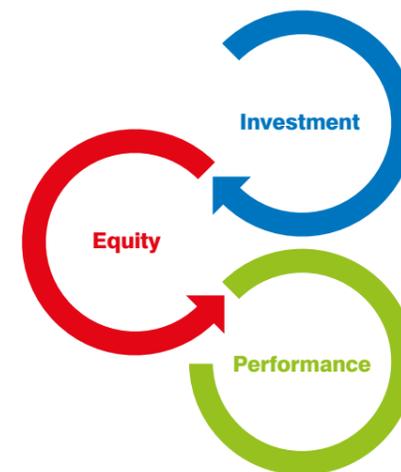
Widely recognised factors deployed by marketers to create brand loyalty and market share.

**Stakeholder Equity**

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

**Business Performance**

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.

# Consulting Services.

## 1. Valuation: What are my intangible assets worth?

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

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

## 2. Analytics: How can I improve marketing effectiveness?

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

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

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

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

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

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

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

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



MARKETING



FINANCE



TAX



LEGAL

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

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

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

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

# Brand Evaluation Services.

## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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



# Communications Services.

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



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



**TOP 50 BRAZILIAN BRAND**



**MOST VALUABLE BRAZILIAN BRAND**



**STRONGEST BRAZILIAN 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>



## 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](mailto:enquiries@brand-dialogue.co.uk) or visit [www.brand-dialogue.co.uk](http://www.brand-dialogue.co.uk)

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# Brand Finance Network.

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