



Chinese Pharma 2021

A special report on the most valuable and strongest Chinese pharma brands
July 2021

Contents.

About Brand Finance	4
Get in Touch	4
Brandirectory.com	6
Brand Finance Group	6
Background	8
Executive Summary	9
Brand Value Analysis	10
Brand Strength Analysis	13
Brand Spotlight	20
Brand to watch: Guangzhou Pharmaceuticals Corporation	22
Methodology	24
Brand Strength	26
Market Research Methodology	27
Definitions	28
Brand Valuation Methodology	29
Our Services	30
Consulting Services	32
Brand Evaluation Services	33
Communications Services	34
Brand Finance Network	37

About Brand Finance.

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

We bridge the gap between marketing and finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We quantify the financial value of brands

We put 5,000 of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish nearly 100 reports annually.

We offer a unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

We pride ourselves on technical credibility

Brand Finance is a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, and the first brand valuation consultancy to join the International Valuation Standards Council.

Our experts helped craft the internationally recognised standards on Brand Valuation – ISO 10668 and Brand Evaluation – ISO 20671. Our methodology has been certified by global independent auditors – Austrian Standards – as compliant with both, and received the official approval of the Marketing Accountability Standards Board.



Get in Touch.

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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

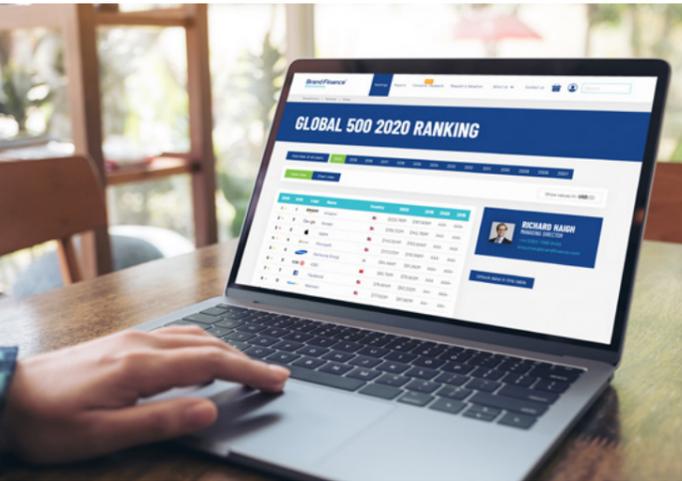

Insight


Strategy

Contents

Benefits

Brandirectory.com



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

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

+ Visit brandirectory.com 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.

Brand Finance®



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



Background.



As the world continues to grapple with the turmoil of the previous year, the pharmaceuticals industry has been thrust to the forefront of the fight against the COVID-19 pandemic.

Brand Finance has already evaluated the world's most valuable and strongest pharma brands, and this report aims to take it one step further by taking a deep dive into the Chinese pharma industry for the following three reasons:

1. The COVID-19 pandemic has increased people's awareness of their health and has further increased the demand of healthcare products

The rise in popularity of healthcare products has been exponential over the previous decade, with Chinese healthcare expenditure increasing from 6.9% in 2013 to 9% in 2019. The pandemic has acted as a catalyst for consumer healthcare spend as people pursue a healthy life. It is estimated that the industry still has room for nearly one trillion yuan in growth over the next five years.

2. New opportunities have arisen for traditional Chinese medicine as a result of the pandemic

In the early stages of China fighting COVID-19 - in the absence of a vaccine - a diagnosis and treatment plan was made by integrating traditional Chinese medicine and Western medicine. This enabled traditional Chinese medicine brands to rise to greater prominence across the nation, as well as attracting overseas attention.

3. People's demand for the use of medical e-commerce and internet medical platforms continues to grow rapidly

China is stepping up its efforts to support the development of "internet + healthcare". The application scenarios of digital health are constantly enriched, and the development space is continually expanding. During the Spring Festival in 2021, the number of daily active pharmaceutical e-commerce companies reached 1,482,100.

Executive Summary.

For the first time, Brand Finance has analysed and ranked the top 15 most valuable and strongest Chinese pharma brands.

- + Topping the new ranking of China's most valuable pharma brands is **Sinopharm**, with a brand value of US\$3.2 billion. The brand has reaped the rewards of becoming a household name since its development of a COVID-19 vaccination.
- + **GPC** claims the title of the second most valuable Chinese pharma brand and also claims the top spot in the sub ranking of the top 5 most valuable traditional Chinese medicine brands – brand value US\$1.5 billion.
- + **SPH** completes the podium, with a brand value of US\$1.4 billion as its commitment to R&D pays off.

Brand Finance conducted original market research on the perceptions of these 15 Chinese pharma brands, surveying the opinions of 1,000 respondents aged 18-75 across the nation. Results from the survey directly impact the Brand Strength Index scores for the brands analysed.

- + **Yunnan Baiyao** is the strongest Chinese pharma brand with a Brand Strength Index (BSI) score of 73.2 out of 100 and a corresponding AA brand strength rating.
- + **Sinopharm** (BSI 69.1), **Tong Ren Tang** (BSI 68.9), **CR SANJIU** (BSI 67.4) and **GPC** (BSI 66.0) round off the top 5 for brand strength.
- + Overall consumer perceptions of Chinese pharma brands are largely positive: brands scored well for quality and respondents in general think that Chinese pharma brands care more about their customers than profits.
- + **Yunnan Baiyao** and **Tong Ren Tang** score highly across the awareness, familiarity, and consideration metrics. Yunnan Baiyao boasts the highest awareness score (97%) across all three age groups. For consideration, **Yunnan Baiyao** and **Tong Ren Tang** score 99% and 98% respectively.
- + According to respondents, the reputation of traditional Chinese medicine brands is higher than Western medicine brands – scoring 7.8 out of 10 versus 7.5.
- + Recommendation: **Yunnan Baiyao** and **Tong Ren Tang** rank joint first with a score of 8.3 out of 10. **GPC** also boasts a high recommendation score of 7.8.



Brand Value Analysis.



Leading the fight against the nation's health emergency, Chinese pharma brands have performed extremely well over the previous year. According to the Brand Finance China 500 2021 ranking, the pharma sector recorded an impressive 123% cumulative brand value increase – a result bolstered by solid performances across the board, as well as from the eight new brands that entered the ranking this year. Furthermore, four of these brands feature in the Brand Finance Pharma 25 2021 ranking – a ranking of the world's top 25 most valuable and strongest pharma brands - Sinopharm, Guangzhou Pharmaceuticals Corporation, SPH and, Yunnan Baiyao.

Now, for the first time Brand Finance has ranked the top 15 most valuable and strongest Chinese pharma brands.

Vaccine development reaps benefits for Sinopharm

Topping the new ranking of China's most valuable pharma brands is **Sinopharm**, which has recorded a 58% brand value increase to US\$3.2 billion. Sinopharm is making major strides in the global race to produce COVID-19 vaccinations and has since developed a vaccine with a high efficacy rate, which has already been distributed to millions worldwide.

GPC sits in 2nd

Sitting in second is **Guangzhou Pharmaceuticals Corporation**, boasting a 74% increase in brand value to US\$1.5 billion. GPC - one of China's largest drug makers – has recently entered a partnership with

There is no denying the importance of the role of Chinese pharma brands over the previous year as they spearheaded the fight against the nation's health emergency and their operations were propelled to the centre of society like never before. This newly-released ranking of the top 15 most valuable and strongest Chinese pharma brands demonstrates the true strength of the sector, with extremely positive results recorded across the board.

Scott Chen
Managing Director, Brand Finance China

Top 15 Most Valuable Brands

 国药集团 SINOPHARM	1 2021: \$3,181m
 广药集团 Guangzhou Phar. Holdings	2 2021: \$1,456m
 SPH 上海医药 SHANGHAI PHARMA	3 2021: \$1,375m
 云南白药 YUNNAN BAIYAO	4 2021: \$621m
 华东医药股份有限公司 HUADONG MEDICINE CO.,LTD.	5 2021: \$451m
 石药集团	6 2021: \$426m
 FOSUN PHARMA 复星医药	7 2021: \$373m
 人福医药 HUMANWELL HEALTHCARE	8 2021: \$258m
 华润三九 CR SANJIU	9 2021: \$243m
 健康元 Joincare	10 2021: \$236m
 同仁堂 TONG REN TANG	11 2021: \$228m
 太极集团	12 2021: \$207m
 太极集团	13 2021: \$154m
 ZBY 步长制药 BUCHANG PHARMA	14 2021: \$151m
 HPC 哈药集团	15 2021: \$77m

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PepsiCo to jointly develop healthy oatmeal products. Furthermore, as one of the top Chinese medicine manufacturers, GPC has been making significant developments by contributing its knowledge of the traditional Chinese medicine – Banlangen – towards controlling the pandemic.

SPH completes podium

Completing the podium in 3rd spot is **SPH** (brand value up 50% to US\$1.4 billion). The brand prides itself on being a leader for research and development across the industry, spending US\$194.9 million on research in 2019 alone.

SPH has placed itself in a strong position to reap the rewards of the pandemic-induced shift away from traditional healthcare towards the online and technological side of the sector, through recently securing funding for its online prescription and pharmacy businesses. This funding will also allow the brand to consolidate its network of hospital-centred Chinese pharmacies.



Brand Strength Analysis.

Top 5 Most Valuable Traditional Chinese Medicine Brands

	1	2021: \$1,456m
	2	2021: \$621m
	3	2021: \$243m
	4	2021: \$228m
	5	2021: \$207m

GPC is most valuable traditional Chinese medicine brand

Brand Finance has also created a sub ranking from the Chinese pharma ranking for traditional Chinese medicines brands, considering it's a unique segment in Chinese pharma industry.

GPC claims the top spot in this ranking, with Yunnan Baiyao sitting in 2nd. **CR SANJIU** claims third position, following a 50% brand value increase to US\$243 million. CR SANJIU has recently entered a partnership with insurance giant Ping An, enabling users to directly enjoy CR SANJIU Ganmaoling Granules through the Ping An Health app.

Tasly (brand value US\$228 million) and **Tong Ren Tang** (brand value US\$207 million) round off the top 5 in 4th and 5th positions, respectively. Tasly continues to focus heavily on R&D and innovation across its operations - the company currently has 75 research projects, 38 category 1 innovative drugs, as well as 46 that have entered the clinical research stage.



Top 15 Strongest Brands

	1	2021: 73.2 AA
	2	2021: 69.1 AA-
	3	2021: 68.9 AA-
	4	2021: 67.4 AA-
	5	2021: 66.0 AA-
	6	2021: 64.0 A+
	7	2021: 63.2 A+
	8	2021: 61.8 A+
	9	2021: 61.3 A+
	10	2021: 58.3 A
	11	2021: 57.5 A
	12	2021: 56.3 A
	13	2021: 55.9 A
	14	2021: 55.6 A
	15	2021: 55.3 A

In addition to measuring overall brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance. Brand Finance also conducted original market research on the Chinese pharma sector, where 1000 respondents were asked about the 15 Chinese pharma brands that feature in the ranking and their opinions on a variety of metrics including reputation, recommendation, and trust.

Results from the market research directly funnel into the Brand Strength Index and therefore the responses impact how brands perform in terms of brand strength.

Yunnan Baiyao is the strongest Chinese pharma brand with a Brand Strength Index (BSI) score of 73.2 out of 100 and a corresponding AA brand strength rating. Sinopharm (BSI 69.1), Tong Ren Tang (BSI 68.9), CR SANJIU (BSI 67.4) and GPC (BSI 66.0) round off the top 5 for brand strength.

Brand Image

Quality

Overall, brands scored well and generally received high scores for quality. Yunnan Baiyao and Tong Ren Tang ranked first, both scoring 4.2 out of 5, followed by GPC and Baiyunshan scoring 4.0 out of 5. Some consumers have complained, however, about Tong Ren Tang using its brand to increase profits, by developing and selling irrelevant products, which may bring complications to its branded products in the future.

In general, respondents from the older age group tend to give higher quality scores to brands, compared with the lower two age categories. This is not the case for Sinopharm, which has higher quality perceptions (4.0/5.0) among the younger age group of respondents (18-34), a score higher than the mid-age group (35-54)'s perceptions at 3.9 and the older age group (55-75)'s result at 3.8. This is potentially the result of the younger generation having more trust in the COVID-19 vaccination than their older counterparts.

Closeness

Humanwell performs strongly in the 18-34 age group (7.0/10) compared with the two older age groups (35-54 and 55-75), scoring 6.3 and 6.8 out of 10, respectively. This is predominantly due to the popularity of its women's health products, as a leading brand in fertility space.

Genuinely offer something different

Yunnan Baiyao and Joincare pharma rank first in this measure due to their unique product offering in the market. For example, Baiyao series products are exclusive to Yunnan Baiyao and the formula remains a nationwide top secret. Its core variations have been selected into the National Medical Insurance Class A drug catalogue for many years.

Positive perceptions around profits versus customer well-being

Respondents in general do not think that Chinese pharma brands care more about profits than their customers. This is largely due to the medicine regulation in China, as well as the increasing availability of public health insurance.

Good product range

The top three pharma brands - Sinopharm, SPH and GPC rank top in this measure, with scores of 49%, 51%, and 44% respectively. GPC also benefits from producing both

Western medicine and traditional Chinese medicine, unlike the other two which largely focus on Western medicine.

Brand Funnels

Awareness: Yunnan Baiyao leads, scoring impressive 97% across all age groups

Yunnan Baiyao boasts the highest awareness score (97%) across all three age groups, followed by Tong Ren Tang (94%). Humanwell performs worst (23%) among all three age groups.

The three biggest pharma groups researched - Sinopharm, SPH, and GPC - scored 85%, 56%, and 63% respectively. Sinopharm's contribution to the Covid vaccine race has propelled it to become a household name across the nation.

Some brands, such as CSPC, have a strong regional focus and presence. It scored 79% in Jinan and 72%

in Beijing in northern China, but did not perform well in the southern provinces. The same trend is witnessed with Tasly. Trends like this are often the result of brands simply not reaching awareness levels on a national scale yet and therefore they naturally fall behind the sector leaders Sinopharm, SPH, and GPC in this metric.

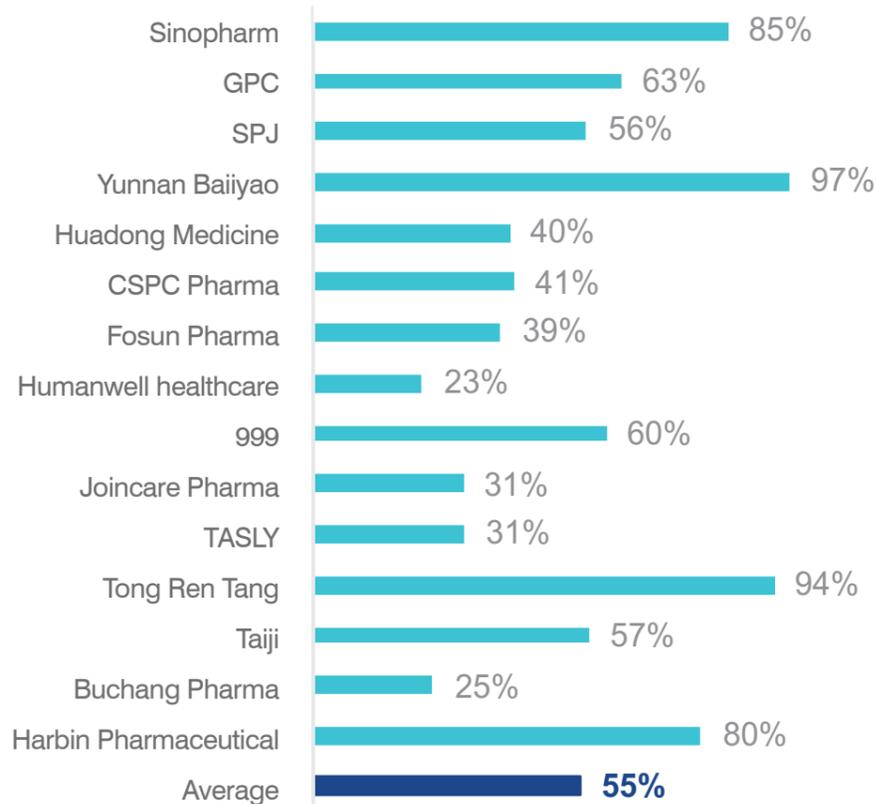
Familiarity: Once again Yunnan Baiyao leads pack

The familiarity metric follows a similar trend to the awareness metric, with Yunnan Baiyao ranking first (67%) among all three-age group respondents, followed by Tong Ren Tang (63%). Sinopharm and Bai Yun Shan also perform well, scoring 45% and 41% respectively.

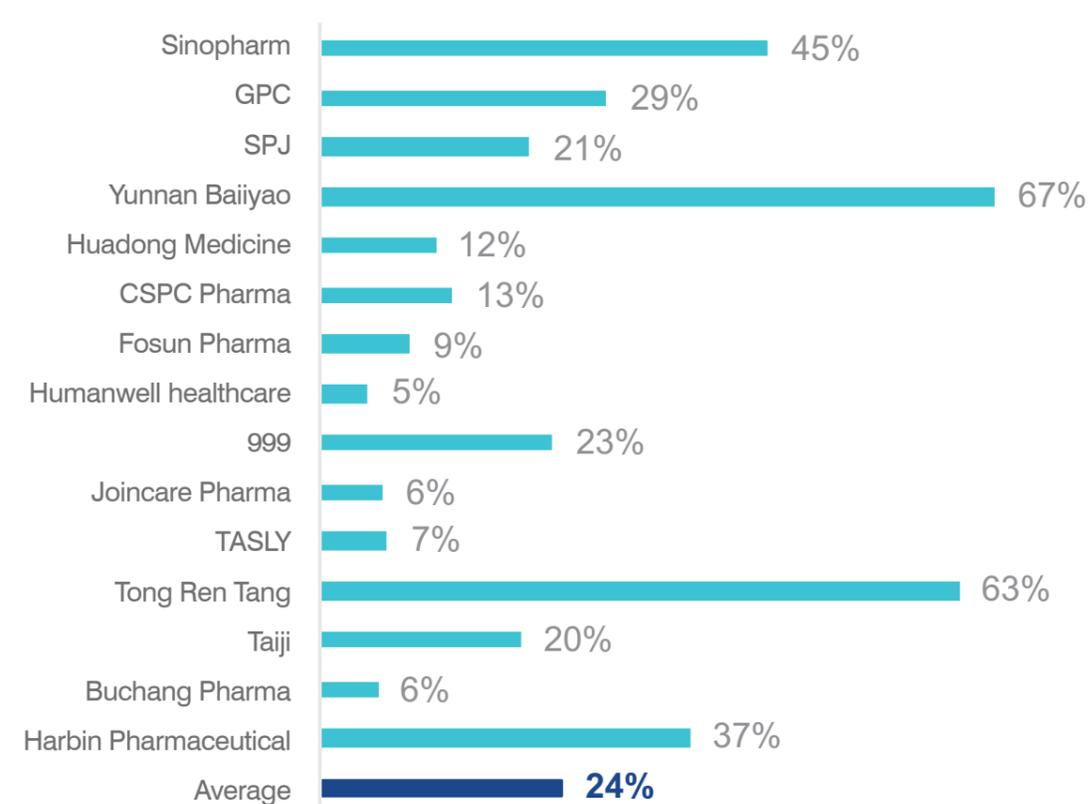
Humanwell Healthcare, Tasly, and Joincare Pharma score the lowest – ranging from a 5% to 10% familiarity level, largely a result of their limited consumer-facing branded product range.



Awareness



Familiarity



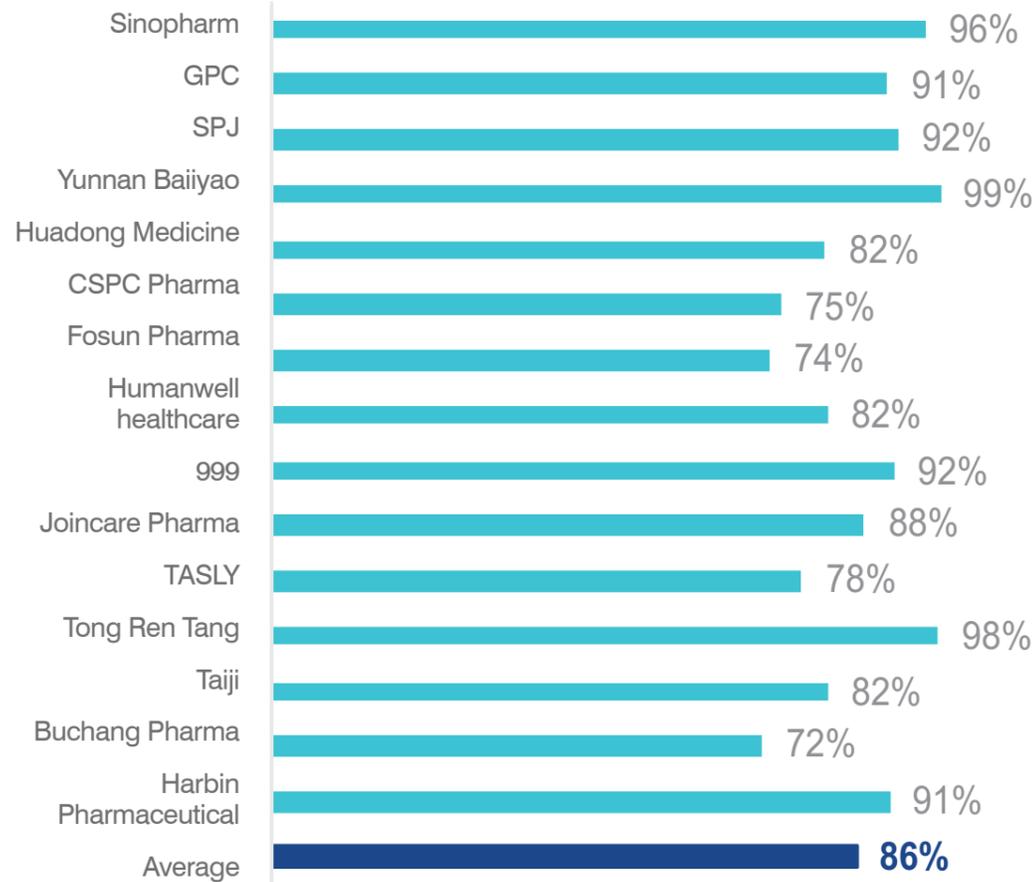


Consideration: Yunnan Baiyao and Tong Ren Tang score 99% and 98% respectively

Among those who are familiar with the Yunnan Baiyao and Tong Ren Tang brands, 99% and 98% would consider choosing to use their products. Sinopharm, SPH, CR SANJIU, Harbin Pharmaceutical, and GPC also boast high consideration scores (all over 90%).

GPC own products that consumers use in their everyday lives – such as Wanglaoji and Banlangen granules – therefore earning them a high consideration score. GPC is also the largest manufacturer in China for digestible antibiotics, owning the first brand of digestible antibiotics, Kangzhiba. Furthermore, its leading product cefathiamidine is currently the only cephalosporin developed by the Chinese themselves.

Consideration



Reputation Versus Recommendation

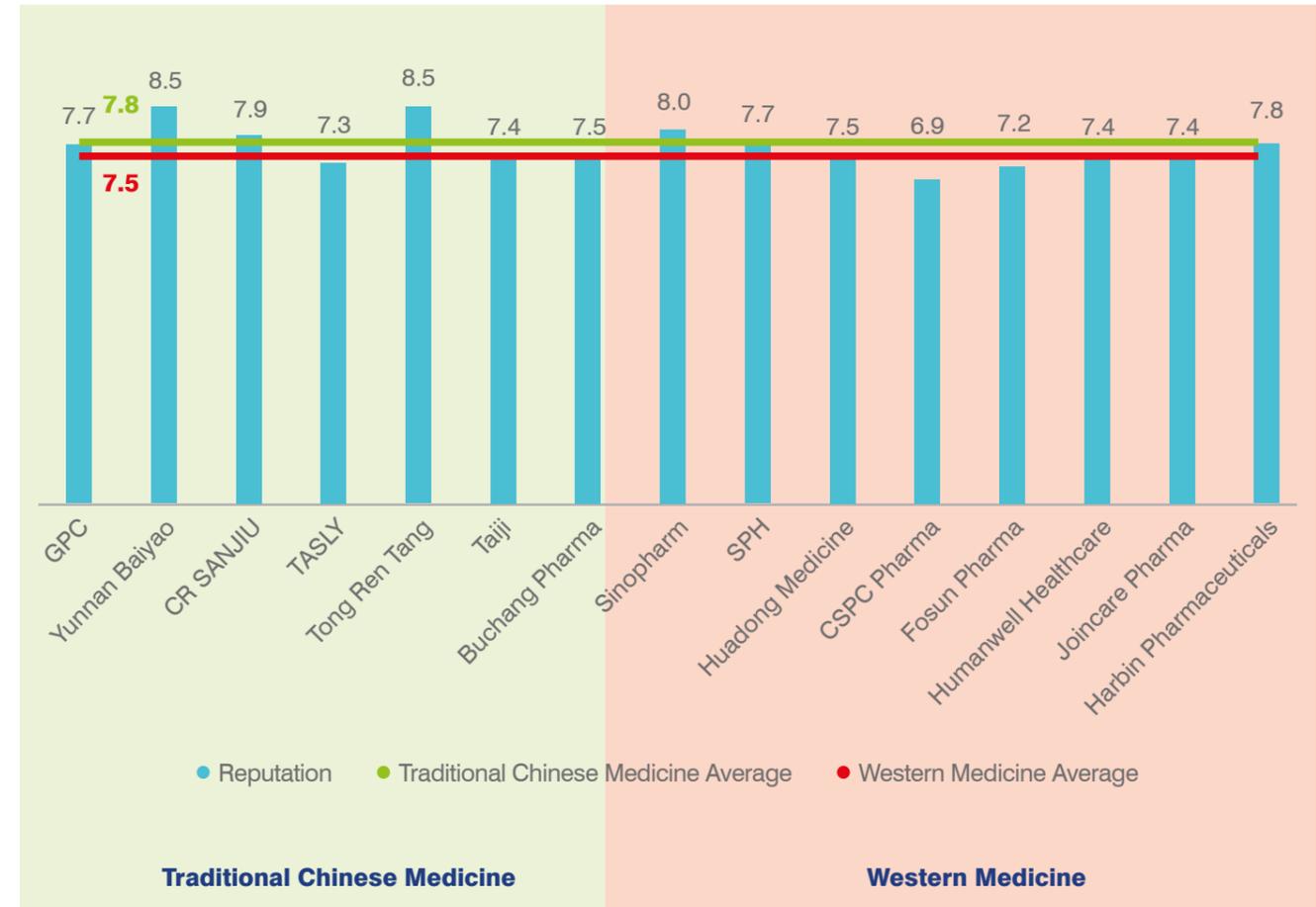
Reputation

GPC score 7.7. Brands within the GPC group including Chenliji and Wanglaoji have a long history and products from these brands including Banlangeng and xiaocaihu granules have played an important role in fighting the pandemic, therefore contributing to the strong reputation score.

The average score in the traditional Chinese medicine group is 7.8, which is higher than the Western medicine group at 7.5, demonstrating that generally traditional medicine has a higher reputation due to its history and culture accumulation.



Reputation



Sinopharm ranks top in the Western medicine group with a score of 8.0. Sinopharm owns over 1,100 subsidiaries as well as six listed companies and has built a nationwide logistic and distributing network for providing quality service to more than 230,000 corporate clients.

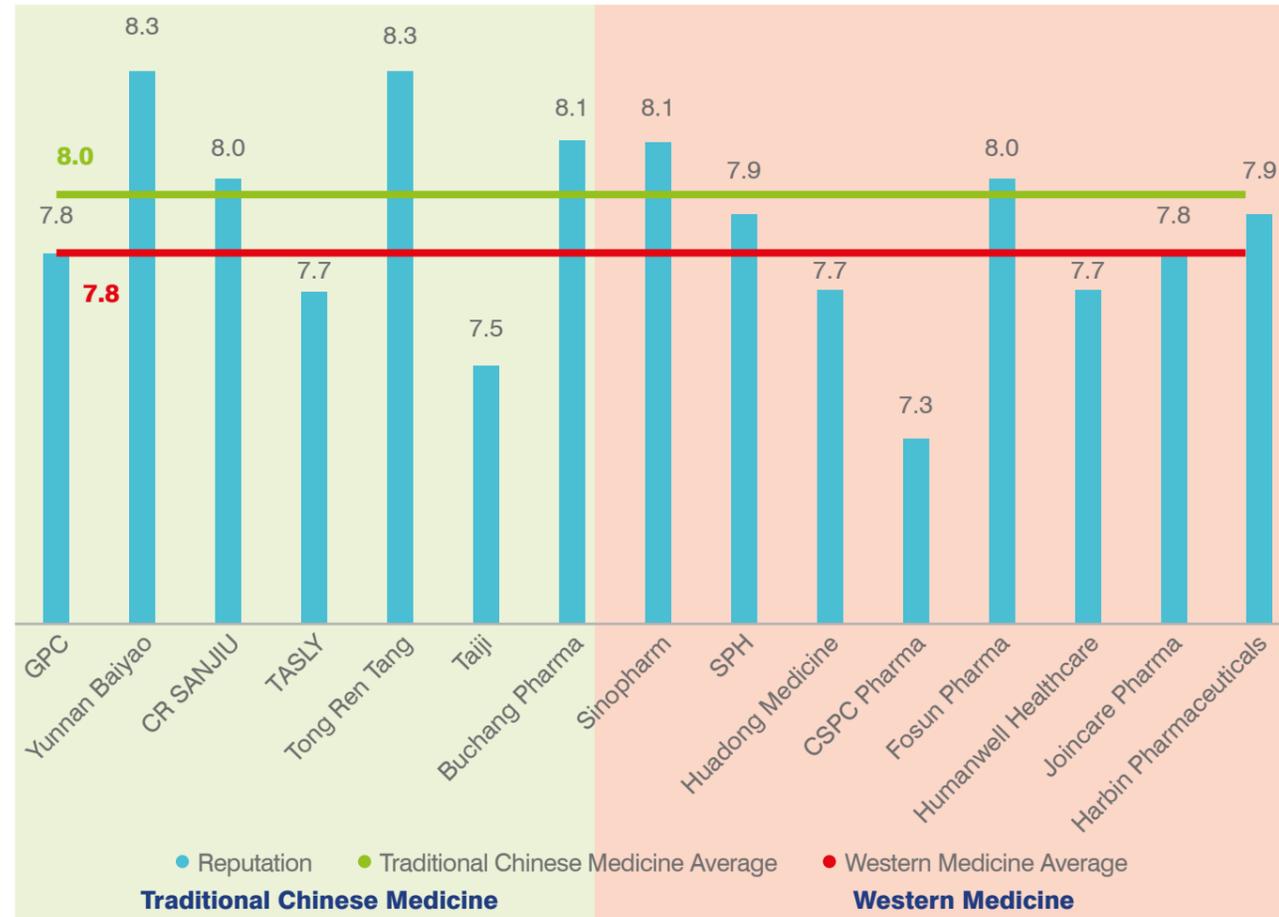
Recommendation

Yunnan Baiyao and Tong Ren Tang rank joint first with a score of 8.3 out of 10. GPC also boasts a high recommendation score of 7.8. Ten traditional Chinese medicines from the GPC group were selected for use in the diagnosis and treatment of COVID by the government, showcasing strong endorsement of GPC products.

Sinopharm and Fosun Pharma are the only two brands with a recommendation score higher than 8 out of 10 in the Western medicine group. Fosun Pharma has recently won a new partnership with BioNTech – German biotechnology company behind the globally known Pfizer–BioNTech Covid vaccine - and is commercialising its mRNA technology in producing vaccine products across China.

Buchang Pharma surprisingly performs best among the 18-34 age group with a score of 8.5 for recommendation. The company is focusing on the modernisation of traditional Chinese medicine, explaining its popularity among the younger age category.

Recommendation



Brand Spotlight.



Brand to watch: Guangzhou Pharmaceuticals Corporation.



Rank **1** Brand Value **\$1,456m**

1 Traditional Chinese Medicine

2 Chinese Pharma

Rank **5** Brand Strength

2021: **66.0 AA-**

GPC: a leader in CSR

There are several areas where Guangzhou Pharmaceuticals Corporation (GPC) excels and outshines its competitors, most notably in the CSR sphere.

According to Brand Finance's original market research conducted on the Chinese pharma industry, GPC achieved the highest score in regards to caring about the wider community, with 32% of respondents believing that the brand devoted its resources to the wider community. This positive response is spread evenly across the three age groups covered (18-34, 35-54, and 55-75) as well as across different cities covered, showcasing the positive results of GPC's strategy towards nationwide brand building.

Furthermore, GPC ranks first in the environment CSR metric. The brand has shown continued dedication in this area, carrying out free collection of expired medicines for 17 consecutive years. So far, GPC has collected more than 1,500 tons of expired medicines and was awarded a Guinness World Record for this impressive achievement.

Recently, GPC has helped the Guizhou province tackle poverty by inviting leading expert in China in the fight against COVID - Zhong Nanshan - to educate the people about the benefits of consuming cili products. GPC has developed a selection of products from CININJI, which have now become the core products across the cili industry - with the proposition of "health, poverty alleviation, driving consumption".

Internationalisation

In recent years, GPC has focused on accelerating the pace of internationalisation, through several initiatives including attending international conferences, Davos, Boao, and Fortune Global Forum - all strengthening the brand's position on the global stage and its relationships with fellow world-leading brands.

GPC has also actively participated in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area and has entered strategic partnerships with the University of Hong Kong, the University of Macau, and the Guangdong-Macao Chinese Medicine Industrial Park.

At the beginning of 2020, GPC unveiled its new international headquarters in Macao, its presence hoping to help contribute towards economic diversification across the region and bring more opportunities across Macao society.



Methodology.



Brand Strength.

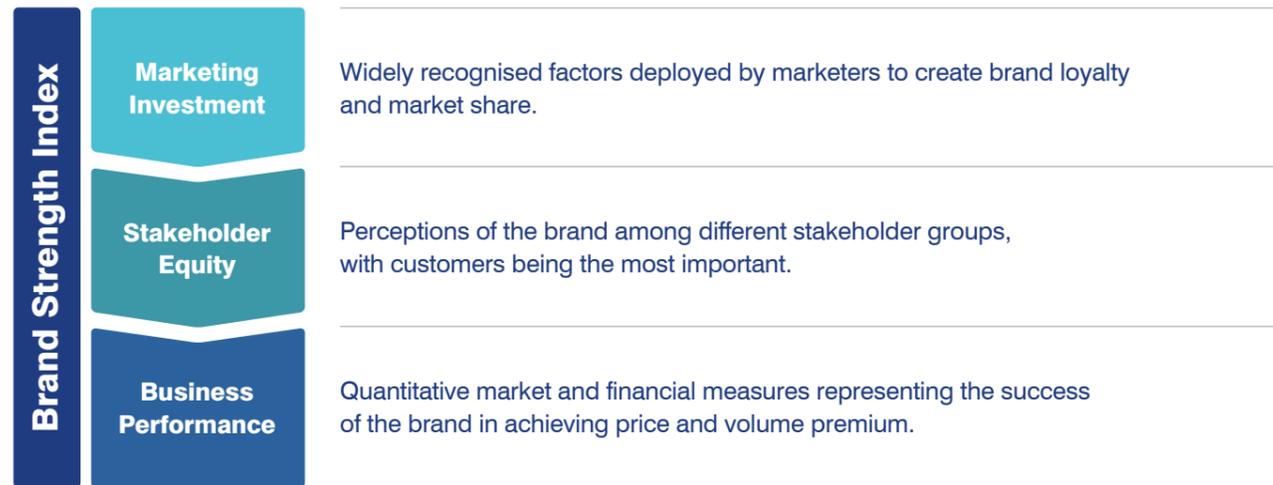
Brand Strength

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.



Marketing Investment

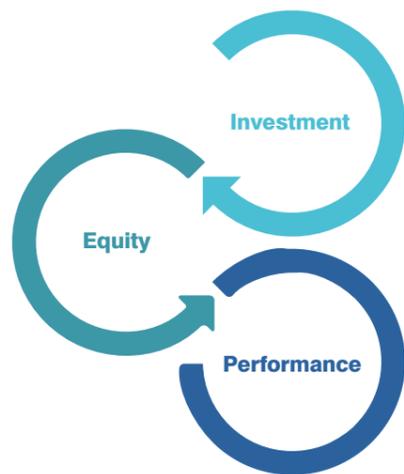
- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended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



Market Research Methodology.

Company screening

In order for the companies to be included in the both the Brand Finance Chinese Pharma ranking, and the original market research conducted by Brand Finance, they must have met all four of the below criteria:

1. The company must be a Chinese pharma brand
2. The company's revenue must be over US\$1.5 billion (in 2019)
3. The company must have a general customer-facing and retail-facing business brand
4. If the company has businesses in more than one product segment, then the pharma product segment must account for over 50% of total revenue

Market research

Fifteen companies passed the screening outlined above and were included in the market research for this report: CR SANJIU, Baiyunshan, Buchang Pharma, CSPC Pharma, Fosun Pharma, GPC, Harbin Pharmaceutical, Huadong Medicine, Humanwell Healthcare, Joicare Pharma, Sinopharm, SPH, Tajji, Tasly, Tong Ren Tang, and Yunnan Baoyao.

The total sample size was 1000, which was evenly divided into the 10 researched cities.

The survey was conducted face to face during April 2021.



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.



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



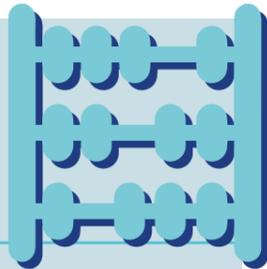
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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



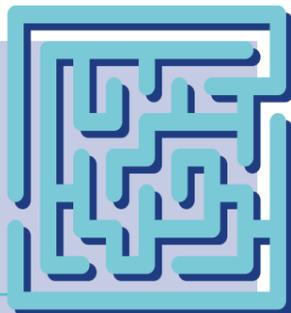
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

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?

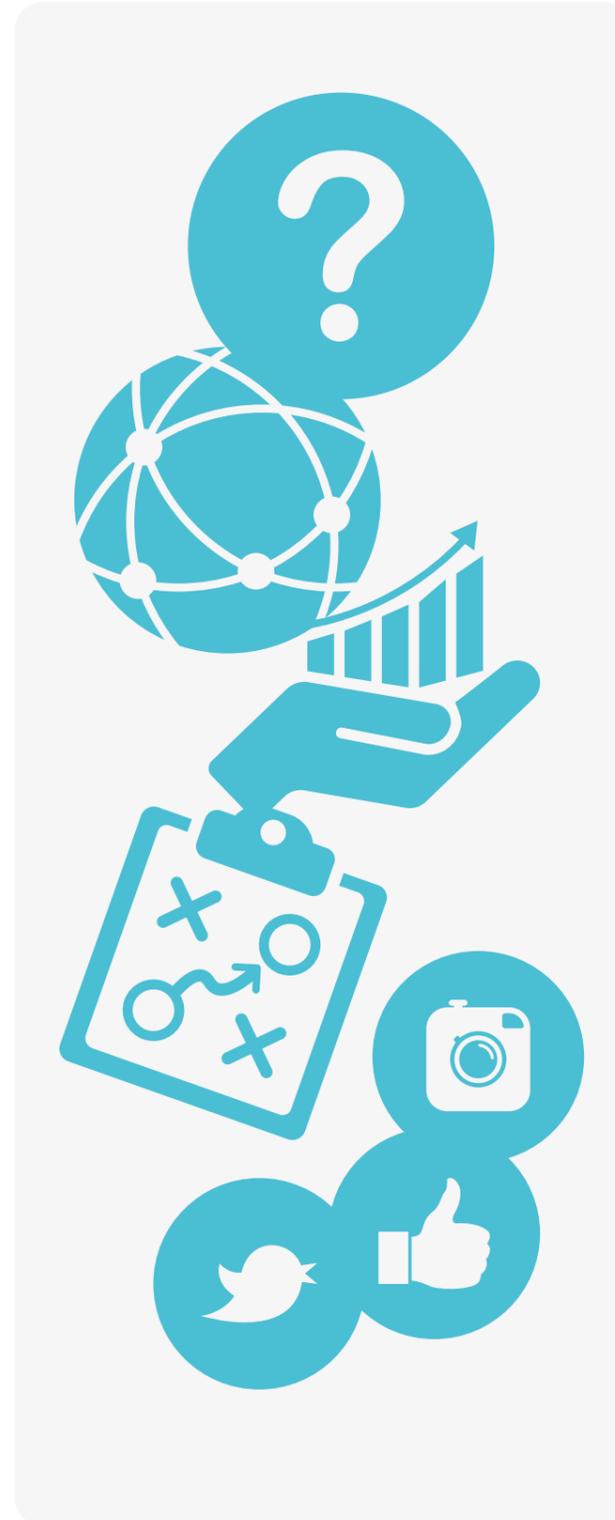
Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

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 15 CHINESE PHARMA BRAND



MOST VALUABLE CHINESE PHARMA BRAND



STRONGEST CHINESE PHARMA 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

- Brand & Communications Strategy
- Campaign Planning
- Communications Workshops
- Market Research & Insights
- Coverage Analysis
- Social Media Analytics



Public Relations & Communications

- Media Relations
- Press Trips & Events
- Strategic Partnerships
- Relationship Management
- Influencer Outreach
- Media Training
- Social Media Management



Marketing & Events

- Promotional Events
- Conference Management
- Sponsorship Management
- Native Advertising
- Print Advertising
- Shopper Marketing
- Trade Marketing



Content Creation

- Bespoke Publications
- Press Releases
- Blog Posts & Newsletters
- Marketing Collateral Design
- Photography & Videography
- Social Media Content



Strategic Communications

- 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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