



Commercial Services

100 2022

The annual report on the most valuable and strongest commercial services brands
April 2022

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About Brand Finance.

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

We bridge the gap between marketing and finance

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

We quantify the financial value of brands

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

We offer a unique combination of expertise

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

We pride ourselves on technical credibility

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

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



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

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



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Benefits



Brand Valuation
Summary



Brand
Strength Tracking



Royalty Rates



Cost of
Capital Analysis



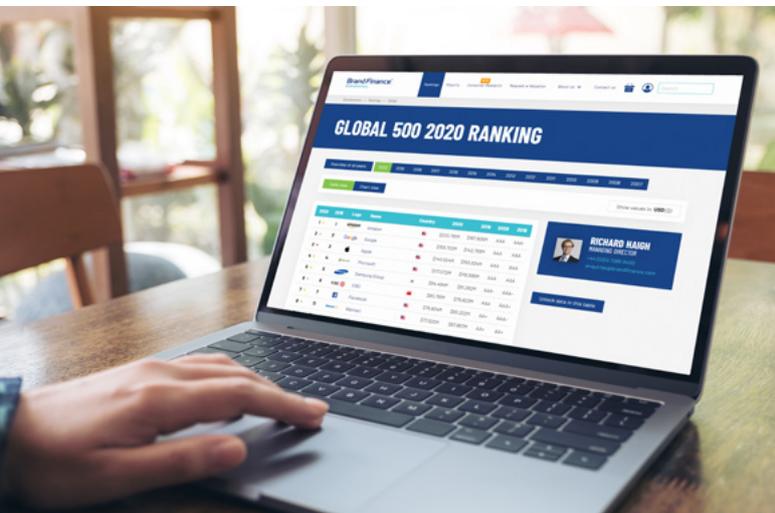
Customer
Research Findings



Competitor
Benchmarking

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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 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 over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6th consecutive year** conducting the study

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



enquiries@brandirectory.com

Foreword.



David Haigh
Chairman & CEO,
Brand Finance

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

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

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

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

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

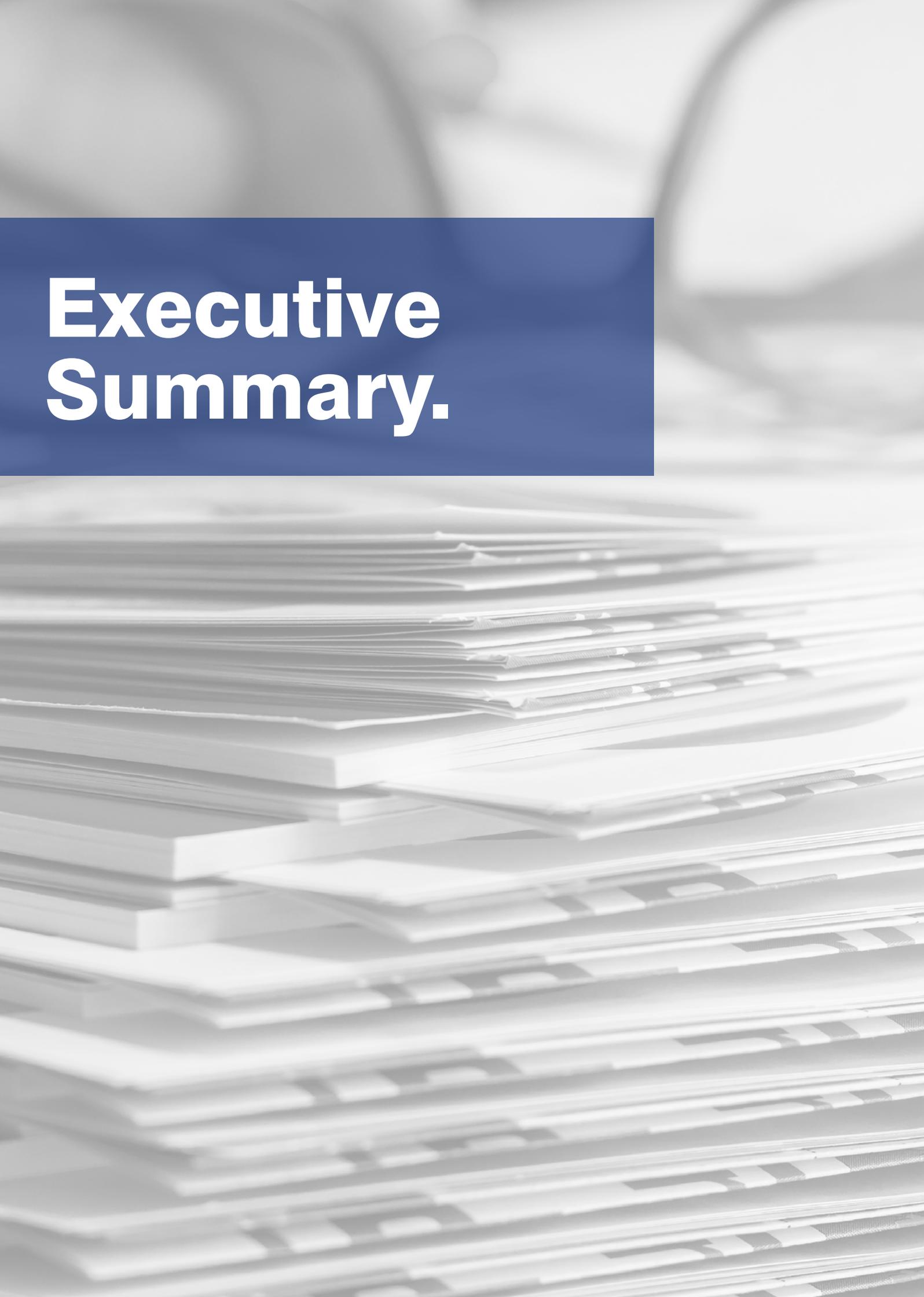
Brand Finance's research revealed the compelling link between strong brands and stock market performance. It was found that investing in highly-branded companies would lead to a return almost double that of the average for the S&P 500 as a whole.

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

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

Commercial services brands begin slow recovery from COVID-19 pandemic.

- + **Deloitte** sweeps rankings with most valuable and strongest commercial services brand in the world valued at US\$29.8 billion
- + Human resources brands **Randstad** and **Recruit** dominate fastest growing commercial services brands
- + New entrants into the ranking hail from diverse sectors: **Booz Allen** (IT consulting), **Global Payments** (FinTech), **Synchrony** (FinTech), **Teleperformance** (technical support services) and **Refinitiv** (financial market data provider)
- + Top 100 commercial services brands average 12% growth this year

A stack of papers is shown in a grayscale, slightly blurred perspective. A dark blue rectangular overlay is positioned in the upper left quadrant, containing the text 'Executive Summary.' in a bold, white, sans-serif font. The papers in the background are stacked and slightly offset, creating a sense of depth and volume.

Executive Summary.

Brand Value & Brand Strength Analysis.



The world's largest commercial services brands are beginning to recover from the COVID-19 pandemic – but four of the top five most valuable commercial services brands have not yet recovered to pre-pandemic value. Over the past year, most brands in the industry have returned to growth, with 85 of the top 100 brands growing in value this year. This a clear indication that the industry has turned the corner after widespread disruption over the last two years.

Deloitte retains title of most valuable & strongest commercial service brand

Deloitte (brand value up 12% to US\$29.8 billion) sits at the top position in the Commercial Services 100 ranking with a 12% year-on-year brand value growth at US\$29.8 billion, but is still below its pre-pandemic value of US\$32.4 billion. Despite the impact of the pandemic, in 2021 Deloitte exceeded the US\$50 billion revenue mark. Since the outbreak of the pandemic, the demand for consulting services has been disrupted as many brands undertook significant transformation.

In addition to calculating 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. Compliant with ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in more than 35 countries and across nearly

30 sectors. Deloitte is also the strongest brand in the ranking with a Brand Strength Index (BSI) score of 90.2 out of 100 and a corresponding brand rating of AAA+.

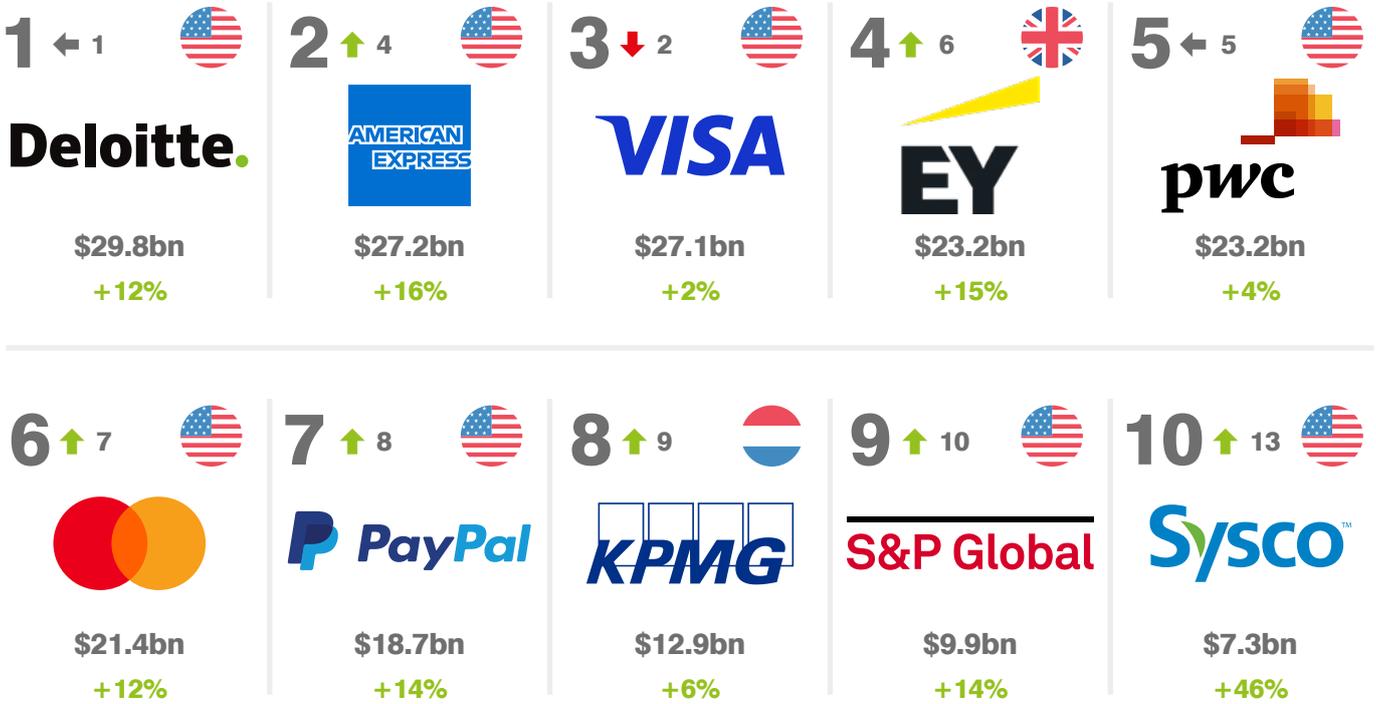
A key brand driver as Deloitte's customers increase environmental, social and governance considerations has been Deloitte's strengthening commitment to meeting its net zero carbon targets. The consulting giant has pledged to achieve a net zero status by 2030 by deploying many internal policy changes, including a dedicated carbon offset strategy to offset emissions which assist in transformation from fossil fuel reliant models to renewable energy.

The commercial services industry is reenergised as the economy bounces back from the impact of COVID-19. The diversity in the sector spanning across FinTech, business support, security and human resource services is key to the growth of the industry as a whole.

Alex Haigh
Director of Brand Finance

Top 10 Most Valuable Commercial Services Brands

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New entrants into the ranking hail from diverse sectors

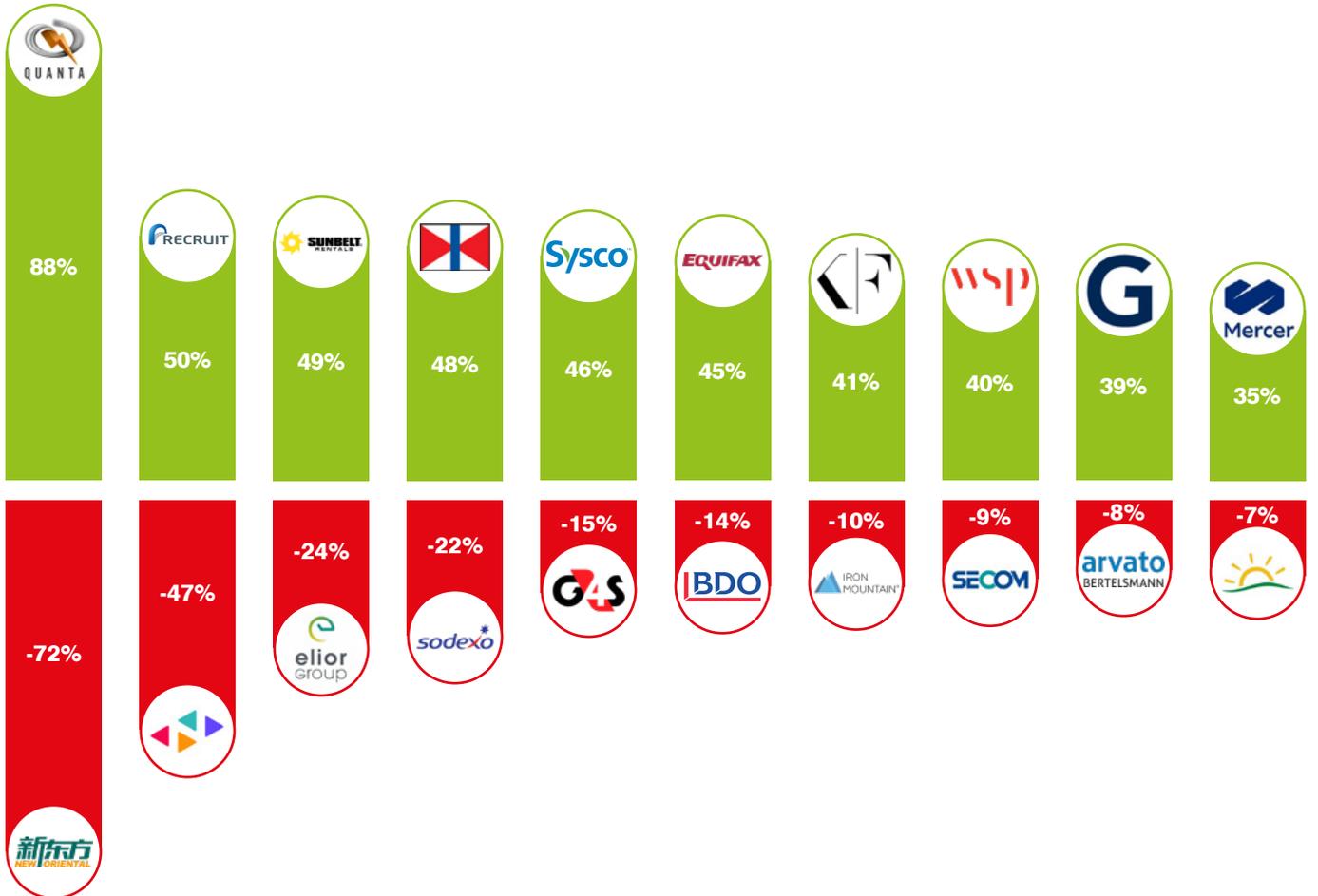
The commercial services sector is expanding its scope as the new entrants into the Commercial Services 100 ranking belong to diverse sectors spanning across IT consulting, FinTech, technical support services and data providers. The increasing diversity of brands is a testament to the growth of the sector over the pandemic and its importance to business partners and stakeholders.

The new entrants in the ranking include **Booz Allen** an IT consulting firm (valued at US\$3.5 billion), **Global Payments** a FinTech service provider (valued at US\$3.2 billion), **Synchrony** a consumer financial services brand (valued at US\$3.1 billion), **Refinitiv** a financial market data provider (valued at US\$1.7 billion) and **Teleperformance** a technical support services provider (valued at US\$1.5 billion). Commercial services brands are successful in employing their existing expertise in adjacent markets and providing services that are in high demand.



Brand Value Change 2021-2022 (%)

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Top 10 Strongest Commercial Services Brands

© Brand Finance Plc 2022



Human resources brands Randstad and Recruit dominate fastest growing commercial services brands

Recruit (brand value up 50% to US\$2.5 billion) and **Randstad** (brand value up 28% to US\$4.3 billion) provide services including human resource consultancy, job boards staffing services, job advertisements and employer review platform. Through the course of the pandemic working models have been questioned and businesses are starting to recognise the power of the global talent pool.

There has been an incremental growth of human resource services as businesses began to actively hire global talent in the past year. Human recourse service providers play an instrumental role in enabling employment opportunities worldwide and are growing in scale and service offerings. The impact of global lockdowns, new and flexibility in working models has enabled the Great Resignation wherein employees chose to move to jobs that provide a higher pay and more favourable benefits. Online services provided by human resources services such as Randstad and Recruit are well positioned to meet growing demands in the sector.

Top 100 commercial services brands average 12% growth this year

The top 100 brands in the commercial services sector have been growing for the past year with innovation in the sphere of payment gateways, online banking and accounting. Consistent with the upward trend in the market, two the parent companies of two brands in the ranking - **S&P Global** (brand value US\$9.9 billion, up 14%) and **IHS Markit** (brand value US\$2.2 billion, up 27%) closed a merger earlier this year to join forces. The combined entity will need to manage the two brands to maximise value in the years ahead.



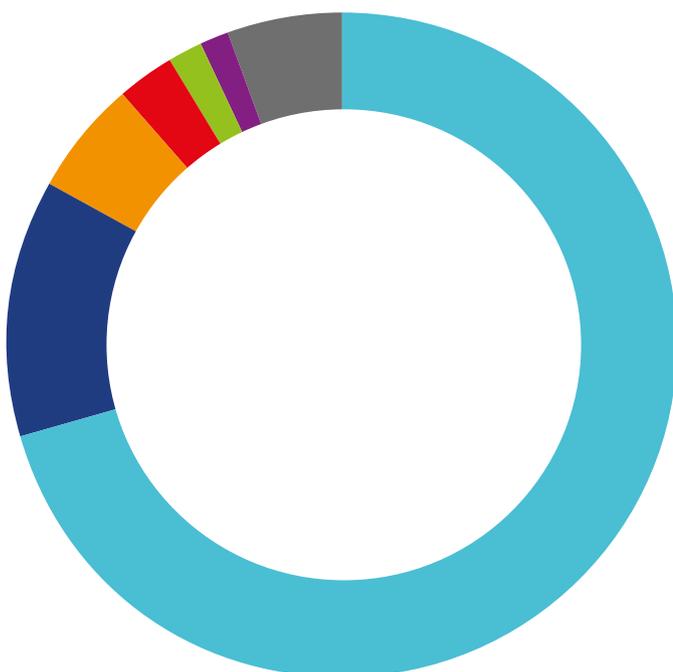
Top 10 Most Valuable Business Support Brands

© Brand Finance Plc 2022

<p>1 ← 1 </p> <p>sysco[™]</p> <p>\$7.3bn +46%</p>	<p>2 ← 2 </p> <p>sodexo</p> <p>\$3.3bn -22%</p>	<p>3 ← 3 </p> <p>wtw</p> <p>\$2.8bn +7%</p>	<p>4 ← 4 </p> <p>CINTAS[®] READY FOR THE WORKDAY[™]</p> <p>\$2.7bn +10%</p>	<p>5 NEW </p> <p> Wolters Kluwer</p> <p>\$2.0bn -</p>
<p>6 ↑ 7 </p> <p>Gartner[®]</p> <p>\$1.8bn +39%</p>	<p>7 ↑ 8 </p> <p> SWIRE PACIFIC</p> <p>\$1.8bn +48%</p>	<p>8 ↓ 6 </p> <p> LexisNexis[®]</p> <p>\$1.7bn +4%</p>	<p>9 ↓ 5 </p> <p></p> <p>\$1.7bn +2%</p>	<p>10 NEW </p> <p> Teleperformance</p> <p>\$1.5bn -</p>

Brand Value by Country

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Country	Brand Value (USD bn)	% of total	Number of Brands
 United States	254.4	70.8%	50
 United Kingdom	45.1	12.6%	15
 Netherlands	19.8	5.5%	4
 France	10.0	2.8%	7
 Japan	5.8	1.6%	4
 Switzerland	5.3	1.5%	3
 Others	19.1	5.3%	17
Total	359.5	100.0%	100

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Top 3 Most Valuable Credit Agency Brands

<p>1 ← 1 </p> <p></p> <p>\$2.2bn +23%</p>	<p>2 ↑ 3 </p> <p>EQUIFAX</p> <p>\$2.0bn +45%</p>	<p>3 ↓ 2 </p> <p>TransUnion </p> <p>\$1.6bn +12%</p>
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Top 10 Most Valuable Engineering & Construction Services Brands

<p>1 ← 1 </p> <p></p> <p>\$2.4bn +13%</p>	<p>2 ↑ 4 </p> <p></p> <p>\$2.4bn +88%</p>	<p>3 ↓ 2 </p> <p>Jacobs</p> <p>\$2.3bn +19%</p>	<p>4 ↓ 3 </p> <p></p> <p>\$2.3bn +49%</p>	<p>5 ← 5 </p> <p>AECOM</p> <p>\$1.5bn +32%</p>
<p>6 ← 6 </p> <p>babcock</p> <p>\$0.9bn -7%</p>	<p>7 ↑ 8 </p> <p></p> <p>\$0.8bn +40%</p>	<p>8 ↓ 7 </p> <p></p> <p>\$0.8bn +31%</p>	<p>9 ← 9 </p> <p></p> <p>\$0.5bn +4%</p>	<p>10 ← 10 </p> <p></p> <p>\$0.4bn +8%</p>

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Top 5 Most Valuable Financial & Investment Information Services Brands

<p>1 ← 1 </p> <p>S&P Global</p> <p>\$9.9bn +14%</p>	<p>2 ← 2 </p> <p>Bloomberg</p> <p>\$5.0bn +11%</p>	<p>3 ← 3 </p> <p>MSCI </p> <p>\$4.8bn +21%</p>	<p>4 ← 4 </p> <p>FTSE Russell</p> <p>\$3.6bn +3%</p>	<p>5 ← 5 </p> <p>MOODY'S</p> <p>\$3.3bn +31%</p>
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Top 10 Most Valuable Human Resources Brands

© Brand Finance Plc 2022

<p>1 ← 1 </p> <p>randstad</p> <p>\$4.3bn +28%</p>	<p>2 ← 2 </p> <p>Adecco</p> <p>\$3.0bn -3%</p>	<p>3 ↑ 4 </p> <p>RECRUIT</p> <p>\$2.5bn +50%</p>	<p>4 ↓ 3 </p> <p>ManpowerGroup</p> <p>\$2.1bn +20%</p>	<p>5 ← 5 </p> <p>Mercer</p> <p>\$1.6bn +35%</p>
<p>6 ← 6 </p> <p>PAYCHEX</p> <p>\$1.4bn +23%</p>	<p>7 ← 7 </p> <p>rh Robert Half</p> <p>\$1.3bn +30%</p>	<p>8 NEW </p> <p>indeed</p> <p>\$0.8bn -</p>	<p>9 ← 9 </p> <p>HAYS</p> <p>\$0.7bn +35%</p>	<p>10 ↓ 8 </p> <p>PERSOL</p> <p>\$0.7bn +1%</p>



Top 10 Most Valuable Payment Services Brands

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<p>1 ↑ 2 </p>  <p>\$27.2bn +16%</p>	<p>2 ↓ 1 </p>  <p>\$27.1bn +2%</p>	<p>3 ← 3 </p>  <p>\$21.4bn +12%</p>	<p>4 ← 4 </p>  <p>\$18.7bn +14%</p>	<p>5 ^{NEW} </p>  <p>\$3.2bn -</p>
<p>6 ^{NEW} </p>  <p>\$3.1bn -</p>	<p>7 ↓ 5 </p>  <p>\$1.3bn +1%</p>	<p>8 ^{NEW} </p>  <p>\$1.1bn -</p>	<p>9 ^{NEW} </p>  <p>\$0.8bn -</p>	<p>10 ^{NEW} </p>  <p>\$0.7bn -</p>



Top 15 Most Valuable Professional Services Brands

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<p>1 ← 1 </p> <p>Deloitte.</p> <p>\$29.8bn +12%</p>	<p>2 ↑ 3 </p> <p>EY</p> <p>\$23.2bn +15%</p>	<p>3 ↓ 2 </p> <p>pwc</p> <p>\$23.2bn +4%</p>	<p>4 ← 4 </p> <p>KPMG</p> <p>\$12.9bn +6%</p>	<p>5 ← 5 </p> <p>McKinsey & Company</p> <p>\$5.7bn +10%</p>
<p>6 ← 6 </p> <p>ADP</p> <p>\$4.9bn -3%</p>	<p>7 ↑ 8 </p> <p>BCG</p> <p>\$4.5bn +28%</p>	<p>8 ↓ 7 </p> <p>BDO</p> <p>\$3.6bn -14%</p>	<p>9 NEW </p> <p>Booz Allen Hamilton</p> <p>\$3.5bn -</p>	<p>10 ↓ 9 </p> <p>BAIN & COMPANY ↻</p> <p>\$2.3bn +8%</p>
<p>11 ↓ 10 </p> <p>genpact</p> <p>\$0.9bn +5%</p>	<p>12 ↓ 11 </p> <p>OliverWyman</p> <p>\$0.7bn +11%</p>	<p>13 ↓ 12 </p> <p>F T I CONSULTING</p> <p>\$0.6bn +17%</p>	<p>14 ← 14 </p> <p>KORN FERRY</p> <p>\$0.6bn +41%</p>	<p>15 ↓ 13 </p> <p>mazars</p> <p>\$0.5bn -2%</p>



Brand Value Ranking.

Top 100 most valuable commercial services brands 1-50

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Deloitte	United States	\$29,811	+11.8%	\$26,662	AAA+	AAA+
2	4	↑	American Express	United States	\$27,248	+15.7%	\$23,559	AA+	AA+
3	2	↓	VISA	United States	\$27,089	+2.2%	\$26,508	AAA-	AAA
4	6	↑	EY	United Kingdom	\$23,247	+14.6%	\$20,287	AAA+	AAA+
5	5	←	PWC	United States	\$23,171	+4.2%	\$22,232	AAA	AAA
6	7	↑	Mastercard	United States	\$21,425	+12.1%	\$19,117	AA+	AAA-
7	8	↑	PayPal	United States	\$18,716	+14.1%	\$16,402	AAA	AAA
8	9	↑	KPMG	Netherlands	\$12,901	+5.8%	\$12,188	AAA-	AAA-
9	10	↑	S&P Global	United States	\$9,877	+13.7%	\$8,685	AAA-	AAA-
10	13	↑	Sysco	United States	\$7,327	+46.2%	\$5,013	AA	A+
11	11	←	McKinsey	United States	🔒	🔒	🔒	🔒	🔒
12	14	↑	Bloomberg	United States	🔒	🔒	🔒	🔒	🔒
13	12	↓	ADP	United States	🔒	🔒	🔒	🔒	🔒
14	17	↑	MSCI	United States	🔒	🔒	🔒	🔒	🔒
15	19	↑	BCG	United States	🔒	🔒	🔒	🔒	🔒
16	20	↑	randstad	Netherlands	🔒	🔒	🔒	🔒	🔒
17	18	↑	FTSE Russel	United Kingdom	🔒	🔒	🔒	🔒	🔒
18	16	↓	BDO Global	Belgium	🔒	🔒	🔒	🔒	🔒
19	-	New	Booz Allen	United States	🔒	🔒	🔒	🔒	🔒
20	22	↑	Compass Group	United Kingdom	🔒	🔒	🔒	🔒	🔒
21	23	↑	Ball	United States	🔒	🔒	🔒	🔒	🔒
22	25	↑	Moody's	United States	🔒	🔒	🔒	🔒	🔒
23	15	↓	Sodexo	France	🔒	🔒	🔒	🔒	🔒
24	-	New	Global Payments	United States	🔒	🔒	🔒	🔒	🔒
25	-	New	Synchrony	United States	🔒	🔒	🔒	🔒	🔒
26	21	↓	Adecco	Switzerland	🔒	🔒	🔒	🔒	🔒
27	26	↓	aramark	United States	🔒	🔒	🔒	🔒	🔒
28	24	↓	WTW	United Kingdom	🔒	🔒	🔒	🔒	🔒
29	27	↓	Cintas	United States	🔒	🔒	🔒	🔒	🔒
30	39	↑	Recruit	Japan	🔒	🔒	🔒	🔒	🔒
31	30	↓	United Rentals	United States	🔒	🔒	🔒	🔒	🔒
32	49	↑	Quanta Services	United States	🔒	🔒	🔒	🔒	🔒
33	34	↑	Jacobs Engineering	United States	🔒	🔒	🔒	🔒	🔒
34	41	↑	Sunbelt Rentals	United States	🔒	🔒	🔒	🔒	🔒
35	32	↓	Bain & Company	United States	🔒	🔒	🔒	🔒	🔒
36	35	↓	experian	United States	🔒	🔒	🔒	🔒	🔒
37	37	←	IHS Markit	United Kingdom	🔒	🔒	🔒	🔒	🔒
38	29	↓	Securitas	Sweden	🔒	🔒	🔒	🔒	🔒
39	36	↓	ManpowerGroup	United States	🔒	🔒	🔒	🔒	🔒
40	45	↑	Equifax	United States	🔒	🔒	🔒	🔒	🔒
41	-	New	Wolters Kluwer	Netherlands	🔒	🔒	🔒	🔒	🔒
42	48	↑	Gartner	United States	🔒	🔒	🔒	🔒	🔒
43	33	↓	SECOM	Japan	🔒	🔒	🔒	🔒	🔒
44	-	New	Swire Pacific	China (Hong Kong)	🔒	🔒	🔒	🔒	🔒
45	-	New	Refinitiv	United States	🔒	🔒	🔒	🔒	🔒
46	40	↓	LexisNexis	United Kingdom	🔒	🔒	🔒	🔒	🔒
47	38	↓	ISS	Denmark	🔒	🔒	🔒	🔒	🔒
48	42	↓	TransUnion	United States	🔒	🔒	🔒	🔒	🔒
49	52	↑	Mercer	United States	🔒	🔒	🔒	🔒	🔒
50	55	↑	Aecom Technology	United States	🔒	🔒	🔒	🔒	🔒

Top 100 most valuable commercial services brands 51-100

2022 Rank	2021 Rank		Brand	Country	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
51	-	New	Teleperformance	France	🔒	🔒	🔒	🔒	🔒
52	47	↓	SGS	Switzerland	🔒	🔒	🔒	🔒	🔒
53	46	↓	Bureau Veritas	France	🔒	🔒	🔒	🔒	🔒
54	56	↑	Paychex	United States	🔒	🔒	🔒	🔒	🔒
55	54	↓	Elsevier	United Kingdom	🔒	🔒	🔒	🔒	🔒
56	43	↓	ADT	United States	🔒	🔒	🔒	🔒	🔒
57	51	↓	Verisk	United States	🔒	🔒	🔒	🔒	🔒
58	50	↓	Worldpay	United States	🔒	🔒	🔒	🔒	🔒
59	44	↓	Iron Mountain	United States	🔒	🔒	🔒	🔒	🔒
60	61	↑	Robert Half	United States	🔒	🔒	🔒	🔒	🔒
61	53	↓	Eternal Asia	China	🔒	🔒	🔒	🔒	🔒
62	58	↓	Amcor	Australia	🔒	🔒	🔒	🔒	🔒
63	59	↓	Alliance Data	United States	🔒	🔒	🔒	🔒	🔒
64	-	New	Worldline	France	🔒	🔒	🔒	🔒	🔒
65	31	↓	Nielsen	United States	🔒	🔒	🔒	🔒	🔒
66	-	New	Informa	United Kingdom	🔒	🔒	🔒	🔒	🔒
67	62	↓	Rentokil Initial	United Kingdom	🔒	🔒	🔒	🔒	🔒
68	65	↓	Intertek	United Kingdom	🔒	🔒	🔒	🔒	🔒
69	68	↓	BRINKS	United States	🔒	🔒	🔒	🔒	🔒
70	66	↓	Edenred	France	🔒	🔒	🔒	🔒	🔒
71	69	↓	Elis	France	🔒	🔒	🔒	🔒	🔒
72	67	↓	Genpact	United States	🔒	🔒	🔒	🔒	🔒
73	70	↓	Fleetcor	United States	🔒	🔒	🔒	🔒	🔒
74	63	↓	Babcock	United Kingdom	🔒	🔒	🔒	🔒	🔒
75	60	↓	G4S	United Kingdom	🔒	🔒	🔒	🔒	🔒
76	57	↓	Elior	France	🔒	🔒	🔒	🔒	🔒
77	-	New	Nexi	Italy	🔒	🔒	🔒	🔒	🔒
78	-	New	Indeed	Japan	🔒	🔒	🔒	🔒	🔒
79	74	↓	Qontigo	Switzerland	🔒	🔒	🔒	🔒	🔒
80	80	↔	WSP Global	Canada	🔒	🔒	🔒	🔒	🔒
81	78	↓	Worley	Australia	🔒	🔒	🔒	🔒	🔒
82	71	↓	Computershare	Australia	🔒	🔒	🔒	🔒	🔒
83	85	↑	Hays	United Kingdom	🔒	🔒	🔒	🔒	🔒
84	28	↓	New Oriental	China	🔒	🔒	🔒	🔒	🔒
85	84	↓	Bidfood Group	South Africa	🔒	🔒	🔒	🔒	🔒
86	-	New	Adyen	Netherlands	🔒	🔒	🔒	🔒	🔒
87	79	↓	Oliver Wyman	United States	🔒	🔒	🔒	🔒	🔒
88	75	↓	PERSOL	Japan	🔒	🔒	🔒	🔒	🔒
89	82	↓	FTI Consulting	United States	🔒	🔒	🔒	🔒	🔒
90	-	New	Bidvest	South Africa	🔒	🔒	🔒	🔒	🔒
91	77	↓	Capita	United Kingdom	🔒	🔒	🔒	🔒	🔒
92	73	↓	Bright Horizons	United States	🔒	🔒	🔒	🔒	🔒
93	83	↓	Prosegur	Spain	🔒	🔒	🔒	🔒	🔒
94	72	↓	Arvato	Germany	🔒	🔒	🔒	🔒	🔒
95	96	↑	Korn Ferry	United States	🔒	🔒	🔒	🔒	🔒
96	76	↓	Gems Education	UAE	🔒	🔒	🔒	🔒	🔒
97	89	↓	AMN Healthcare	United States	🔒	🔒	🔒	🔒	🔒
98	91	↓	Serco	United Kingdom	🔒	🔒	🔒	🔒	🔒
99	86	↓	Huhtamaki	Finland	🔒	🔒	🔒	🔒	🔒
100	81	↓	RR Donnelley	United States	🔒	🔒	🔒	🔒	🔒

Brand Spotlight.





Deloitte.

Rank		Brand Value
1	←	\$ 29.8bn +11.8%

Rank		Brand Strength
1	←	90.2 -0.9



**Brand Finance®
Awards**

**MOST VALUABLE
COMMERCIAL SERVICES
BRAND**

Interview with Punit Renjen.



Punit Renjen
CEO,
Deloitte

What do you think has been the most important factor(s) that has allowed Deloitte to retain its lead position for both Brand Value and Strength over the last 4 consecutive years?

Strong year-over-year performance has helped us retain our position – and that’s because our purpose is clear – to make an impact that matters, not only for our clients but also for our people and the communities that we live and work in. Our multi-functional approach connects the talent and expertise of more than 345,000 professionals globally to provide clients with consistently innovative solutions, new working methods, deep specialisation, and increased market opportunities.

How do you see the role of professional services brands and business in the sustainability transition? How is Deloitte addressing the challenge?

The climate crisis is one of the most important societal challenges of our time. To support a world where humanity can thrive, climate change must be a top priority on the corporate agenda.

Addressing it will require large-scale transformation across industries and sectors. Professional services organisations, like Deloitte, will play a leading role in helping companies and governments innovate and manage the transition.

Whether it’s climate risk identification and mitigation, decarbonization strategies, enhanced delivery of business transformation solutions involving strategy, innovation, data analytics, or supply chain reengineering, we provide clients with integrated solutions that evaluate opportunity, risk, and value creation. Importantly, to advance marketplace trust in companies’ claims regarding climate change action, we also provide assurance of climate-impact reporting and metrics.

Two years ago, we launched WorldClimate, our strategy to drive responsible climate choices within our organization and beyond. We have committed to achieving net-zero greenhouse gas emissions by 2030 and our goals have been validated by the Science-based Targets Initiative (SBTi). As part of our net-zero objective, we have committed to reducing business travel 50% per FTE by FY2030 from FY2019 levels; sourcing 100% renewable energy for our buildings; switching fleets to 100% electric vehicles; and engaging with our major suppliers with the goal of having two thirds of them (by emissions) adopt science-based targets.

The opportunity to create a more sustainable world is at our collective fingertips and the case for action is clear.

Looking forward, what dimensions and strengths of the Deloitte brand will enable long term sustainable growth?

For more than 175 years, Deloitte has been anchored by our values and strengths – the global depth and breadth of our industry and sector expertise, our commitment to our shared values and purpose to make an impact that matters in society. These attributes will continue to serve us well as the issues we face become more complex and societal expectations on businesses and leaders increase.

Solving today’s toughest challenges requires all of us to work together. Our growth comes from the priority we place on figuring out the big issues and our ability to form ecosystems to address the issues that require collaboration and multiple actors to solve.

We believe that a better, more sustainable and prosperous future for all, is within our reach if we work together to bring about the positive change the world wants to see.

Deloitte places a lot of importance on creating a positive impact on society. What have been some of your key learnings over the last year in doing so? What initiatives are you most proud of in that space?

As a people business, we have learned we can make the greatest societal impact by enabling our professionals to use their skills and knowledge to help solve some of the world's most complex problems.

Our impact is anchored across many different programs aimed at addressing local market needs. But two signature programs stand out. First, our WorldClass program established in 2017 which aims to prepare the millions of people who are being left behind, in school and work, to fulfil their aspirations and to meet current and future job demands. We have

reached 20 million individuals to date, with a goal to impact 100 million by 2030. Second, our WorldClimate program, established in 2020, which aims to drive responsible climate choices within our organization and across our broader ecosystem. We are aligning our climate policies, practices, and actions across our organization and educating our people through dedicated climate learning programs to enable them to make positive climate choices to reduce their individual and collective impact.

In FY21 we invested \$223M in our communities including donations, volunteering time, and pro bono services. Over the past five years, this amounts to approximately \$1 billion.

Making meaningful, measurable progress on society's most intractable challenges – from education to climate to health care or social equality - is a monumental task. We have learned that such progress is possible only if we act together, and act with a sense of purpose and urgency.



The CEO of the Future.



Punit Renjen
CEO,
Deloitte

In the years I've worked with business leaders around the world as the CEO of Deloitte Global, I've seen time and again: the leaders best prepared for the future are those who understand that the future is not pre-ordained.

From the continuing impact of COVID-19 to the growing threat of climate change, from increasingly complex technologies to exceedingly volatile supply chains, from changing employee demands to heightening competition—the challenges affecting business are as numerous as they are unpredictable.

Guiding organizations through this era of unprecedented volatility and complexity is the single most important job CEOs now have. And it requires reconciling seemingly contradictory leadership imperatives. The CEOs who lead their companies into the future must be simultaneously globally minded and community-oriented; adaptable and stable; driven by purpose and profit; masters of hard and soft skills; leaders and listeners.

Be globally minded—yet community oriented

Today, Brand Finance released their 2022 Brand Guardianship Index, which tracks the qualities that make CEOs the best possible stewards of their organizations. The top driver of CEO reputation? Being recognized as a global CEO.

This is no surprise. As supply chains span the world, technologies tighten intercultural connections, and crises transcend borders, global perspective is required to run virtually any organization. But so too is staying connected at the local level. To effectively lead a global organization — and take on global challenges — you have to stay close to the communities where your people live and work. Creating change globally has to start locally with the people who understand the nuances of the issues in their own communities.

As an example, one of Deloitte's chief economic concerns is the fact that millions of individuals are being left behind in the Fourth Industrial Revolution. With that in mind, we launched WorldClass, a commitment to improve the lives of 100 million people through education and skill-building by 2030. Clearly a global issue, but also one that is going to look different in every community.

In India, one in three women over the age of 15 are illiterate—and thus often kept out of a rapidly developing economy. As such, we are focusing Deloitte's efforts in India specifically on improving access to education and opportunity for 50 million women and girls.

In China, people have moved to the cities as the country has industrialized, leaving millions of children behind. As such, Deloitte's commitment in China is focused on helping to get those children the schooling they need to reach their full potential.

In Papua New Guinea, people working in some trades, like seaweed farming, are being exploited because they don't have a complete picture of the value of their work. As such, Deloitte is working to empower them to advocate for what they deserve.

The beauty of this approach is that in every community, Deloitte professionals who volunteer under the umbrella of WorldClass can create solutions to a vast global challenge—but in ways that meet the specific needs in their local communities.

Change with the times—yet remain a beacon of stability

In recent years, business leaders have been inundated with warnings about the importance of adaptability – with good reason.

Since the inception of the Fortune 500, only ~10% remain from the original list. The ones that have survived amid rapid globalization and technological disruption have done so by continuously evolving their strategies to fit with the changing times. So yes, adaptability is key to success. But there's more to it than that.

Stakeholders also look to leaders to provide continuity and stability when much of everything else is in flux. Indeed, Brand Finance found that the second biggest driver of CEO reputation was having a strong strategy and long-term vision. And I would add, the ability to execute and deliver tangible results.

I believe the key to that long-term vision is purpose—having a reason to exist that transcends every day demands and provides a north star to follow when next steps are unclear. In many ways, purpose can both provide stability and drive change by pointing companies in new directions while providing guiderails for getting there in ways that preserve what makes the organization great.

Be purpose and profit driven

Now, to some, being driven by purpose stands in opposition to being driven by profit.

For decades, the prevailing business doctrine was that companies should be driven solely by producing the maximum profit for their shareholders, and that confusing this goal with a broader societal “purpose” simply wasn't good business practice.

But recently, Deloitte and other leading analysts have produced ample research proving that committing to a broad societal purpose is, in fact, essential to long-term, sustainable profitability.

Purpose-driven companies grow, on average, three times faster than their competitors—and see higher market share gains. That's in part because these companies report 30% higher levels of innovation and 40% higher levels of workforce retention than their competitors.



It's also because customers are attracted to purpose-driven companies. Two thirds of consumers around the globe now “buy on beliefs”— taking the social impact a business makes into account when choosing where and what to buy. No surprise then that Brand Finance found demonstrating “social and environmental leadership” to be the third biggest driver of CEO reputation. Deloitte is a case in point. As a purpose driven organization, we have grown at market leading rates whilst giving back to the communities where we live and work at profession-leading rates. For Deloitte professionals, this equates to doing the right thing but also the right business thing.

Exhibit hard skills while leading with soft skills

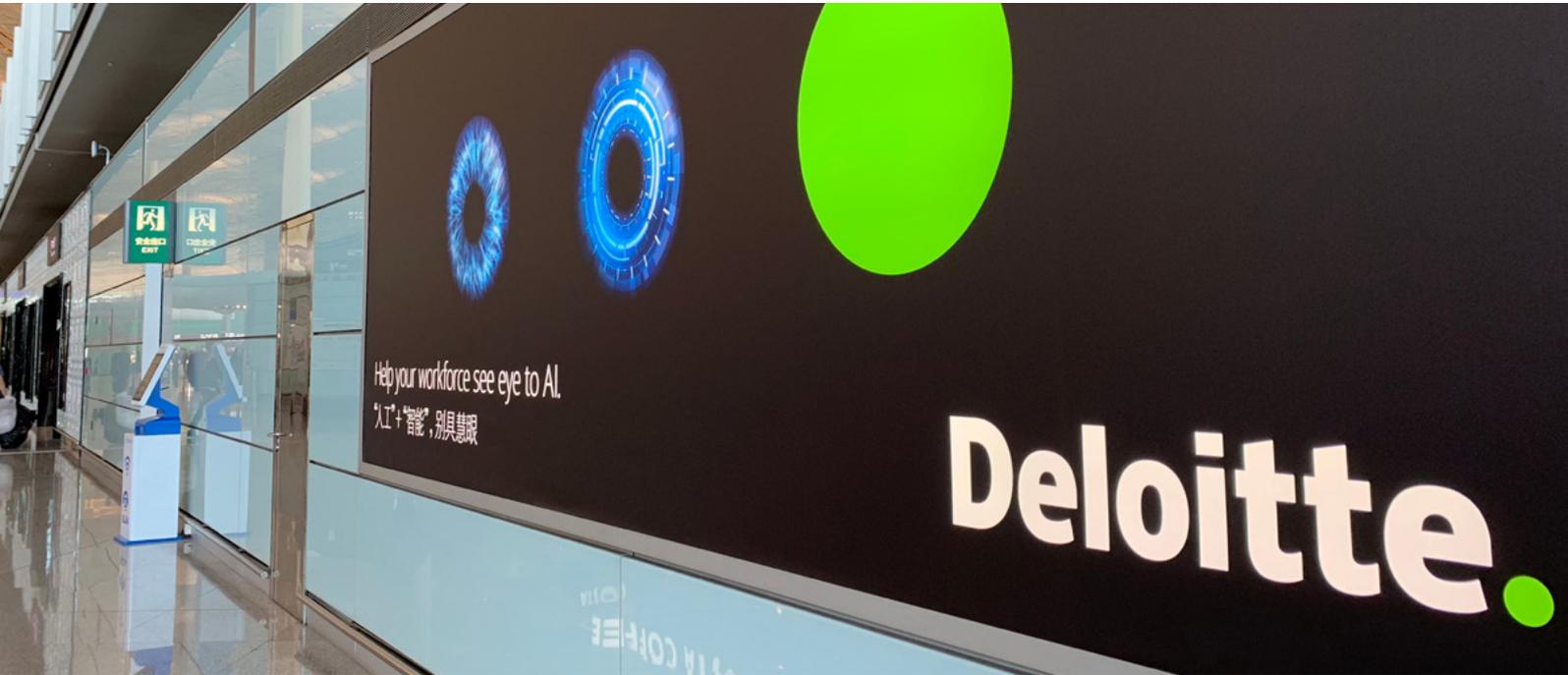
In an increasingly digitized world, the focus on training and development has centered on STEM and developing leaders with the hard skills and technological savvy to transform business. And indeed, it's appropriate that we call these “hard skills,” because they are the foundation — the base of expertise that any leader will need to run a large organization in the 21st century.

Soft skills, however—like the ability to build and maintain positive, constructive, mutually beneficial relationships, or to communicate clearly through challenging times—are what separate the good leaders from the great ones.

These are the skills that make all the difference when it comes to navigating global challenges – challenges that require working closely with regulators, communicating impact to the public, and keeping employee morale high. The pandemic has been a powerful reminder of just how critical those skills are.

One study found that the pandemic accelerated companies' digital transformations by six years, on average. CEOs could not lead this change without a profound understanding of current and future technologies. Yet, the CEOs who not only survived but thrived throughout this period of upheaval were those who clearly communicated their vision for keeping their organizations on track as society transformed. By maintaining positive relationships with their people, they kept them energized, engaged, and retained through the health crisis and, even now, through the Great Resignation.





Know when leading means listening

Finally, we come to what I believe is one of the most important skills a CEO can have in today's world: knowing when to talk and when to listen. This is a skill that has served me well throughout my career – most recently while helping to shape Deloitte's commitment to addressing the climate crisis.

We knew from the outset that making meaningful, measurable changes meant we had to make commitments that would transform the way we do business: cutting our business travel emissions in half, sourcing 100% renewable energy for our buildings, engaging with suppliers to help them set emissions reductions goals, and more. But when we talked with our people, we heard that they also cared about and believed deeply in their own individual power to be part of that change.

Guided by their passion, we launched a WorldClimate learning program for all 350,000 Deloitte professionals globally that culminates in a tailored action plan to help Deloitte professionals reduce individual climate impact. The response has been overwhelming.

Listening to our people revealed an opportunity to lead them in unified action against one of the greatest challenges of our time.

Conclusion

Globally, trust in leaders and institutions is in freefall. Fifty seven percent of people believe government leaders are misleading the public with false statements. Trust in news media has plummeted to a record low of 51 percent.

Yet people around the world report rising trust in their employers, more so than government officials or media experts. Business remains the most trusted institution—and the only institution seen as both ethical and competent.

More than ever, employees are turning to CEOs for guidance on how to be valuable members of both their organizations and the global community.

CEOs today have an opportunity to build on this opportunity and strengthen their roles as leaders in shaping the future.

If they can demonstrate the ability to act both globally and locally, to be flexible and stable, to value both purpose and profit, to draw on hard and soft skills, and to understand when they should lead and follow, they can guide people through complexity with clarity and grace—and be the kind of leaders who are trusted to take their organizations into the future.



Methodology.

Definitions.



Brand Value



+ Enterprise Value

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

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



+ Branded Business Value

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

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



+ Brand Contribution

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

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



+ Brand Value

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

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

Brand Valuation Methodology.

Definition of Brand

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

Brand Value

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

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

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

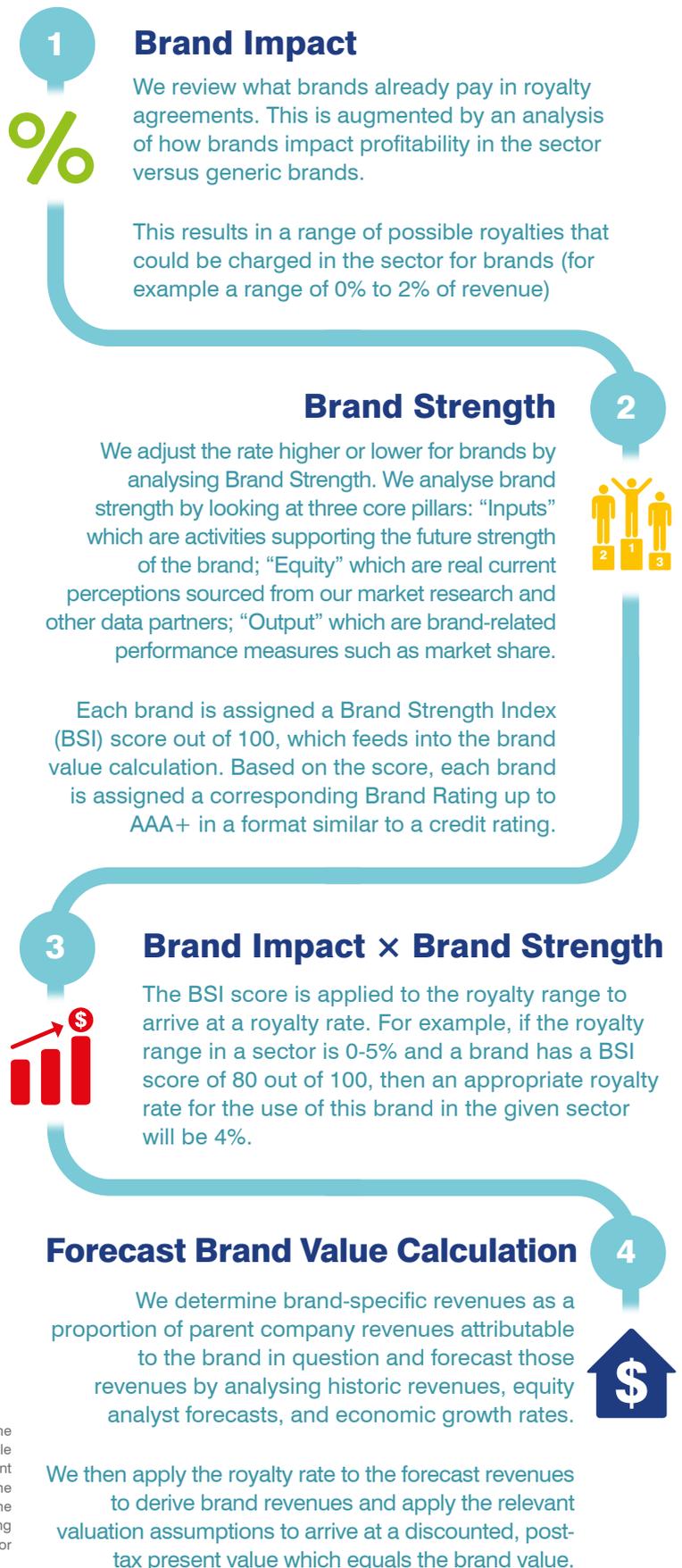
As a result, Brand Finance always incorporates a review of what users of brands actually pay for the use of brands in the form of brand royalty agreements, which are found in more or less every sector in the world.

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

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

Disclaimer

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



Brand Strength.

Brand Strength

Analytical rigour and transparency are at the heart of our approach to brand measurement at Brand Finance. Therefore, in order to adequately understand the strength of brands we conduct a structured, quantitative review of data that reflect the 'Brand Value Chain' of brand-building activities, leading to brand awareness, perceptions and onwards to brand-influenced customer behaviour.

To manage the 'Brand Value Chain' process effectively we create and use the "Brand Strength Index" (BSI). This index is essentially a modified Balanced Scorecard split between the three core pillars of the 'Brand Value Chain': **Brand Inputs**, **Brand Equity** and **Brand Performance**.



1 Attribute Selection and Weighting

Although we follow a general structure incorporating the three pillars (Brand Inputs, Brand Equity and Brand Performance), the attributes included are different depending on the sector. A brand strength index for a luxury apparel brand will differ in structure from an index designed for a telecommunications brand. An index for luxury apparel brand may emphasize the exclusiveness, word of mouth recommendation, and price premium, whereas an index for a telecommunications company may emphasize customer service and ARPU as important metrics.

These attributes are weighted according to their perceived importance in driving the following pillar: Brand Investment measures in driving Brand Equity; Brand Equity measures for Brand-Related Business Performance measures; and finally the relevance of Brand-Related Business Performance measures for driving business value.

2

Data Collection

Brand's ability to influence purchase depends primarily on people's perceptions. Therefore, the majority of the Brand Strength Index is derived from Brand Finance's proprietary Global Brand Equity Research Monitor research, a quantitative study of a sample of over 100,000 people from the general public on their perceptions of over 4,000 brands in over 25 sectors and 37 countries.

However, at Brand Finance we also believe that there are other measures that can be used to fill gaps that survey research may not capture. These include total investment levels – for example in marketing, R&D, innovation expenditure, that can be a better guide to future performance than surveys. They also include online measures – such as ratings by review sites and social media engagement that can give a more granular understanding of marketing effectiveness. Finally they also include real behaviour – for example net additions, customer churn and market share, to overcome the tendency for surveys to incorporate intended behaviour rather than real.

Over a period of 3 to 4 months each year, we collect all this data across all the brands in our study in order to accurately measure their comparative strength.



Benchmarking and Final Scoring

In order to convert raw data in to scores out of 10 that are comparable between attributes within the scorecard, we then have to benchmark each attribute. We do this by reviewing the distribution of the underlying data and creating a floor and ceiling based on that distribution.

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.

Global Brand Equity Monitor.

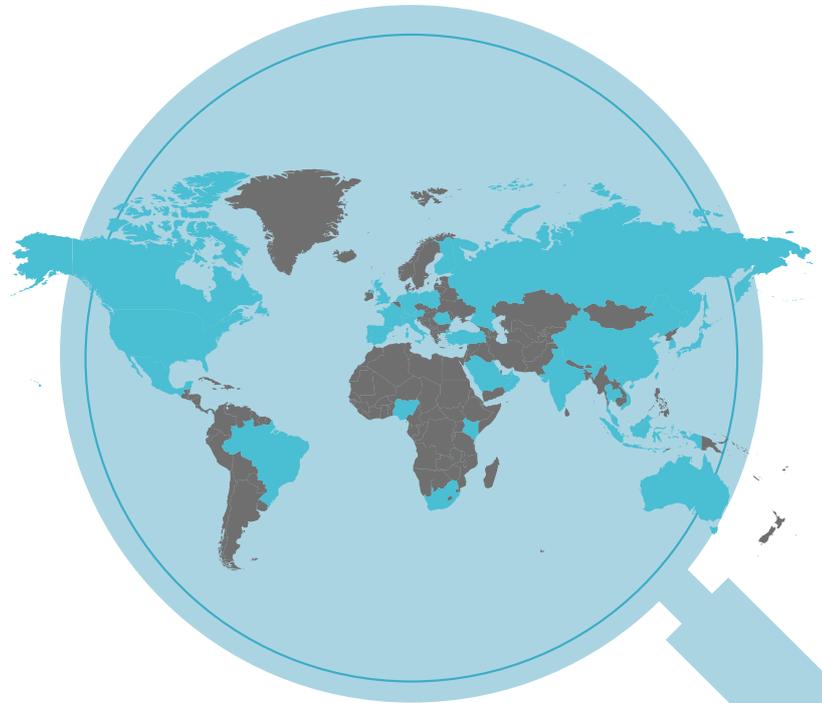
Original market research in 36 countries and across more than 29 sectors with approximately 100,000 consumers rating over 5,000 brands.

Tier 1

-  Apparel
-  Automobiles
-  Luxury Automobiles
-  Banks
-  Cosmetics & Personal Care
-  Food
-  Insurance
-  Oil & Gas
-  Restaurants
-  Retail & E-Commerce
-  Telecoms
-  Utilities

Tier 2

-  Airlines
-  Luxury Apparel
-  Appliances
-  Beers
-  Luxury Cosmetics
-  General Retail
-  Healthcare Services
-  Hotels
-  Household Products
-  Logistics
-  Media
-  Pharma
-  Real Estate
-  Soft Drinks
-  Spirits & Wine
-  Technology
-  Tyres



Brand KPIs and Diagnostics

1. Brand Funnel



Awareness

Have heard of your brand

Familiarity

Know something about your brand

Consideration

Would consider buying/using your brand

2. Brand Usage

3. Quality

4. Reputation

5. Loyalty

6. Closeness

7. Recommendation (NPS)

8. Word of Mouth

9. Brand Imagery

10. Advertising Awareness

11. Brand Momentum

Highlights from the Global Brand Equity Monitor.

Brand Finance’s proprietary market research provides a robust assessment of brand health on key equity measures, allowing comparison both within and across product and service categories. Benchmarking against brands outside your sector is especially helpful in assessing the real strength of brand – not just the ‘best of a bad bunch’ in a category where brands are generally weaker.

What makes a brand great?

Amazon is undoubtedly one of the world’s strongest brands, one of just a handful achieving the highest AAA+ rating. It has an extremely strong brand funnel, with near-universal familiarity, and consideration, and while its reputation score is not best-in-class, it is stronger than many of its critics might think.

Every strong brand has its own winning formula, and our research highlights Amazon’s particular advantages. Top of that list is the outstanding value which shoppers believe Amazon delivers. Amazon ranks on this measure in big markets such as Brazil, USA, UK, and is #1 among retailers in many more. Value has always been a big driver of consumer behaviour, but Amazon also delivers a slick shopping experience (“excellent website/apps”), and this powerful combination is irresistible for many consumers, even those who question Amazon’s values and broader corporate reputation.

Does brand purpose deliver?

Argument rages among CMOs and marketing gurus over this issue. The jury is out – our data suggests that being seen to “care about the wider community” does correlate somewhat with higher Consideration levels, and is an asset particularly for local favourites such as **Jio** (India) or **Bunnings** (Australia). But brands like **McDonald's** and **Nike** (as well as Amazon) are liked and desired despite somewhat moderate reputations on sustainability and values.

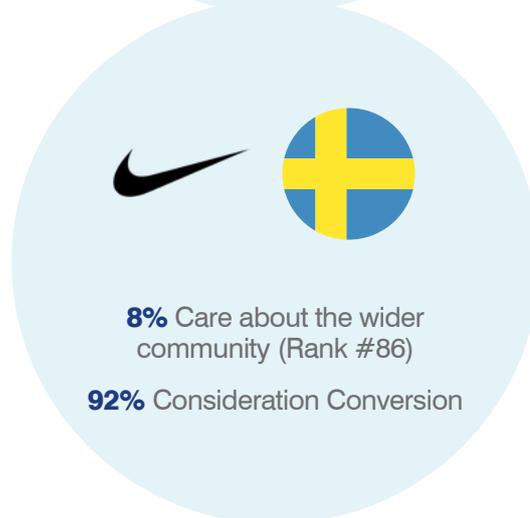
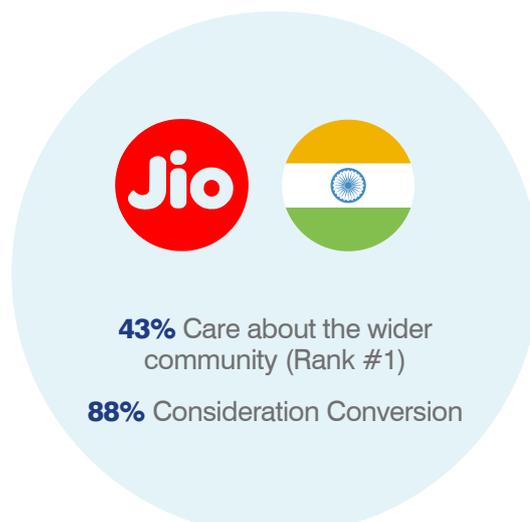
Who's the coolest cat?

In categories like apparel, tech and automotive, sustainability can make you cool, but it’s not the only way. **Porsche** wins relatively few plaudits for sustainability, but its übercoolness is very apparent.

Selected Rankings for Amazon – All Non-Luxury Brands

	Great value for money	Excellent website/apps
	5	5
	1	1
	8	1
	6	1

© Brand Finance Plc 2022



Highlights from the Global Brand Equity Monitor.

Similarly in the apparel category (especially footwear), the correlation between coolness and sustainability is not especially high.

Meanwhile in France, the epitome of chic, the 2nd-highest highest scorer among non-luxury brands is.... **Burger King**.

Get your brand talked-about

Cool brands get talked about, and word-of-mouth (WOM) is another key asset some brands possess. It has proven impact on brand growth, hence WOM's inclusion in our Brand Strength Index model.

In an absolute sense, big brands get talked about a lot more than small ones – their sheer mass presence and relevance ensures that. But deeper analysis reveals a number of challenger brands who look set to profit from above-expectation WOM levels and positive consumer sentiment. Keep an eye on **Tim Horton's** in Spain, **Peros Garment Factory** (Canada), **SAIC** in, yes, the USA and **iinet** in Singapore.



Top-ranked brands for being “Cool” (Among Category Users) © Brand Finance Plc 2022

	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

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



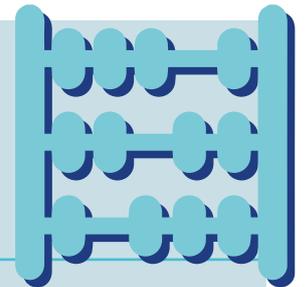
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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



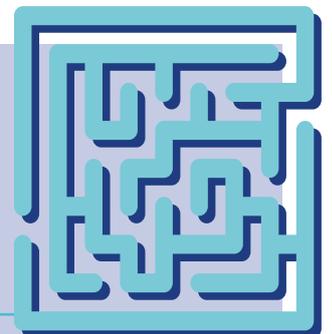
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

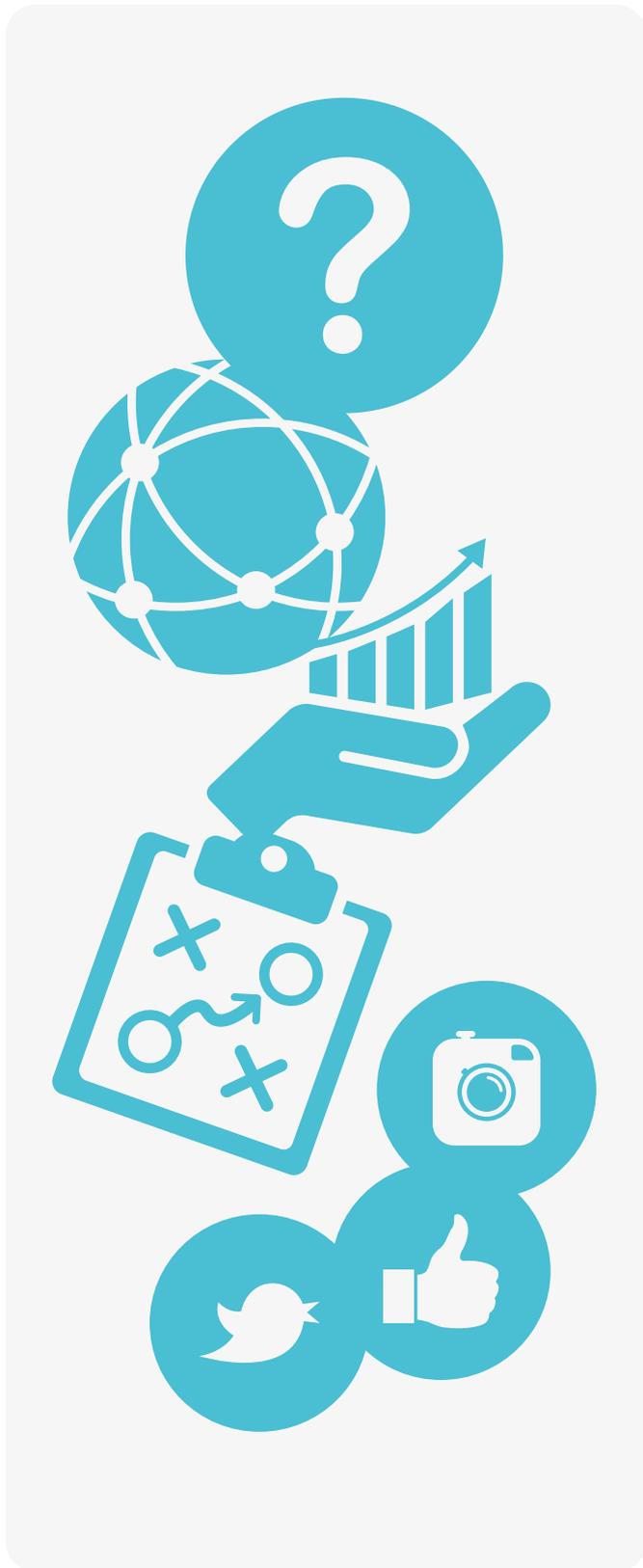
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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.



Brand Finance®
Awards

TOP 100
COMMERCIAL SERVICES
BRAND



Brand Finance®
Awards

MOST VALUABLE
COMMERCIAL SERVICES
BRAND



Brand Finance®
Awards

STRONGEST
COMMERCIAL SERVICES
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.

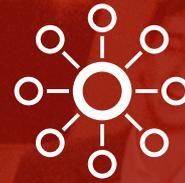


Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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 and marketing activations, to deliver strategic campaigns, 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 Limited is a member of the Brand Finance Plc Group



Research, Strategy & Measurement

- Brand & Communications Strategy
- Campaign Planning
- Market Research & Insights
- Media Analysis



Public Relations & Communications

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



Marketing & Events

- Promotional Events
- Conference Management
- Native Advertising
- Retail Marketing



Content Creation

- Bespoke Publications, Blogs & Newsletters
- Press Releases
- Marketing Collateral Design
- Social Media Content



Strategic Communications

- Crisis Communications
- Brand Positioning & Reputation
- Geographic Branding
- Corporate Social Responsibility (CSR)





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 or visit brandfinanceinstitute.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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