



# Commercial Services

# 100 2021

The annual report on the most valuable and strongest commercial services brands  
May 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.



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

  
Brand Valuation Summary

  
Brand Strength Tracking

  
Royalty Rates

  
Cost of Capital Analysis

  
Customer Research Findings

  
Competitor Benchmarking

  
Benchmarking

  
Education

  
Communication

  
Understanding

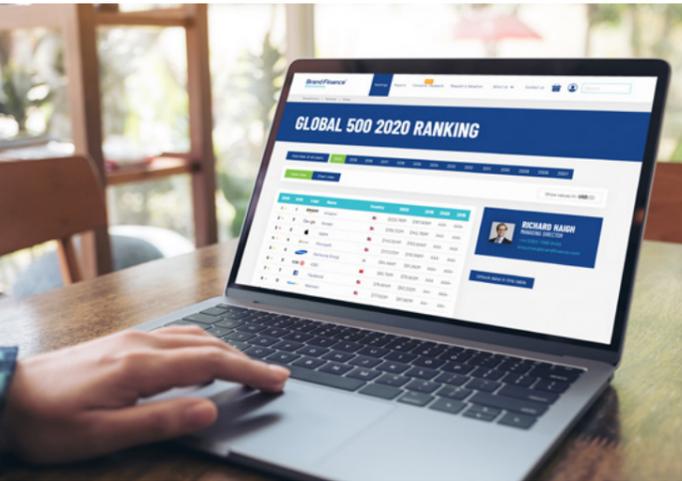
  
Insight

  
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# Brandirectory.com



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

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

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

## Brand Finance Group.



**Brand Finance**  
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 5<sup>th</sup> consecutive year** conducting the study

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



# Foreword.



**David Haigh**  
CEO, Brand Finance

25 years ago, on 1st April 1996, I launched Brand Finance to 'Bridge the Gap Between Marketing and Finance'. I thought that the gap between the silos would progressively disappear as finance people learned the importance of marketing for driving growth and marketing people learned the need for financial accountability.

Progress has been made but the gap is still there and we are now working hard through our publications, rankings, forums and the Brand Finance Institute training programmes to narrow the gap.

Over the last 25 years we have lived through four major recessions: 2001, when the dotcom bubble burst; 2009, when the Great Financial Crash washed over us; 2013, when the Euro caused a meltdown in Europe and in 2020, when the Covid Pandemic brought the world to a halt.

Brand Finance has been through many ups and downs but we have survived because we have always tried to lead our growing niche market. We claim to be the World's Leading Brand Valuation Consultancy. Over the last 25 years we have innovated continuously in our market place and we have transparently shared our innovations, knowledge and techniques to help grow the market, most obviously via ISO global standards on Brand Valuation and Brand Evaluation.

Throughout the last 25 years we have always invested heavily in training and professionalising our staff, in research to bring greater insight to our work and in high profile marketing and communications. We practice what we preach to clients.

There has never been greater recognition of brands as assets and the need to manage them for value. We are poised for significant growth as CEOs and Boards wake up to the need to manage brands better.

I started Brand Finance in the spare bedroom in Teddington. We now operate from the Brand Exchange building in the heart of the City of London and in 25 cities worldwide.

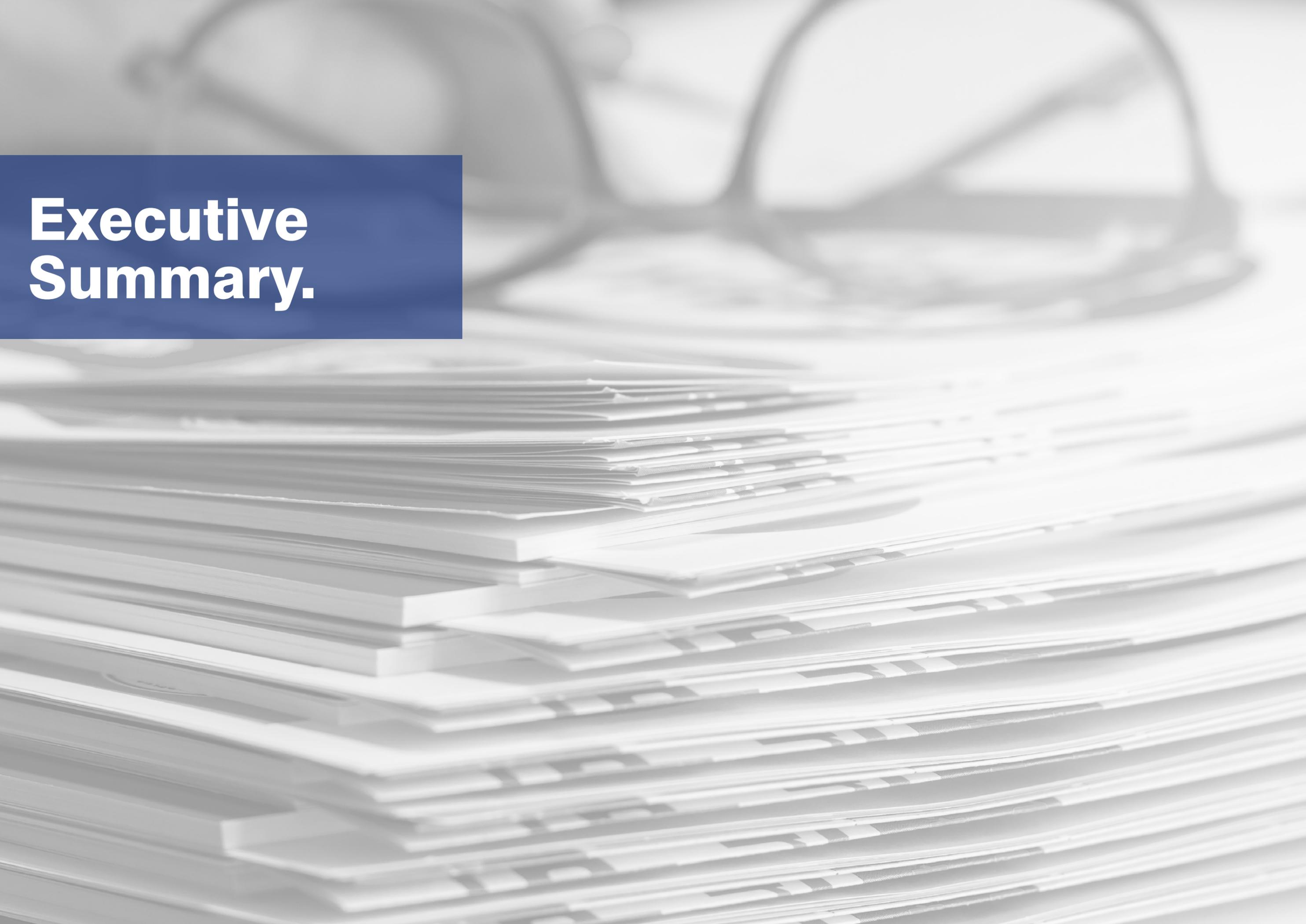
Over the last 25 years, many famous brands have disappeared or declined. Many new brands have emerged. Sectors have risen and fallen. Oil and gas brands are in decline while data- and technology-driven brands are booming. America and Europe are losing out to China and Asia.

But while there may be volatility, brands have never been more important for Nations, Companies, Products and Services. With a nudge from Brand Finance even Football teams and the Monarchy now recognise that they have valuable brands.

I hope the next 25 years will be as interesting and fun as the last. I would like to thank all the clients, staff and partners who have helped Brand Finance over the last 25 years.

# Deloitte Dominates as World's Most Valuable & Strongest Commercial Services Brand.

- + World's top commercial services brands lose brand value as they grapple with COVID-19 turmoil
- + **Deloitte** remains world's most valuable and strongest commercial services brand with brand value of US\$26.7 billion and elite AAA+ brand strength rating
- + **Visa** overtakes **American Express** and **Accenture** to claim 2<sup>nd</sup> spot, brand value US\$26.5 billion
- + **Willis Towers Watson** tops business support sub sector, brand value US\$2.6 billion
- + Demand for its products propels **S&P Global** to 27% brand value increase



# Executive Summary.

# Executive Summary.



The world's top commercial services brands have been grappling with the fallout from the COVID-19 pandemic, with brand values suffering. COVID-19 has restricted and delayed the capacity of commercial services businesses to monetise their brands and global lockdowns have delayed the implementation - and so deferred the revenue - of many projects, while some clients have restricted spending altogether.

The past year's disruption only partly explains the extensive brand value declines, however. The huge debts incurred by governments over the last year, and the continuing impact of COVID-19 in many parts of the world, cast a shadow over the global economy. In such an uncertain trading environment, a question mark remains over the ability of commercial services businesses to commercially leverage their brands.

## Deloitte dominates

**Deloitte** is the world's most valuable commercial services brand with a brand value of US\$26.7 billion. Although it has held onto pole position, Deloitte's performance reflects the declines seen across the commercial services sector, with 18% of brand value lost. The story is similar for the rest of the big 4: **PwC** (down 10% to US\$22.2 billion) **EY** (down 14% to US\$20.3 billion) and **KPMG** (down 18% to US\$12.2 billion). A greater proportion of Deloitte's revenue is derived from consulting as opposed to audit and assurance, which has left Deloitte more exposed to the impact of COVID-19 relative to the other big 4.

**Despite grappling with a challenging year, Deloitte continues to showcase its dominance in the sector claiming the titles of both the world's most valuable and strongest commercial services brand. The combination of Deloitte's focus on putting people first, paired with over 175 years of experience, makes for a truly resilient and world leading brand.**

**Parul Soni**  
Associate, Brand Finance

## Top 10 Most Valuable Brands

<b>Deloitte.</b>	1 ← 1		2021: \$26,662m 2020: \$32,471m	-17.9%
<b>VISA</b>	2 ↑ 3		2021: \$26,508m 2020: \$26,856m	-1.3%
<b>accenture</b>	3 ↑ 4		2021: \$26,028m 2020: \$25,294m	+2.9%
<b>AMERICAN EXPRESS</b>	4 ↓ 2		2021: \$23,559m 2020: \$29,161m	-19.2%
<b>pwc</b>	5 ← 5		2021: \$22,232m 2020: \$24,808m	-10.4%
<b>EY</b>	6 ← 6		2021: \$20,287m 2020: \$23,705m	-14.4%
	7 ← 7		2021: \$19,117m 2020: \$19,838m	-3.6%
<b>PayPal</b>	8 ← 8		2021: \$16,402m 2020: \$15,798m	+3.8%
<b>KPMG</b>	9 ← 9		2021: \$12,188m 2020: \$14,772m	-17.5%
<b>S&amp;P Global</b>	10 ← 10		2021: \$8,685m 2020: \$6,822m	+27.3%

## Top 10 Strongest Brands

<b>Deloitte.</b>	1 ← 1		2021: 91.0 2020: 91.4	AAA+ AAA+	-0.4
<b>EY</b>	2 ↑ 4		2021: 89.6 2020: 89.3	AAA+ AAA	+0.3
<b>PayPal</b>	3 ← 3		2021: 89.3 2020: 89.7	AAA AAA+	-0.4
<b>pwc</b>	4 ↓ 2		2021: 89.2 2020: 89.8	AAA AAA+	-0.6
<b>McKinsey &amp; Company</b>	5 ← 5		2021: 88.6 2020: 88.9	AAA AAA	-0.3
<b>VISA</b>	6 ← 6		2021: 86.6 2020: 88.2	AAA AAA	-1.6
<b>accenture</b>	7 ← 7		2021: 85.6 2020: 84.0	AAA AAA-	+1.6
<b>KPMG</b>	8 ↑ 9		2021: 83.1 2020: 82.6	AAA- AAA-	+0.5
	9 ↓ 8		2021: 82.3 2020: 83.0	AAA- AAA-	-0.7
<b>S&amp;P Global</b>	10 ↑ 11		2021: 81.9 2020: 81.4	AAA- AAA-	+0.5

**Top 10 Most Valuable Professional Services Brands**

<b>Deloitte.</b>	1 ← 1		2021: \$26,662m 2020: \$32,471m	-17.9%
<b>accenture</b>	2 ← 2		2021: \$26,028m 2020: \$25,294m	+2.9%
<b>pwc</b>	3 ← 3		2021: \$22,232m 2020: \$24,808m	-10.4%
<b>EY</b>	4 ← 4		2021: \$20,287m 2020: \$23,705m	-14.4%
<b>KPMG</b>	5 ← 5		2021: \$12,188m 2020: \$14,772m	-17.5%
<b>McKinsey &amp; Company</b>	6 ↑ 7		2021: \$5,158m 2020: \$5,715m	-9.7%
<b>ADP</b>	7 ↓ 6		2021: \$5,038m 2020: \$6,451m	-21.9%
<b>Sysco</b>	8 ← 8		2021: \$5,013m 2020: \$5,699m	-12.0%
<b>sodexo</b>	9 ← 9		2021: \$4,273m 2020: \$4,385m	-2.6%
<b>BDO</b>	10 ← 10		2021: \$4,124m 2020: \$4,085m	+1.0%

Among the top professional services brands, **Accenture** has bucked the trend, managing to increase brand value by 3% to US\$26.0 billion. Accenture's focus on technology consulting has meant that the pandemic has been a help as much as a hinderance - lockdowns and social distancing requirements have accelerated the imperative to transition to digital solutions for organisations of all kinds, leading to an increase in revenues over 2020.

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, customer familiarity, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to these criteria, Deloitte is also the world's strongest commercial services brand, with a Brand Strength Index (BSI) score of 91.0 out of 100 and a corresponding elite AAA+ brand strength rating.

Deloitte is closely followed by EY, with a BSI score of 89.6 out of 100 and also achieving the elite AAA+ brand strength rating. EY has committed to positioning itself as the most distinctive global professional services brand and has undertaken a series of activities to do so. An example is the launch of EY Ripples, a programme to positively impact one billion lives by 2030 by mobilising the EY network to unite in working towards the UN Sustainable Development Goals.

**Business support - Willis Towers Watson tops sub sector**

In the business support sub-segment, **Willis Towers Watson** is the most valuable, with a value of US\$2.6 billion. Here too, value is down, the brand has lost US\$441 million in the last year. Cintas, which specialises in cleaning equipment and associated services might have been expected to perform more strongly given the need to make workplaces COVID-safe, but the shuttering of offices has seen it lose 12% of value to US\$2.5 billion. The picture may be more positive for Cintas going forward however, as increase concern over health and hygiene, combined with a gradual return to office working leads to a recovery, or even elevation of demand.

**Top 10 Most Valuable Business Support Brands**

<b>Willis Towers Watson</b>	1 ← 1		2021: \$2,580m 2020: \$3,021m	-14.6%
<b>CINTAS</b>	2 ← 2		2021: \$2,463m 2020: \$2,784m	-11.5%
<b>nielsen</b>	3 ← 3		2021: \$2,110m 2020: \$2,417m	-12.7%
<b>ISS</b>	4 ← 4		2021: \$1,679m 2020: \$1,728m	-2.8%
<b>LexisNexis</b>	5 NEW		2021: \$1,675m 2020: \$1,623m	+3.2%
<b>IRON MOUNTAIN</b>	6 ↓ 5		2021: \$1,418m 2020: \$1,591m	+10.9%
<b>Gartner</b>	7 NEW		2021: \$1,308m 2020: \$1,303m	+0.4%
<b>Verisk</b>	8 ↓ 6		2021: \$1,248m 2020: \$1,349m	-7.5%
<b>EA</b>	9 ↓ 7		2021: \$1,184m 2020: \$1,310m	-9.6%
<b>ELSEVIER</b>	10 NEW		2021: \$1,177m 2020: \$1,275m	-7.7%



### Human resources take hit

The top three human resources brands have all seen significant brand value declines this year, thanks to a suffering job market, hiring freezes, and reduced demand for new hires in general. **Randstad**, the most valuable in the sub-sector, is down 8% to US\$3.3 billion, **Adecco** is down 13% to US\$3.1 billion while **ManpowerGroup** has fallen 28% to US\$1.8 billion.

### Engineering & construction services – mixed fortunes for brands

**United Rentals** is the most valuable in the sub-sector, despite recording a 25% brand value decline to US\$2.1 billion. Fleet productivity took a hit last year, largely as a result of lower rental volumes.

In contrast, **Jacobs Engineering** (brand value US\$1.9 billion), **WSP Global** (brand value US\$563 million) and **Arcadis** (brand value US\$459 million) have all recorded healthy brand value increases, up 15%, 9% and 28%, respectively. Arcadis was quick to implement cost cutting measures, including announcing a 30% reduction in the amount of office space the company leases.



#### Top 10 Most Valuable Human Resources Brands

	<b>1</b> ← 1		2021: \$3,348m 2020: \$3,649m	-8.2%
	<b>2</b> ← 2		2021: \$3,142m 2020: \$3,631m	-13.5%
	<b>3</b> ← 3		2021: \$1,770m 2020: \$2,473m	-28.4%
	<b>4</b> NEW		2021: \$1,675m 2020: \$1,376m	+21.8%
	<b>5</b> NEW		2021: \$1,185m 2020: –	–
	<b>6</b> ↓ 4		2021: \$1,123m 2020: \$1,374m	-18.2%
	<b>7</b> NEW		2021: \$970m 2020: –	–
	<b>8</b> NEW		2021: \$930m 2020: \$1,070m	-13.1%
	<b>9</b> NEW		2021: \$648m 2020: –	–
	<b>10</b> NEW		2021: \$527m 2020: \$635m	-17.0%

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#### Top 10 Most Valuable Engineering & Construction Services Brands

	<b>1</b>		2021: \$2,136m 2020: \$2,833m	-24.6%
	<b>2</b>		2021: \$1,947m 2020: \$1,691m	+15.2%
	<b>3</b>		2021: \$1,528m 2020: \$1,888m	-19.1%
	<b>4</b>		2021: \$1,279m 2020: \$1,374m	-6.9%
	<b>5</b>		2021: \$1,133m 2020: \$1,645m	-31.2%
	<b>6</b>		2021: \$935m 2020: \$1,071m	-12.7%
	<b>7</b>		2021: \$600m 2020: \$832m	-27.8%
	<b>8</b>		2021: \$563m 2020: \$515m	+9.4%
	<b>9</b>		2021: \$459m 2020: \$358m	+28.2%
	<b>10</b>		2021: \$411m 2020: –	NEW

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### Credit agency – Experian tops sub ranking

**Experian** tops the credit agencies sub-sector ranking with a brand value of US\$1.8 billion. Recording a 13% loss in brand value this year, Experian suffered a major breach of customer information last year, which affected an estimated 800,000 businesses and 24 million South Africans.

Making up the podium in the sub sector are **TransUnion** (down 12% to US\$1.5 billion) and **Equifax** (up 2% to US\$1.4 billion). 2020 marked a record year for Equifax, which saw the brand deliver its 4<sup>th</sup> consecutive year of double-digit growth, largely thanks to strong performances in Workforce Solutions and U.S. Information Services.

#### Top 3 Most Valuable Credit Agency Brands

	<b>1</b> ← 1		2021: \$1,828m 2020: \$2,103m	-13.0%
	<b>2</b> ← 2		2021: \$1,471m 2020: \$1,670m	-11.9%
	<b>3</b> ← 3		2021: \$1,398m 2020: \$1,373m	+1.8%

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**Top 5 Most Valuable Payment Services Brands**



**Payments – Visa overtakes American Express**

Visa is the second most valuable brand in the whole Commercial Services industry after Deloitte, with a brand value of US\$26.5 billion. Rival Mastercard's value is US\$19.1 billion. The brand values of both have held up reasonably robustly, despite the pandemic, with only slight declines of 1% and 4%, respectively.

The same cannot be said for American Express, with its brand value falling by 19% to \$23.5 billion. Approximately 25% of revenues are derived from partnerships with hotels and airlines, leaving Amex much more exposed to the effects of the pandemic. Amex has also reduced merchant fees to increase acceptance, hitting revenue growth versus Mastercard and Visa.

In addition to suffering COVID-related revenue declines, Amex's BSI score has also fallen significantly from 81 to 76 out of 100, which is primarily the result of reduced spend on Capex and research and development. Though perhaps a necessary measure in strained times, this reduction in investment is likely to limit the future potential of the brand, hence Brand Finance's more pessimistic assessment of its strength.

While the restrictions on travel and physical retail have hit American Express, the reverse is true for Paypal (up 4% to US\$16.4 billion). As spend has migrated online, new consumers have become more familiar with and willing to consider Paypal as a payments solution, while existing users have concentrated their spend via the brand. This has driven total payment volume close to one trillion dollars for in the 2020 financial year, with revenues topping US\$21 billion.

**Financial & investment information services – S&P gains 27%**

Moody's (brand value US\$2.6 billion) and Bloomberg (brand value US\$4.5 billion) have both seen the value of their brands fall by 2% and 10% respectively.

However, the leading brand in the information services sub-sector, S&P Global, has actually prospered during 2020 and is one of the fastest growing brands, up 27% to US\$8.7 billion. Significant demand for the brand's products – namely its benchmarks, data, ratings, and research – as investors and companies globally sought to negotiate and understand the markets better amid the pandemic turmoil, has resulted in very solid financial results.

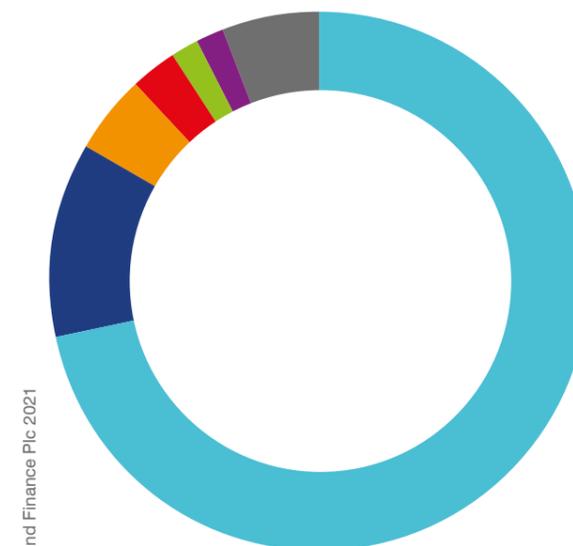
**Top 5 Most Valuable Financial & Investment Information Services Brands**



**Brand Value Change 2020-2021 (%)**



**Brand Value by Country**



Country	Brand Value (USD bn)	% of total	Number of Brands
United States	242.3	71.6%	51
United Kingdom	40.0	11.8%	15
Netherlands	16.0	4.7%	3
France	9.0	2.7%	6
Japan	6.1	1.8%	6
Switzerland	5.1	1.5%	3
Other	19.7	5.8%	16
<b>Total</b>	<b>338.3</b>	<b>100.0%</b>	<b>100</b>

# 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

	<b>1=</b> <b>Cosmetics</b>	<b>7.6</b> <sub>/10</sub>
	<b>1=</b> <b>Food</b>	<b>7.6</b> <sub>/10</sub>
	<b>3</b> <b>Appliances</b>	<b>7.5</b> <sub>/10</sub>
	<b>4=</b> <b>Hotels</b>	<b>7.4</b> <sub>/10</sub>
	<b>4=</b> <b>Retail</b>	<b>7.4</b> <sub>/10</sub>
	<b>6=</b> <b>Apparel</b>	<b>7.3</b> <sub>/10</sub>
	<b>6=</b> <b>Beers</b>	<b>7.3</b> <sub>/10</sub>
	<b>8=</b> <b>Supermarkets</b>	<b>7.2</b> <sub>/10</sub>
	<b>8=</b> <b>Pharma</b>	<b>7.2</b> <sub>/10</sub>
	<b>8=</b> <b>Oil &amp; Gas</b>	<b>7.2</b> <sub>/10</sub>

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

## 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 trading 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 Finance Commercial Services 100 (USD m).

## Top 100 most valuable commercial services brands 1-50

2021 Rank	2020 Rank	Brand	Country	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	← Deloitte	United States	\$26,662	-17.9%	\$32,471	AAA+	AAA+
2	3	↑ VISA	United States	\$26,508	-1.3%	\$26,856	AAA	AAA
3	4	↑ accenture	United States	\$26,028	+2.9%	\$25,294	AAA	AAA-
4	2	↓ American Express	United States	\$23,559	-19.2%	\$29,161	AA+	AAA-
5	5	← PWC	United States	\$22,232	-10.4%	\$24,808	AAA	AAA+
6	6	← EY	United Kingdom	\$20,287	-14.4%	\$23,705	AAA+	AAA
7	7	← Mastercard	United States	\$19,117	-3.6%	\$19,838	AAA-	AAA-
8	8	← PayPal	United States	\$16,402	+3.8%	\$15,798	AAA	AAA+
9	9	← KPMG	Netherlands	\$12,188	-17.5%	\$14,772	AAA-	AAA-
10	10	← S&P Global	United States	\$8,685	+27.3%	\$6,822	AAA-	AAA-
11	12	↑ McKinsey	United States	█	█	█	█	█
12	11	↓ ADP	United States	█	█	█	█	█
13	13	← Sysco	United States	█	█	█	█	█
14	14	← Bloomberg	United States	█	█	█	█	█
15	15	← Sodexo	France	█	█	█	█	█
16	16	← BDO Global	Belgium	█	█	█	█	█
17	-	New MSCI	United States	█	█	█	█	█
18	-	New FTSE Russell	United Kingdom	█	█	█	█	█
19	19	← BCG	United States	█	█	█	█	█
20	17	↓ randstad	Netherlands	█	█	█	█	█
21	18	↓ Adecco	Switzerland	█	█	█	█	█
22	20	↓ Compass Group	United Kingdom	█	█	█	█	█
23	23	← Ball	United States	█	█	█	█	█
24	21	↓ Willis Towers Watson	United Kingdom	█	█	█	█	█
25	27	↑ Moody's	United States	█	█	█	█	█
26	22	↓ aramark	United States	█	█	█	█	█
27	25	↓ Cintas	United States	█	█	█	█	█
28	30	↑ New Oriental	China	█	█	█	█	█
29	31	↑ Securitas	Sweden	█	█	█	█	█
30	24	↓ United Rentals	United States	█	█	█	█	█
31	29	↓ nielsen	United States	█	█	█	█	█
32	32	← Bain & Company	United States	█	█	█	█	█
33	34	↑ SECOM	Japan	█	█	█	█	█
34	-	New Jacobs Engineering	United States	█	█	█	█	█
35	33	↓ experian	Ireland	█	█	█	█	█
36	28	↓ ManpowerGroup	United States	█	█	█	█	█
37	35	↓ IHS Markit	United Kingdom	█	█	█	█	█
38	37	↓ ISS	Denmark	█	█	█	█	█
39	-	New Recruit	Japan	█	█	█	█	█
40	-	New LexisNexis	United Kingdom	█	█	█	█	█
41	36	↓ Sunbelt Rentals	United States	█	█	█	█	█
42	39	↓ TransUnion	United States	█	█	█	█	█
43	44	↑ ADT	United States	█	█	█	█	█
44	42	↓ Iron Mountain	United States	█	█	█	█	█
45	47	↑ Equifax	United States	█	█	█	█	█
46	40	↓ Bureau Veritas	France	█	█	█	█	█
47	38	↓ SGS	Switzerland	█	█	█	█	█
48	-	New Gartner	United States	█	█	█	█	█
49	46	↓ Quanta Services	United States	█	█	█	█	█
50	41	↓ Worldpay	United States	█	█	█	█	█

## Top 100 most valuable commercial services brands 51-100

2021 Rank	2020 Rank	Brand	Country	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
51	48	↓ Verisk	United States	█	█	█	█	█
52	-	New Mercer	United States	█	█	█	█	█
53	50	↓ Eternal Asia	China	█	█	█	█	█
54	-	New Elsevier	United Kingdom	█	█	█	█	█
55	-	New Aecom Technology	United States	█	█	█	█	█
56	45	↓ Paychex	United States	█	█	█	█	█
57	-	New Elixia	France	█	█	█	█	█
58	-	New Amcor	Australia	█	█	█	█	█
59	-	New Alliance Data	United States	█	█	█	█	█
60	-	New G4S	United Kingdom	█	█	█	█	█
61	-	New Robert Half	United States	█	█	█	█	█
62	-	New Rentokil	United Kingdom	█	█	█	█	█
63	-	New Babcock	United Kingdom	█	█	█	█	█
64	-	New Glassdoor	Japan	█	█	█	█	█
65	-	New Intertek	United Kingdom	█	█	█	█	█
66	-	New Edenred	France	█	█	█	█	█
67	-	New Genpact	United States	█	█	█	█	█
68	-	New BRINKS	United States	█	█	█	█	█
69	-	New Elis	France	█	█	█	█	█
70	-	New Fleetcor Technologies	United States	█	█	█	█	█
71	-	New Computershare	Australia	█	█	█	█	█
72	-	New Arvato	Germany	█	█	█	█	█
73	-	New Bright Horizons	United States	█	█	█	█	█
74	-	New Qontigo	Switzerland	█	█	█	█	█
75	-	New PERSOL HOLDINGS	Japan	█	█	█	█	█
76	-	New Gems Education	UAE	█	█	█	█	█
77	49	↓ Capita	United Kingdom	█	█	█	█	█
78	-	New Worley	Australia	█	█	█	█	█
79	-	New Oliver Wyman	United States	█	█	█	█	█
80	-	New Wsp Global	Canada	█	█	█	█	█
81	-	New RR Donnelley	United States	█	█	█	█	█
82	-	New FTI Consulting	United States	█	█	█	█	█
83	-	New Prosegur	Spain	█	█	█	█	█
84	-	New Bidfood Group	South Africa	█	█	█	█	█
85	-	New Hays	United Kingdom	█	█	█	█	█
86	-	New Huhtamaki	Finland	█	█	█	█	█
87	-	New AA	United Kingdom	█	█	█	█	█
88	-	New Benesse	Japan	█	█	█	█	█
89	-	New AMN Healthcare	United States	█	█	█	█	█
90	-	New Mazars	France	█	█	█	█	█
91	-	New Serco	United Kingdom	█	█	█	█	█
92	-	New Arcadis	Netherlands	█	█	█	█	█
93	-	New Terminix	United States	█	█	█	█	█
94	-	New Loomis	Sweden	█	█	█	█	█
95	-	New DeVry University	United States	█	█	█	█	█
96	-	New Korn Ferry	United States	█	█	█	█	█
97	-	New CAF	United States	█	█	█	█	█
98	-	New TechnoPro Holdings Inc	Japan	█	█	█	█	█
99	-	New Paylocity	United States	█	█	█	█	█
100	-	New Kelly Services	United States	█	█	█	█	█

# Brand Spotlight.





Deloitte has held the title for the most valuable and strongest commercial services brand in the world for a third year running with a brand value of US\$26.7 billion and a AAA+ rated brand. The brand has also once again been ranked amongst the world's strongest brands at rank 6<sup>th</sup>. Despite an uncertain and tumultuous year for the industry, Deloitte has seen positive financial growth.

Deloitte's multidisciplinary business model has allowed it to continue to grow despite the challenges faced by the industry. The brand has swiftly adapted its services, catering to the changing needs of its clients in the new environment we find ourselves in, by focusing on transformation, cyber, digital and cloud, whilst continuing to deliver the full breadth of Deloitte's services. While the uncertainties at the beginning of the crisis led to many clients tightening their purse strings, the new phase we are entering should bring a renewed demand for consultants and advisors to help navigate the future. Deloitte's offering is well placed to address that changing need.

It has been a successful year for Deloitte's leadership as well, with Punit Renjen, Global CEO, ranked 12<sup>th</sup> amongst global CEOs in our latest Global Brand Guardianship ranking. Punit has led Deloitte through a difficult year, prioritising the brand's biggest asset, its people who have helped the Deloitte brand retain its global excellence.

## Deloitte.

Rank	Brand Value
<b>1</b>	2021: <b>\$26,662m</b> 2020: <b>\$32,471m</b>

Rank	Brand Strength
<b>1</b>	2021: <b>91.0</b> 2020: <b>91.4</b>



**MOST VALUABLE  
COMMERCIAL  
SERVICES BRAND**

# Interview with Punit Renjen.



**Punit Renjen**  
Global CEO,  
Deloitte

### What role does technology play in helping Deloitte build its brand with your key stakeholders, especially in the wake of the COVID-19 pandemic?

Technology has played a huge role. The pandemic makes it challenging to connect to Deloitte clients and our people as we normally would – in person. To overcome this challenge, we leveraged our digital channels - such as Deloitte.com – to maintain and foster those connections as well as complement our sales and marketing efforts on the issues that are critical to our global business strategy. For example, we recently created a digital hub that brings together in one place all the information on Deloitte capabilities, services, and thought leadership on how business can respond to COVID's impact.

But despite a robust digital presence, it can't make up for the lost opportunities to connect on a human level. So, we've doubled-down on social media – primarily Instagram, Twitter and LinkedIn – to tell the stories of how we live our purpose to make an impact that matters for clients and in our communities. And like nearly every organisation, we've leveraged Zoom to stay connected to our people. Technology is amazing but it's the commitment of our people to stay close to our clients and one another that matters most.

### In June 2020, you shared with us that rebuilding trust would be central to rebuilding brands during this crisis. Please share your experiences with us.

The 2021 Edelman Trust Barometer found that across the four pillars of civil society – business, government, NGOs and media – trust has declined driven by a year of unprecedented disaster and turbulence: the COVID-19 pandemic and its mismanagement, the economic crisis, global outcry over systemic racism and political instability. The result has been a 'failing trust ecosystem'. In a reversal from previous years, business has become the most trusted of the four pillars and has been handed a mandate by the mass public to rebuild trust and chart a new path forward. Addressing these challenges – rebuilding the world's economy, our health and safety, climate, and human relationships – requires a renewed commitment to trust. Trust is the foundation for stakeholder capitalism.

To engender trust within Deloitte during the pandemic, our leaders committed to being open and transparent as decisions were made that impacted our professionals, our organization and clients.

We approached these decisions with a commitment to:

- + Ensuring Deloitte's long-term success and stability
- + Using a people-focused lens in our decision-making
- + Maintaining outstanding service to clients, emphasizing quality
- + And, continuing to transform our organization to create a "better normal"

We had to make some tough decisions, but through it all we explained how the organization was being led through this crisis and how these actions fit in to that plan. We made sure to lead with empathy and honesty and open and candid dialogue between our leaders and our people.

### Are there any initiatives you are most proud of that have arisen at Deloitte as a result of the pandemic?

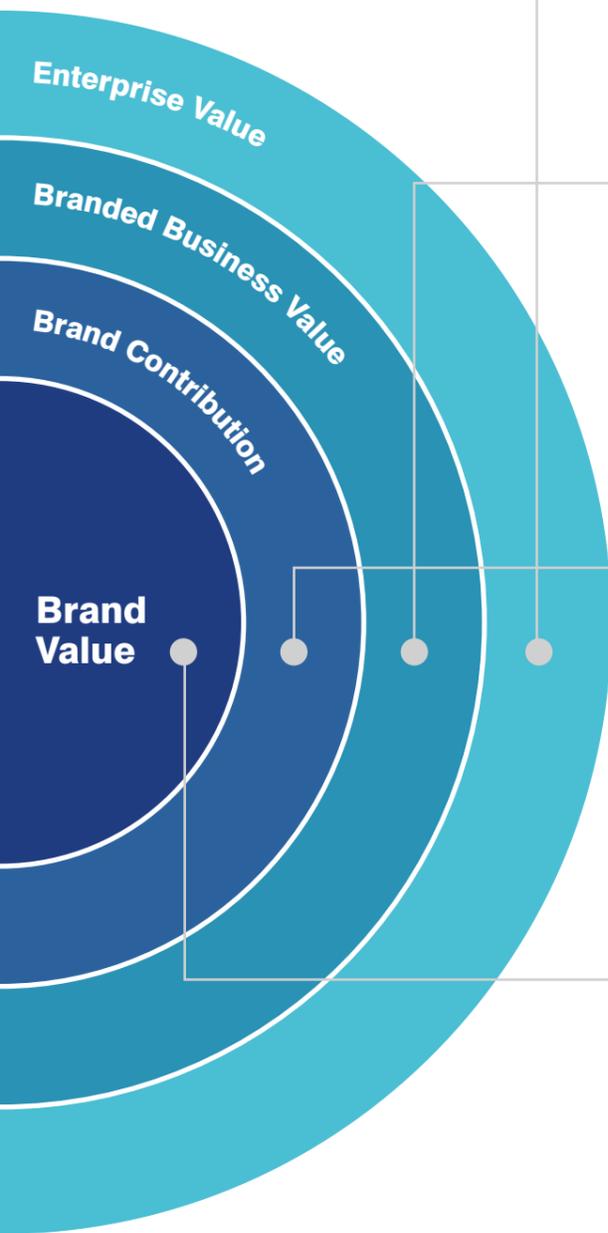
I am most proud of how our people helped Deloitte clients, communities and each other and how they embraced our purpose in responding to the pandemic. From creating apps to connect first-line responders, to 3D-printing medical supplies, to purchasing ventilation tools and equipment, to grocery delivery, our professionals have been inspired to apply their expertise to solving problems experienced by their communities. With more than 1.5 billion learners affected by lockdowns and school closures, Deloitte has increased our financial, pro bono, and volunteer support to educational organizations through WorldClass, helping them shift to virtual programming and new learning technologies. And recognizing the tremendous human cost of the pandemic and the impact to people's mental health, we developed new tools to support our people's mental and physical well-being including a mental health baseline for every country where we operate, well-being check-ins for leaders and their teams, and a mental health podcast series to encourage people to have candid conversations about mental health issues.

Deloitte has existed for more than 175 years. Our resilience is rooted in our ability to respond, adapt and evolve as the world has evolved. Our brand is a symbol of that resilience and the connections we have forged that demonstrate the impact we make.

# Methodology.



# Definitions.



## Brand Value

**vantiv.**

[Vantiv]

### + 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'.

**worldpay from FIS**

[WorldPay]

### + 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.

**worldpay from FIS**

[WorldPay]

### + 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.

**worldpay from FIS**

[WorldPay]

### + Brand Value

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

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

# Brand Valuation Methodology.

## Definition of Brand

Brand is defined as a marketing-related intangible asset including, but not limited to, names, terms, signs, symbols, logos, and designs, intended to identify goods, services, or entities, creating distinctive images and associations in the minds of stakeholders, thereby generating economic benefits.

## Brand Value

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

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

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

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

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

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

### Disclaimer

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



## 1 Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)



## 2 Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: "Inputs" which are activities supporting the future strength of the brand; "Equity" which are real current perceptions sourced from our market research and other data partners; "Output" which are brand-related performance measures such as market share.

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 Brand Rating up to AAA+ in a format similar to a credit rating.



## 3 Brand Impact x Brand Strength

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 Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.

We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

# Brand Strength.

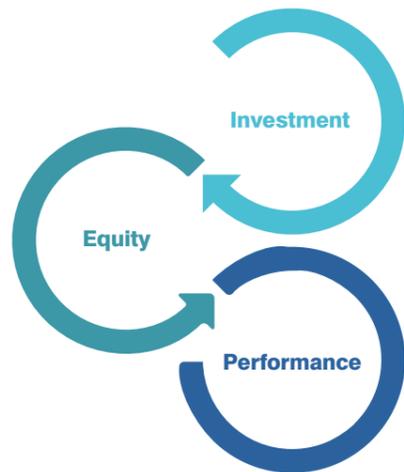
## Brand Strength

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.

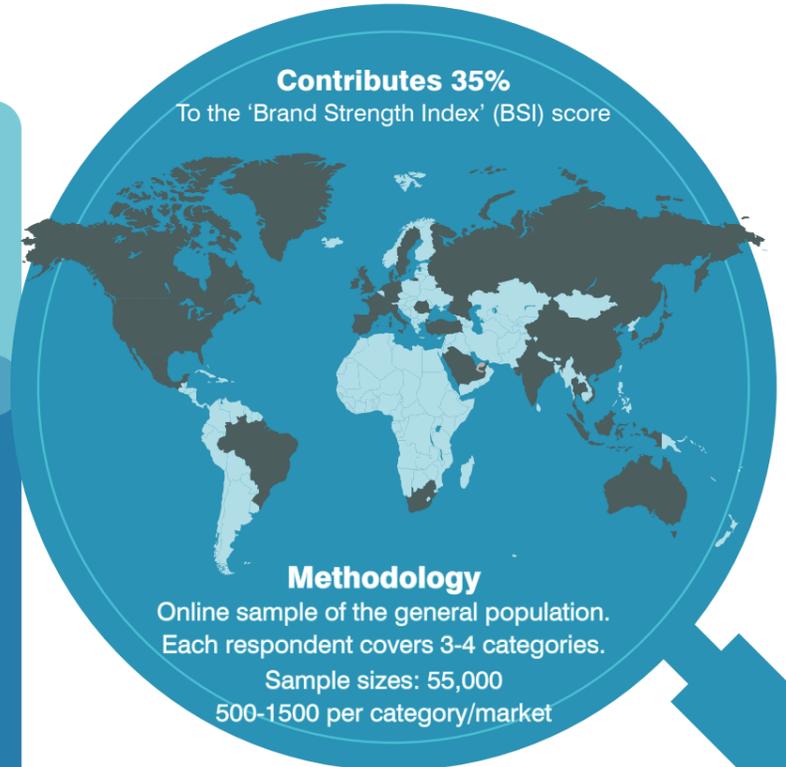
# Brand Equity Research Database.

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

### 1. Brand Funnel



### 2. Brand Usage\*

### 3. Quality\*

### 4. Reputation

### 5. Closeness\*

### 6. Recommendation (NPS)\*

### 7. Word of mouth

### 8. Brand Imagery\*

Not all categories are covered in every country  
† Brand KPIs and diagnostics differ per sector depending on research tier allocation

\*Tier 1 categories only

**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



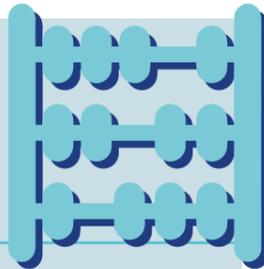
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### 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



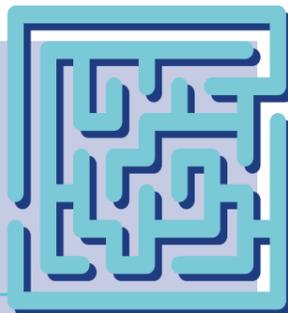
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

### 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?

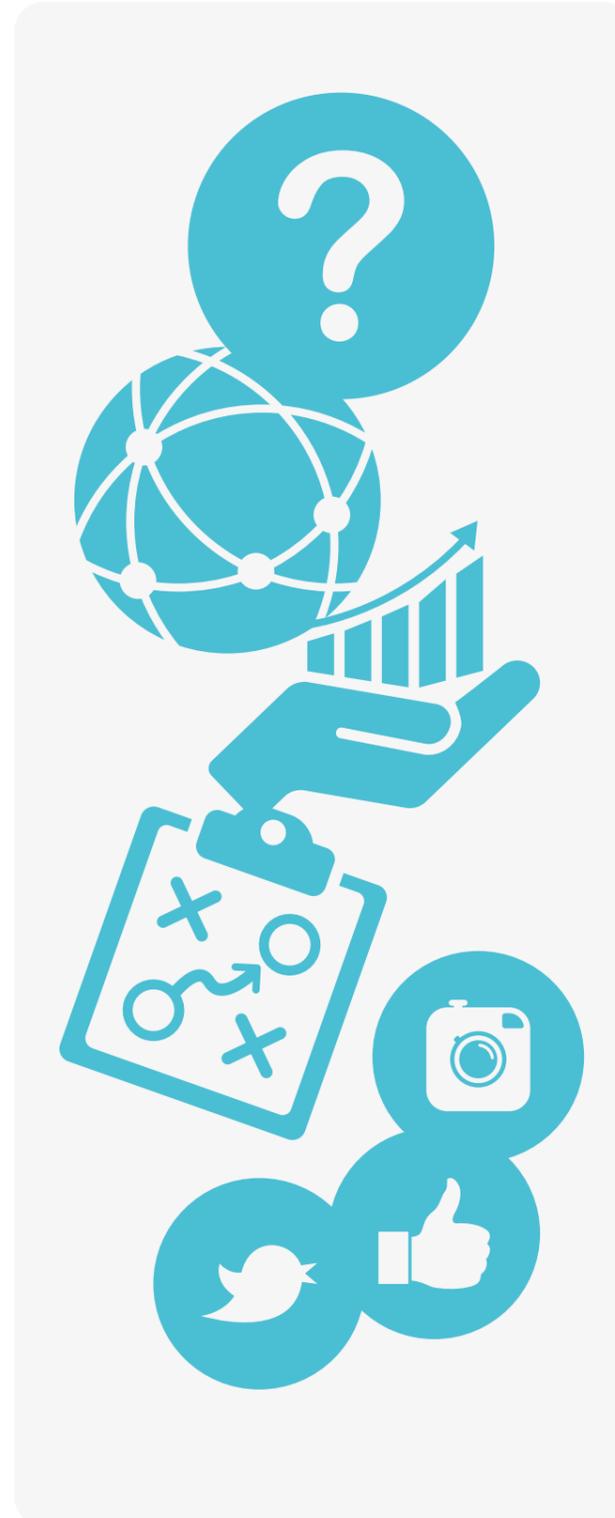
Research is conducted in addition to strategic analysis to provide a robust understanding of the current positioning. The effectiveness of alternative architectures is tested through drivers analysis, to determine which option(s) will stimulate the most favourable customer behaviour and financial results.

## 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 100 COMMERCIALSERVICES BRAND**



**MOST VALUABLE COMMERCIALSERVICES BRAND**



**STRONGEST COMMERCIALSERVICES 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](mailto:enquiries@brand-dialogue.com) or visit [www.brand-dialogue.com](http://www.brand-dialogue.com)



# Brand Finance<sup>®</sup> Institute

## Brand Finance Institute

Learn how to build, protect and measure brand value

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

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

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

For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

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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