



Chemicals

25

2021

The annual report on the most valuable and strongest chemicals brands
February 2021

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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.



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Brand Finance® 

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 business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

Visit brandirectory.com/request-a-valuation or email enquiries@brandfinance.com



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking



Benchmarking



Education



Communication



Understanding



Insight



Strategy

Benefits

Contents



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 to find out more.

Brand Finance Group.



Brand Finance®
Institute

Brand Finance Institute

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

Brand Dialogue®



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.



Global Brand
Equity Monitor

- Original market research on **2,500 brands**
- 29 countries** and **23 sectors** covered
- More than **50,000 respondents** surveyed annually
- We are now **in our 5th consecutive year** conducting the study

Visit brandirectory.com/consumer-research or email enquiries@brandfinance.com



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.

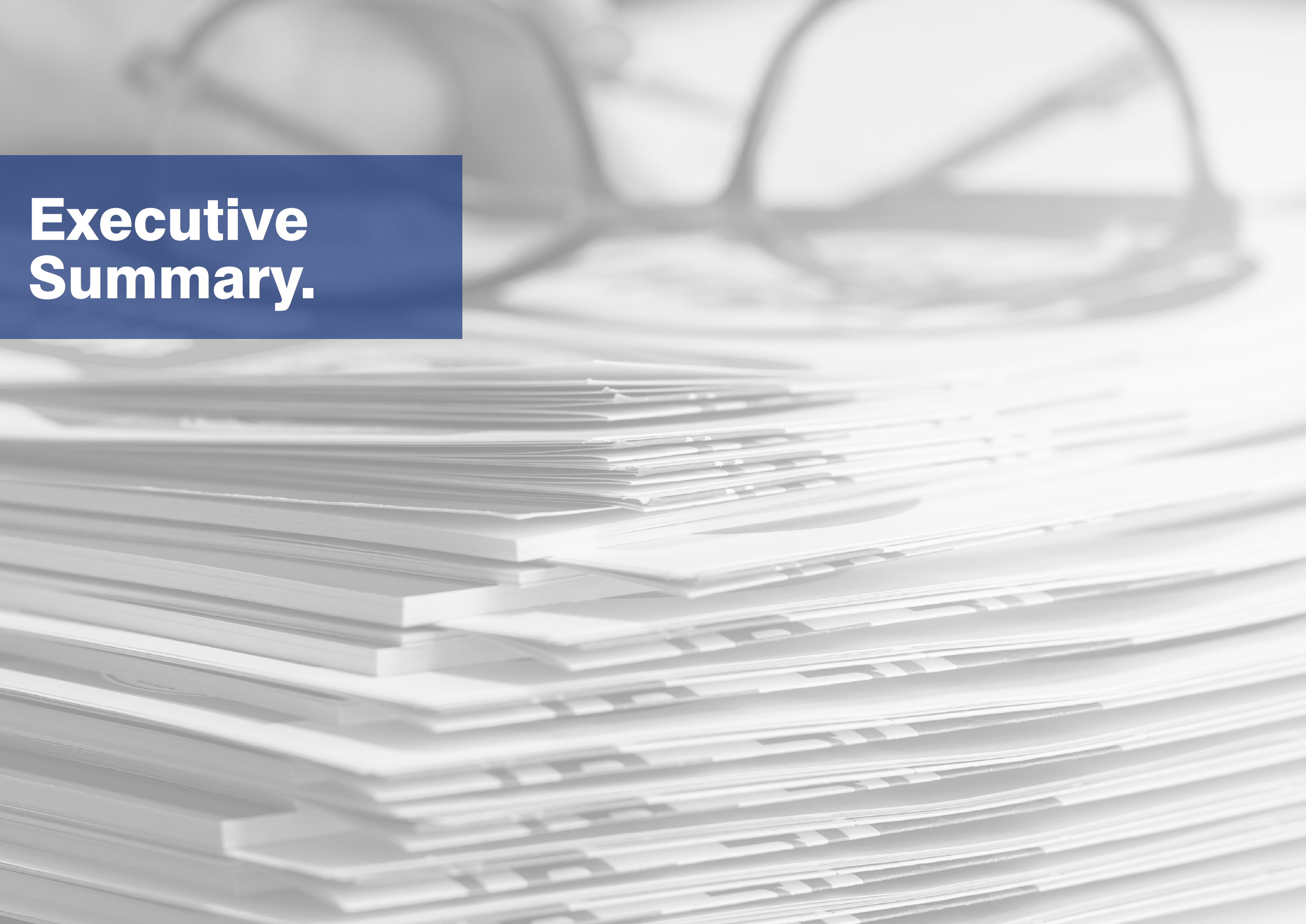
Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

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.

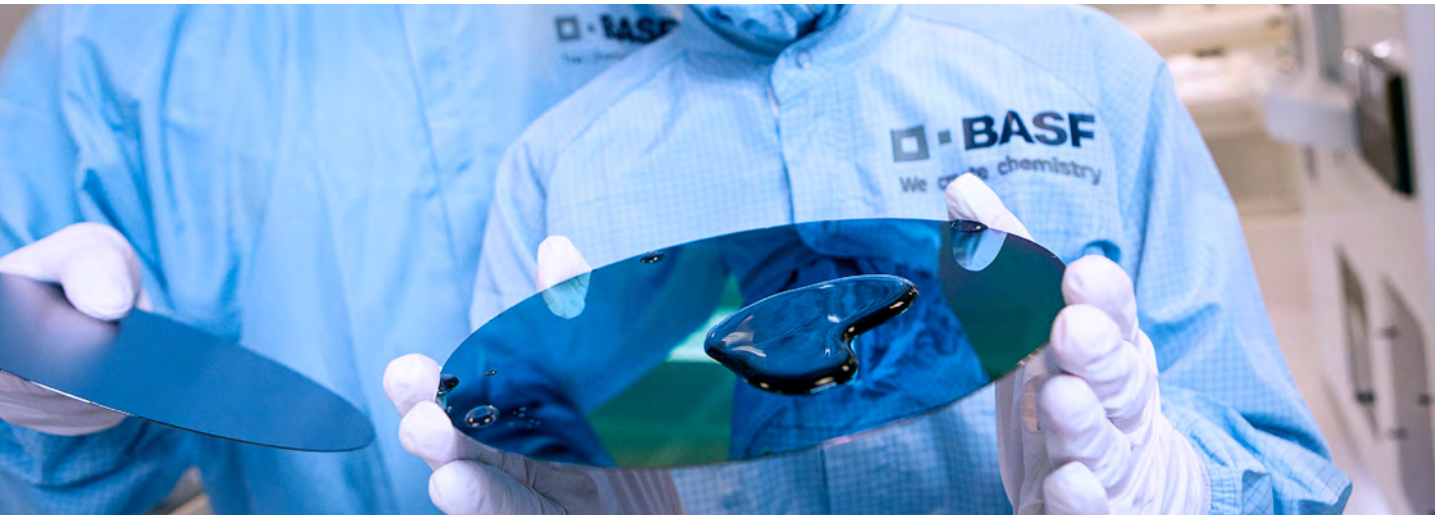
BASF Named World's Most Valuable Chemicals Brand for 7th Consecutive Year.

- + Top 25 most valuable chemicals brands continue to contract in brand value, fuelled by industry trends and catalysed by COVID-19
- + **BASF** claims title of world's most valuable chemicals brand for 7th consecutive year, brand value down 8% to US\$7.3 billion
- + **BASF** also named sector's strongest brand, Brand Strength Index (BSI) score 84.2 out of 100
- + **SABIC** overtakes recently demerged Dow, seizing US brand's spot as 2nd most valuable chemicals brand
- + China home to fastest growing brand, **Rongsheng Petrochemical**, and only new entrant in ranking, **Xinjiang Zhongtai Chemical**



Executive Summary.

Brand Value and Brand Strength Analysis.



A coalescing of factors has led to arrested growth across the chemicals sector this year, with the brand value of the top 25 most valuable chemicals brands contracting by 8% on average, according to the latest report by Brand Finance - the world's leading independent brand valuation consultancy.

Long-term trends including shifting consumer sentiment and its knock-on effects for the industry, have continued to play a role in hampering chemicals brands. Issues that have been compounded by COVID-19, which has brought about a slowdown of industrial sectors, weaker economic outlooks globally and falling oil prices, all leading to faltering brand value growth.

BASF claims 7-year stronghold at #1

Cementing its position as the global industry leader, German juggernaut **BASF** has once again defended its title as the world's most valuable chemicals brand. Despite celebrating seven years at the top of the ranking, BASF has suffered another brand value decrease this year, dropping 8% to US\$7.3 billion. As with brands across the sector, BASF cites COVID-19 as its main concern, could reduce global chemical production growth to a mere 1% – the worst growth for the sector since the Great Recession. The auto market – which accounts for approximately 20% of BASF sales – has taken a significant hit to production over the last year, compounding troubles for the brand.

Aside from determining overall brand value, Brand Finance also evaluates the relative strength of brands through a balanced scorecard of metrics on

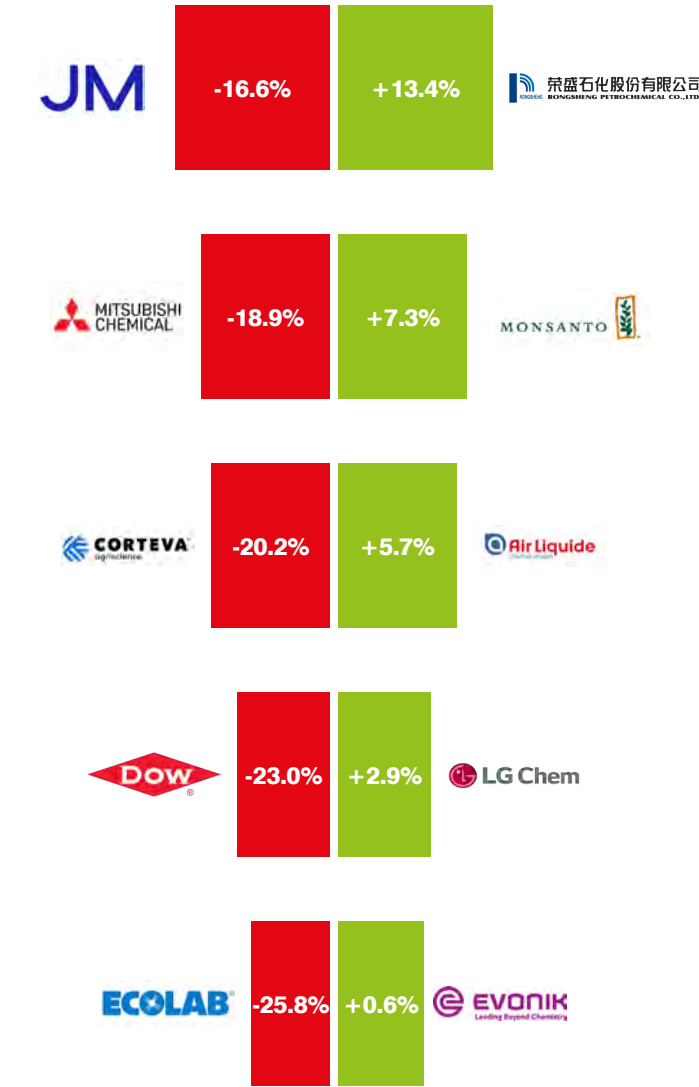
Once again BASF dominates the chemicals sector, claiming the title of the world's most valuable and strongest chemicals brand. Facing yet another year of economic headwinds – the difficulties surrounding COVID-19 only compounding previous troubles around Brexit and the US-China Trade War - the German juggernaut has certainly been put to the test. BASF will be relying on the sheer scale of its operation and strength of its brand to weather the storm and hopefully see a return to positive brand value growth in the near future.

Savio D'Souza
Valuation Director, Brand Finance

brand investment, stakeholder equity, and business performance. Once more defending its position, BASF remains the world's strongest chemicals brand, a title it snagged for the first time in 2020, despite its Brand Strength Index (BSI) score dropping slightly this year to 84.2 out of 100 and its brand strength rating being downgraded to an AAA-.

BASF is well-recognised within the chemicals industry for its corporate climate action and water security efforts, pledging to become carbon dioxide neutral by 2030. The brand continues to embrace new technology and innovative climate friendly production methods, including digitalising its chemical plants, showcasing its commitment to becoming greener.











Brand Value Change 2020-2021 (%)



Top 10 Most Valuable Brands

	1 ← 1	
2021: \$7,285m	2020: \$7,878m	-7.5%
	2 ↑ 3	
2021: \$4,017m	2020: \$4,334m	-7.3%
	3 ↓ 2	
2021: \$3,729m	2020: \$4,843m	-23.0%
	4 ← 4	
2021: \$3,602m	2020: \$3,500m	+2.9%
	5 ← 5	
2021: \$2,679m	2020: \$2,861m	-6.4%
	6 ← 6	
2021: \$2,282m	2020: \$2,637m	-13.5%
	7 ← 7	
2021: \$2,126m	2020: \$2,368m	-10.2%
	8 ↑ 10	
2021: \$2,095m	2020: \$1,982m	+5.7%
	9 ← 9	
2021: \$1,995m	2020: \$2,200m	-9.3%
	10 ↓ 8	
2021: \$1,856m	2020: \$2,287m	-18.9%

Top 5 Strongest Brands

	1	← 1	
	2021: 84.2	AAA-	-1.7
	2020: 85.9	AAA	
	2	← 2	
	2021: 81.0	AAA-	-3.4
	2020: 84.4	AAA-	
	3	↑ 4	
	2021: 80.7	AAA-	-0.8
	2020: 81.5	AAA-	
	4	↓ 3	
	2021: 80.0	AAA-	-2.0
	2020: 82.0	AAA-	
	5	← 5	
	2021: 79.5	AAA-	-0.0
	2020: 79.5	AAA-	

SABIC continues to consolidate its position near the peak of the chemicals industry, attaining a AAA- brand strength rating last year and this year becoming the second most valuable chemicals brand. The brand has maintained its investments in its global corporate marketing campaign while also strengthening its highly regarded specialised technical sales teams. Both of these have contributed to its strong performance this year in spite of tough economic conditions.

Savio D'Souza
Valuation Director, Brand Finance

Dow and out as SABIC rises

SABIC has overtaken Dow to become the second most valuable chemicals brand in the ranking, on the back of resilient business performance. Dow’s considerable 23% brand value loss is the result of a weakened outlook for growth in the business in its core markets.

SABIC (down 7% to US\$4.0 billion) is committed to its vision of becoming the world’s largest petrochemical company by 2030, undertaking several strategic partnerships over the last year and aligning with the chemical arm of oil and gas leader Saudi Aramco. The brand has strategically aligned with the UN’s Sustainable Development Goals (SDG) and developed more open and creative collaborations with other companies, NGOs, academia, and governments to better meet the expectations of customers and stakeholders. China’s Rongsheng Petrochemical is fastest growing

In the wake of their 2019 demerger, **Dow** (brand value US\$3.7 billion), **DuPont** (down 9% to US\$2.0 billion) and **Corteva** (down 20% to US\$1.4 billion) have all seen their second consecutive year of decline in brand values as newly separated entities, as they continue to adjust to life apart. Dow and Dupont both have very strong brands with brand strength ratings of AAA-, which the companies will no doubt leverage to return to growth in the coming years.

Dupont started last year under rocky circumstances with the removal of its CEO and CFO due to subpar performances. Now under Ed Breen’s leadership – an architect of the Dow and Dupont merger as well as the breakup - the brand has taken no time to start streamlining, undertaking several non-core divestitures.

China’s Rongsheng Petrochemical is fastest growing

Zhejiang-based **Rongsheng Petrochemical** (up 14% to US\$1.6 billion) is the sector’s fastest growing brand after seeing profits more than triple in the past year, bolstered by the launch of its 400,000 barrel-per-day Zhejiang Petrochemical Co (ZPC).

Also hailing from China is the ranking’s only new entrant for 2021, **Xinjiang Zhongtai Chemical**, with a brand value of US\$1.2 billion. Entering the ranking in 20th position, Xinjiang Zhongtai is the largest state-owned enterprise in Xinjiang and is as a major market player due to consistently increasing revenues and widespread influence on the regional economy through the long value chain of its integrated operations.

Brand Finance Chemicals 25 (USD m).

Top 25 most valuable chemicals brands

2021 Rank	2020 Rank	Brand	Country	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	← BASF	Germany	\$7,285	-7.5%	\$7,878	AAA-	AAA
2	3	↑ SABIC	Saudi Arabia	\$4,017	-7.3%	\$4,334	AAA-	AAA-
3	2	↓ Dow	United States	\$3,729	-23.0%	\$4,843	AAA-	AAA-
4	4	← LG Chem	South Korea	\$3,602	+2.9%	\$3,500	AA	AA
5	5	← Linde	Germany	\$2,679	-6.4%	\$2,861	AA	AA
6	6	← LyondellBasell	Netherlands	\$2,282	-13.5%	\$2,637	AA-	AA-
7	7	← Asahi Kasei	Japan	\$2,126	-10.2%	\$2,368	A+	A+
8	10	↑ Air Liquide	France	\$2,095	+5.7%	\$1,982	AA-	AA-
9	9	← DuPont	United States	\$1,995	-9.3%	\$2,200	AAA-	AAA-
10	8	↓ Mitsubishi Chemical	Japan	\$1,856	-18.9%	\$2,287	A+	AA-
11	18	↑ Rongsheng Petrochemical	China	🔒	🔒	🔒	🔒	🔒
12	11	↓ Johnson Matthey	United Kingdom	🔒	🔒	🔒	🔒	🔒
13	20	↑ Monsanto	United States	🔒	🔒	🔒	🔒	🔒
14	12	↓ Corteva	United States	🔒	🔒	🔒	🔒	🔒
15	14	↓ AkzoNobel	Netherlands	🔒	🔒	🔒	🔒	🔒
16	15	↓ Shin-Etsu	Japan	🔒	🔒	🔒	🔒	🔒
17	16	↓ Nutrien	Canada	🔒	🔒	🔒	🔒	🔒
18	22	↑ Evonik	Germany	🔒	🔒	🔒	🔒	🔒
19	17	↓ Sumitomo Chemicals	Japan	🔒	🔒	🔒	🔒	🔒
20	-	New Xinjiang Zhongtai Chemical	China	🔒	🔒	🔒	🔒	🔒
21	21	← PPG	United States	🔒	🔒	🔒	🔒	🔒
22	24	↑ Covestro	Germany	🔒	🔒	🔒	🔒	🔒
23	23	← Indorama Venture	Thailand	🔒	🔒	🔒	🔒	🔒
24	19	↓ Ecolab	United States	🔒	🔒	🔒	🔒	🔒
25	25	← DSM	Netherlands	🔒	🔒	🔒	🔒	🔒

Brand Value by Country



Country	Brand Value (USD bn)	% of total	Number of Brands
Germany	12.4	24.3%	4
United States	10.8	21.2%	6
Japan	6.6	12.9%	4
Netherlands	4.7	9.2%	3
Saudi Arabia	4.0	7.9%	1
South Korea	3.6	7.1%	1
Other	8.9	17.4%	6
Total	51.0	100.0%	25

Sector Reputation Analysis.

Benchmarking against the very best

Brand Finance’s brand evaluations are designed to facilitate broader comparisons with brands across markets, and both within and across industries. This provides a more rounded assessment of brand strength, with benchmarking against the very best.

This perspective is particularly important as brand categories converge, with new technologies enabling disruption and brands seeking tactical entry into neighbouring categories. Brands with a strong reputation also have licensing opportunities in new sectors.

This year’s global sector reputation rankings from our B2C research included a significantly larger number of product categories, with scores for over 2,500 brands.

Reputation on the up











Overall, reputation scores are slightly higher in 2021 across sectors covered both this year and last. In part, this reverses a small dip from 2020, but the impact of COVID-19 cannot be discounted. In a challenging year, consumers have relied upon and tested brands in different ways, and the best brands have stood up well to the challenge, keeping kitchens and wardrobes stocked, connections running, and essential services available.











Supermarkets, restaurants, and apparel shine

In many countries, being able to obtain basic groceries became a challenge for the first time in decades, as shopping was restricted and demand for online delivery slots surged. But by and large, supermarkets have responded well, and consumers have noted this. The average reputation score in the sector increased significantly year-on-year, and brands such as **Aldi**, **Lidl**, and **Migros** have improved already-strong reputations.

A similar dynamic has helped restaurants to a lesser degree, ensuring that brands in this sector maintain a positive reputation overall, despite reduced levels of in-store experiences. Apparel brands have also seemingly benefited from this dynamic, as the shift to online shopping accelerates.

Sectors Ranked by Reputation

	1= Cosmetics	7.6 _{/10}
	1= Food	7.6 _{/10}
	3 Appliances	7.5 _{/10}
	4= Hotels	7.4 _{/10}
	4= Retail	7.4 _{/10}
	6= Apparel	7.3 _{/10}
	6= Beers	7.3 _{/10}
	8= Supermarkets	7.2 _{/10}
	8= Pharma	7.2 _{/10}
	8= Oil & Gas	7.2 _{/10}

	8= Restaurants	7.2 _{/10}
	12= Auto	7.1 _{/10}
	12= Logistics	7.1 _{/10}
	12= Tech	7.1 _{/10}
	15 Real Estate	6.9 _{/10}
	16 Airlines	6.8 _{/10}
	17 Insurance	6.6 _{/10}
	18 Utilities	6.5 _{/10}
	19= Telecoms	6.3 _{/10}
	19= Banking	6.3 _{/10}

FMCG brands have outstanding reputation

Major cosmetics and food brands have the highest reputations, on average, a reminder of the enduring value of a strong brand – some of the top performers are over a century old. The positive reputations of global giants such as **Johnson’s**, **Dove**, **Danone**, and (in some markets) **Nestlé** have been nurtured and refreshed over long periods. Local favourites, such as **Bimbo** (Mexico) and **Amul** (India), show that they can match their global counterparts.

The slight cloud for the food sector is the more ‘average’ reputation that some of the big brands have in a number of developed markets, such as the UK. Here, supermarkets have perhaps squeezed the big food brands somewhat.

Tech admired, but not universally

The overall ranking of the tech sector fell slightly, and while the biggest brands such as **YouTube**, **Google**, and **Apple** continue to enjoy strong reputations, not all consumers are in love with these brands. **Amazon**, for example, ranks high in some markets (#1 in the sector in the USA, #3 in Spain), but polarises in some markets (e.g. Sweden, France). Similarly, the mixed reputation of brands such as **Facebook** shows no sign of significant improvement. Many consumers may support the increasing regulation of tech giants, and it might also be the case that there is room for an upstart challenger with the right innovation, a fresh approach and perhaps a clean slate.

Banks and telecoms struggle to improve their standing

Banking and telecoms brands rank lowest of all in many markets for reputation and trust, and last year saw little improvement, though banks did at least pull level with telecoms. As with other sectors, many brands have arguably served customers well in difficult times (with connectivity even more vital in the case of telecoms), but this has not helped erode distrust appreciably. Frustrated CMOs may feel that their brands continue to be taken for granted – unfortunately for them, ‘business as usual’ means treading water in terms of reputation. Across 2,500 brands, seven of the ten lowest-ranked for reputation are banks, the most prominent being **Deutsche Bank** in its home country.

Brand Spotlight.



SABIC



CHEMISTRY THAT MATTERS™

COLLABORATION.
IT'S HOW OUR
FUTURE LEARNS
ABOUT THEIR
FUTURE.

We're helping children everywhere be students of sustainability.
Meet one of the world's leading chemical companies at SABIC.com

SABIC has overtaken Dow to become the 2nd most valuable chemicals brand in the world. With a brand value of US\$4.0 billion and a brand strength rating of AAA-, SABIC is comfortably in the major league of the chemicals industry.

SABIC manufactures diversified chemicals on a global scale, serving customers via strategically distributed production and innovation hubs worldwide. In 2019, SABIC launched a major global brand campaign to raise the company's awareness, understanding, and engagement with global influencers. SABIC's rise to second rank is a proof point of the campaign's success, and a key milestone in SABIC's strategic journey to become the preferred world leader in chemicals, while simultaneously catalysing local growth in Saudi Arabia.

SABIC strategically aligns its business with the United Nation's Sustainable Development Goals and works towards developing more open and creative collaborations with other companies, NGOs, academia, and governments to better meet the expectations of its customers and other stakeholders. By viewing these global issues as an opportunity – from climate change to energy efficiency - not a threat, through its resourcefulness, SABIC is able to adopt breakthrough processes, products, and application technologies, helping to solve some of the world's greatest challenges.

We are proud to have raised the bar again for our brand. This recognition is important to us as we measure ourselves on the value we generate, both internally and within the communities where we operate. In 2020, our brand needed to connect with our customers and stakeholders in new and meaningful ways due to the unprecedented circumstances. Our employees worldwide have continued to excel as SABIC brand ambassadors, demonstrating the resilience of our business by living our Chemistry that Matters™.

Sami Al-Osaimi
Vice President, Corporate Affairs

SABIC strives to develop solutions that enable it to meet its sustainability goals, such as higher crop yields, cleaner energy, and better healthcare solutions. SABIC last year launched TRUCIRCLE™ solutions, circular solutions to facilitate SABIC's aims to help companies around the world to drive the change needed to become a circular global society.



As SABIC continues to invest in marketing and innovative solutions, we look forward to witnessing the continued growth journey of the SABIC brand. The globe is facing unprecedented challenges with COVID-19 and communication is a critical pillar in this journey of mitigating and defeating this virus. SABIC's goal was to execute a global communications strategy that enabled their employee's well-being, uplifted morale, and ensured business continuity.

SABIC adjusted and refocused their CSR efforts towards addressing Covid-19, investing over US\$ 53 million to date. They also collaborated with global communities and supported their customers with innovative solutions to meet their demands during the pandemic.



We invest time to really understand our audiences and carefully calibrate our brand activation plan to deliver impactful, consistent, and creative engagement. Enhancing existing customer experience and satisfaction are always core priorities, but equally, our brand campaign has helped us engage new audiences beyond our industry. These are important elements in our journey towards becoming the preferred world leader in chemicals.

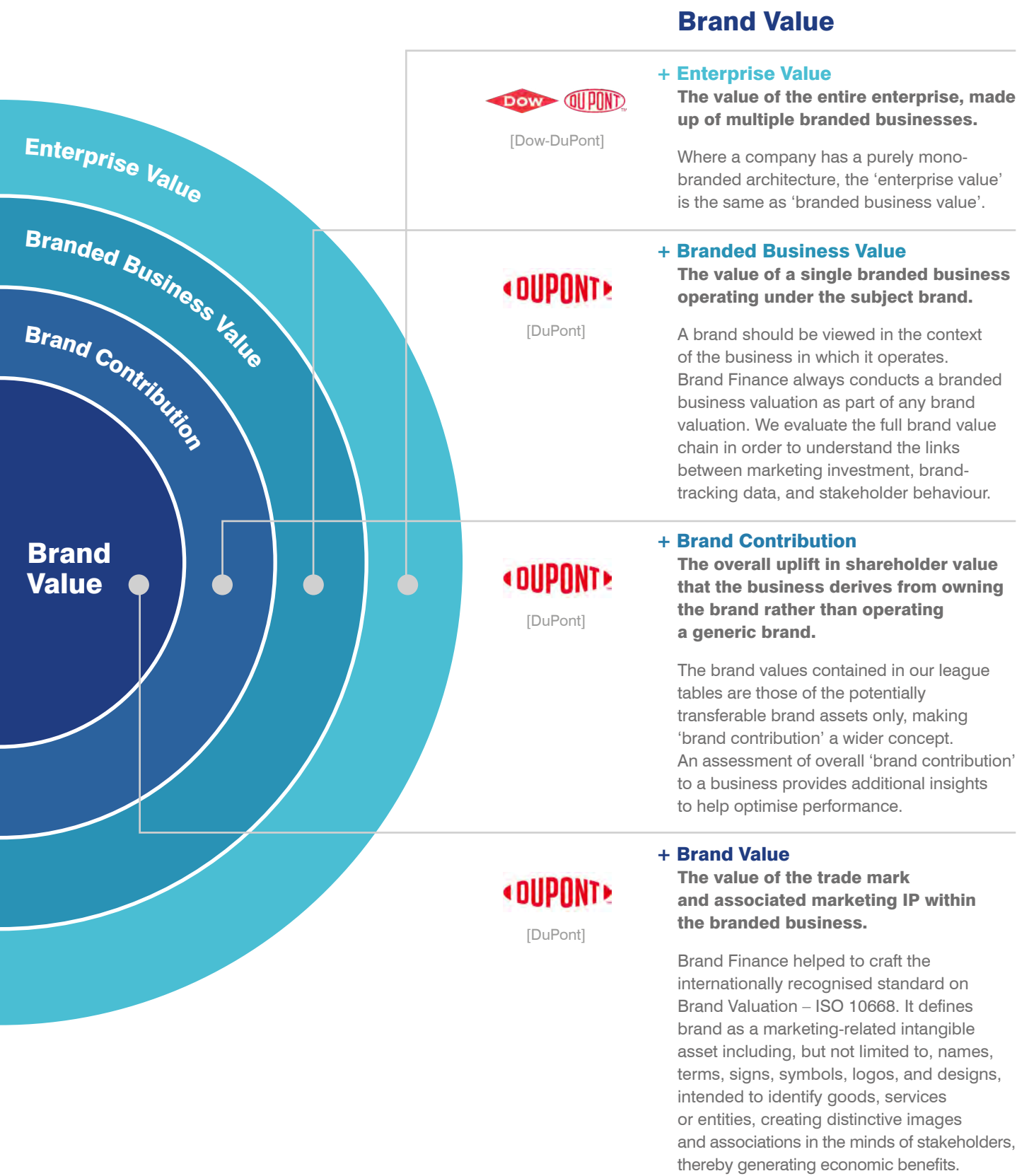
Richard Crookes
Director, Global Brand & Marketing Communications

Rank	Brand Value	
2  3	2021: \$4,017m 2020: \$4,334m	-7.3%
Rank	Brand Strength	
5  5	2021: 79.5 2020: 79.5	0.0



Methodology.

Definitions.



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.

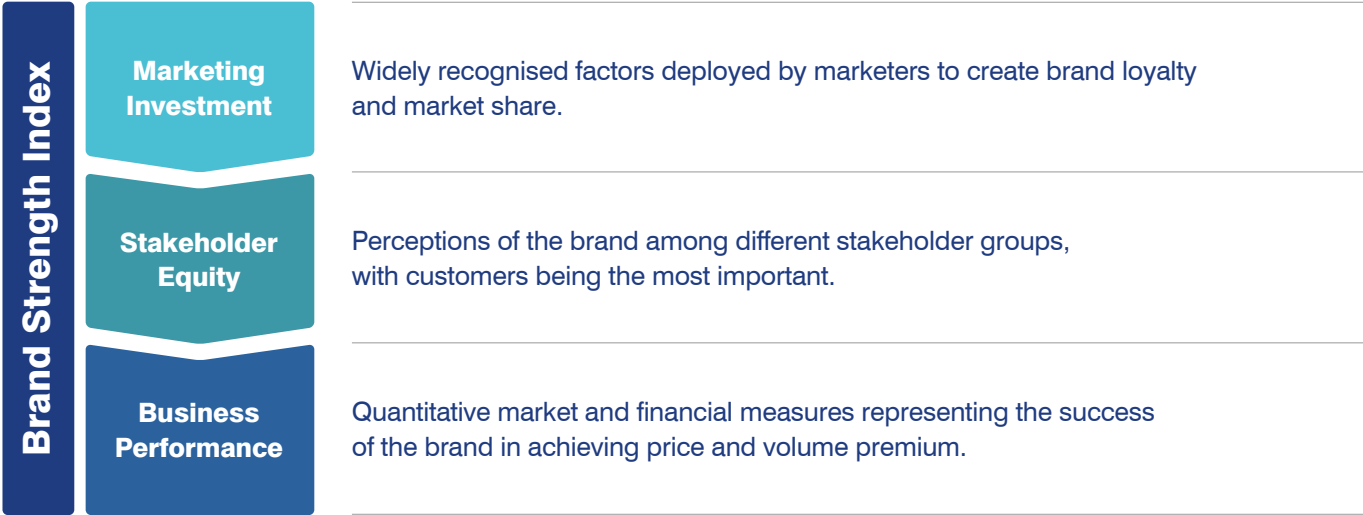
Brand Strength

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.

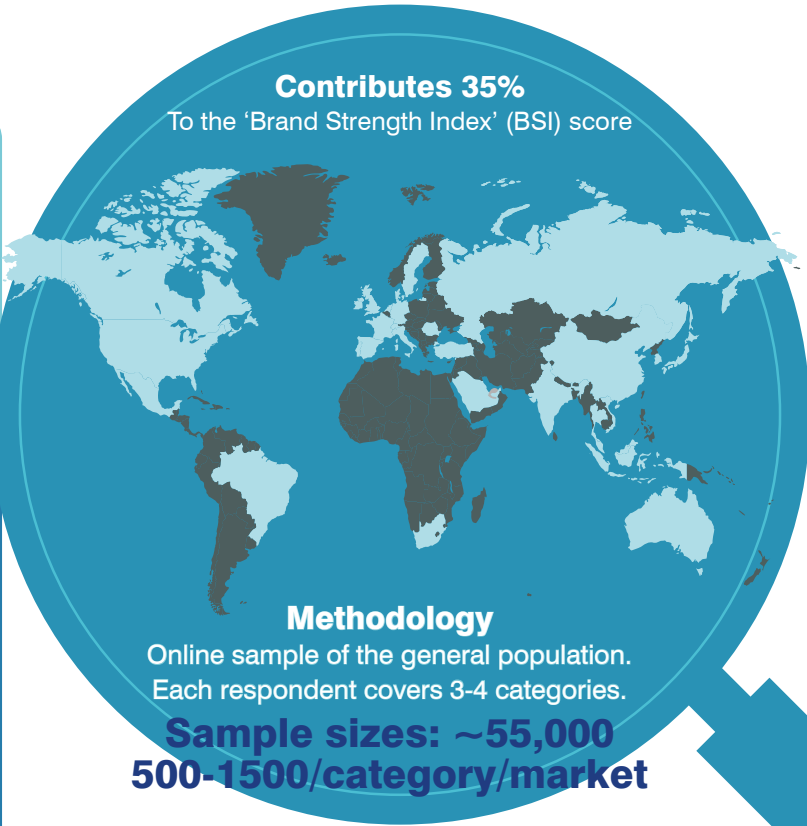


Brand Equity Research Database.

Original market research in 29 countries and across more than 20 sectors

Sector Coverage & Classification 2021
Tier 1 sectors cover all measures, Tier 2 KPIs only

Tier 1	Banking
Tier 1	Insurance
Tier 1	Telecoms
Tier 1	Utilities
T1&T2†	Automotive
Tier 2	Airlines
Tier 2	Apparel
Tier 2	Appliances
Tier 2	Beers
Tier 2	Cosmetics
Tier 2	Food
Tier 2	Hotels
Tier 2	Logistics
Tier 2	Luxury Automobiles
Tier 2	Media
Tier 2	Oil & Gas
Tier 2	Pharma
Tier 2	Real Estate
Tier 2	Restaurants
Tier 2	Retail
Tier 2	Spirits
Tier 2	Supermarkets
Tier 2	Tech



Brand KPIs and Diagnostics



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

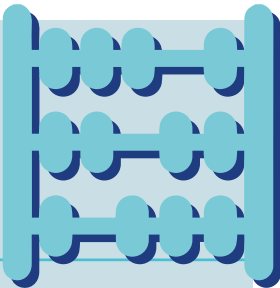


- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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.



TOP 25
CHEMICALS
BRAND



MOST VALUABLE
CHEMICALS
BRAND



STRONGEST
CHEMICALS
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.

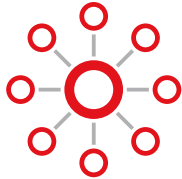


Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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

Brand Dialogue®



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, to deliver strategic campaigns and 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 is a member of the Brand Finance plc group of companies

Research, Strategy & Measurement	Public Relations & Communications	Marketing & Events	Content Creation	Strategic Communications
Brand & Communications Strategy Campaign Planning Communications Workshops Market Research & Insights Coverage Analysis Social Media Analytics	Media Relations Press Trips & Events Strategic Partnerships Relationship Management Influencer Outreach Media Training Social Media Management	Promotional Events Conference Management Sponsorship Management Native Advertising Print Advertising Shopper Marketing Trade Marketing	Bespoke Publications Press Releases Blog Posts & Newsletters Marketing Collateral Design Photography & Videography Social Media Content	Crisis Communications Brand Positioning & Reputation Geographic Branding Corporate Social Responsibility (CSR)



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



Brand Finance[®]
Institute

Brand Finance Institute

Learn how to build, protect and measure brand value

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

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

For more information, contact enquiries@brandfinance.com

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:

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