



# Oil & Gas

# 50

# 2020

The annual report on the most valuable and strongest oil & gas brands  
January 2020

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# About Brand Finance.

**Brand Finance is the world's leading independent 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 more than 20 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](http://brandirectory.com/request)

  
Brand Valuation Summary

  
Brand Strength Tracking

  
Royalty Rates

  
Cost of Capital Analysis

  
Customer Research Findings

  
Competitor Benchmarking

  
Education

  
Communication

  
Understanding

  
Insight

  
Strategy

  
Benchmarking

What's in a Brand Value Report?

Benefits of a Brand Value Report

# 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 Dialogue**<sup>®</sup>



### 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.

**BRAND EXCHANGE**<sup>®</sup>  
WHERE BRANDS MEET FINANCE



### Brand Exchange

Brand Exchange is a contemporary and exclusive members' club and events space nestled in the heart of the City of London. It was launched in 2015 to provide members with a private space to network and socialise. The club has since held several prestigious events and welcomed many key figures in the marketing and finance sectors as speakers. The membership brings together senior professionals from the world's strongest and most valuable brands.

**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<sup>®</sup>



# Customer insight drives our valuations

Our brand valuations are underpinned by extensive market research across a wide range of sectors, countries and brands.

Our research integrates all key brand measures, linking them to commercial outcomes.

Available for purchase separately or as part of a Brand Value Report.

Visit [brandirectory.com/research](http://brandirectory.com/research)

- Over **1,500 brands** researched each year
- **29 countries** and **10 sectors** covered
- More than **50,000 respondents** surveyed annually
- **Key metrics** across all industries and brands
- **B2B** and **B2C** results
- We are now **in our 4<sup>th</sup> consecutive year** conducting the study



## Foreword.



**David Haigh**  
CEO, Brand Finance

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

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

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

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

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

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

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

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

# Saudi Aramco Strikes Oil Entering Ranking as World's Second Most Valuable Oil & Gas Brand.

- + **Shell** retains title of world's most valuable oil & gas brand, brand value up 12% to US\$47.5 billion
- + **Saudi Aramco** is new entrant in ranking taking second position, brand value US\$46.8 billion
- + France's **Total** only brand in top 10 to lose brand value
- + **ADNOC** fastest-growing brand in top 10, up 29% to US\$11.4 billion
- + **PETRONAS** is sector's strongest, Brand Strength Index (BSI) score 86.3 out of 100

# Brand Value Analysis.



Shell has retained its title of the world's most valuable oil and gas brand for the fifth consecutive year, recording a 12% increase in brand value to US\$47.5 billion.

Despite sustained lower oil and gas prices, the Anglo-Dutch titan continues to achieve a significant price and volume premium, a testament to its strong brand. Shell recently shared a new strategy to enable the brand to thrive through the transition to a lower-carbon energy system, placing focus on new energy investments that will shape the portfolio and help drive growth over the next few years.

Recently undertaking the largest IPO in history, Saudi Aramco has caused a stir, entering the ranking for the first time as the second most valuable oil and gas brand in the world. Recording a brand value of US\$46.8 billion, the oil giant is now only a fraction behind long-standing leader Shell. The brand is also the highest new entrant in the newly released Brand Finance Global 500, in 24th position globally, and has claimed the title of the most valuable brand in the Middle East.

The IPO has proven to be successful for the brand as Saudi Aramco raised US\$25.6 billion. Even after navigating through recent attacks on two of its oil processing sites, it is now the world's most valuable listed company, comfortably ahead of tech titans Apple and Microsoft. Saudi Aramco is focused on leveraging its strength in upstream, while growing its downstream operations through acquisitions, both in Saudi Arabia and key global markets. The brand must now focus on developing international perceptions of the brand in order to open it up further for partnerships and investment.

**Some might argue that the end is nigh for Big Oil, but many sectors will be difficult to decarbonise and will likely need oil and gas for decades to come. The challenge at hand for the industry is to make the production and use of oil and gas as efficient as possible throughout this transition, while actively preparing for the future by investing in renewables.**

**David Haigh**  
CEO of Brand Finance

## Total lagging while ADNOC thrives

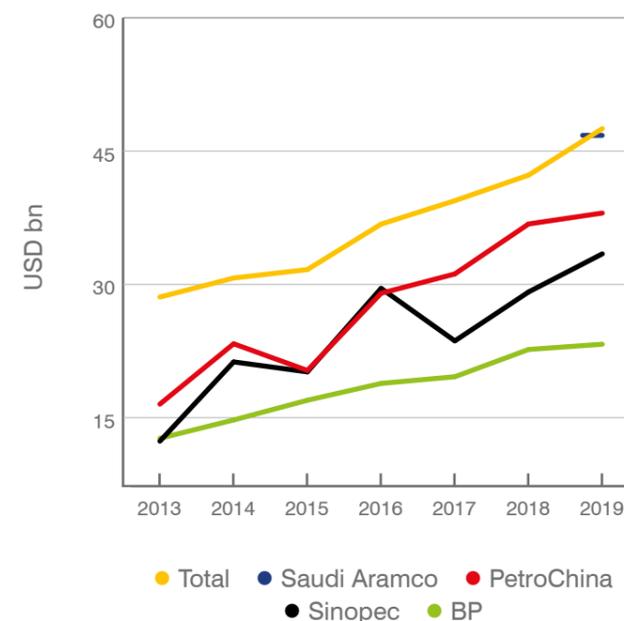
All brands in the top 10 have recorded solid brand value growth, apart from France's **Total** (down 8% to US\$23.2 billion). As one of the six supermajor oil brands in the world, Total has traditionally performed well in the ranking, however following a year of heightened market volatility, the brand's profits have dented considerably. The brand has sold a significant amount of assets, an attempt to protect against low oil prices and concentrate on areas of the business that can withstand oil price fluctuation.

In contrast, **Abu Dhabi National Oil Company (ADNOC)** has entered the top 10 after recording the fastest brand value growth in the top 20, up 29% to US\$11.4 billion. The brand is also the first UAE brand to achieve a brand valuation of more than US\$10 billion, a testament to the success of the Group's ongoing transformation strategy. Since 1971, ADNOC has created thousands of jobs, driven the growth of a diverse knowledge-based economy, and played a key role in Abu Dhabi's global emergence. ADNOC continues to look for new and innovative ways to maximise the value of its resources, pioneering

## Top 10 Most Valuable Brands

	<b>1</b> ← 1		2020: \$47,529m 2019: \$42,295m	+12.4%
	<b>2</b> — NEW		2020: \$46,768m 2019: —	—
	<b>3</b> ↓ 2		2020: \$38,028m 2019: \$36,799m	+3.3%
	<b>4</b> ↓ 3		2020: \$33,437m 2019: \$29,147m	+14.7%
	<b>5</b> ← 5		2020: \$23,267m 2019: \$22,675m	+2.6%
	<b>6</b> ↓ 4		2020: \$23,157m 2019: \$25,189m	-8.1%
	<b>7</b> ↓ 6		2020: \$17,855m 2019: \$17,054m	+4.7%
	<b>8</b> ← 8		2020: \$15,438m 2019: \$13,295m	+16.1%
	<b>9</b> ↓ 7		2020: \$15,215m 2019: \$13,318m	+14.2%
	<b>10</b> ↑ 12		2020: \$11,392m 2019: \$8,865m	+28.5%

## Brand Value over Time



those approaches and technologies that will ensure it is able to meet the demands of an ever-changing energy market, and continue to have a positive impact on the Abu Dhabi economy for generations to come.

### PETRONAS sector's strongest

In addition to measuring overall brand value, Brand Finance also evaluates the relative strength of brands, based on factors such as marketing investment, familiarity, loyalty, staff satisfaction, and corporate reputation. Alongside revenue forecasts, brand strength is a crucial driver of brand value. According to these criteria, **PETRONAS** (up 14% to US\$15.2 billion) has claimed the title of the world's strongest oil and gas brand, with a Brand Strength Index (BSI) score of 86.3 out of 100 and a corresponding AAA brand strength rating.

The Malaysian Government-owned brand has flourished as sales volumes for petroleum products have increased and the ringgit has weakened against the US dollar, all while ensuring there is sufficient provision for inevitable market volatility. This year, the brand has focused on streamlining and improving its operational and technical functions, striving towards digital transformation and innovation to be future-ready.

**PETRONAS, along with all the oil & gas giants, are facing persistent market volatility, which brands need to be ready to tackle. PETRONAS has clearly set its intentions to strive towards new and alternative oil and gas solutions - while maintaining its cautious optimism - in a bid to protect the brand in the future.**

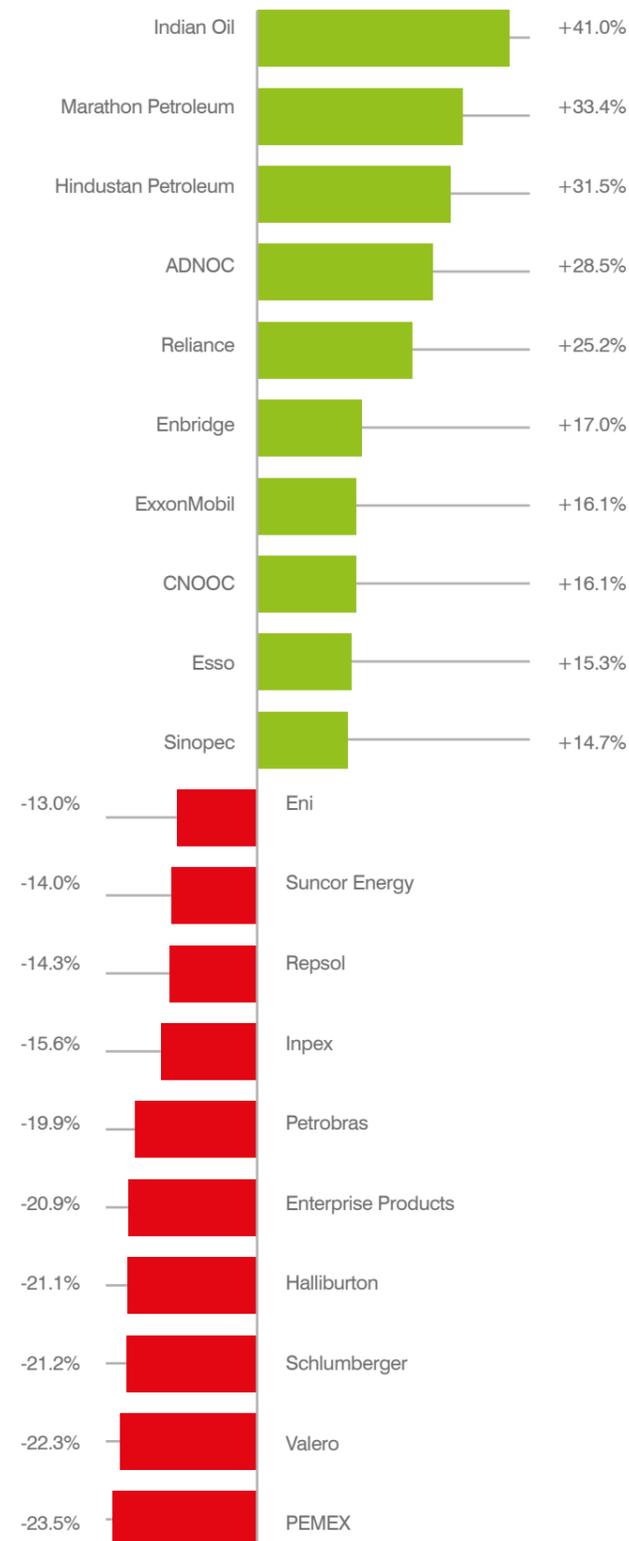
**David Haigh**  
CEO of Brand Finance

### Brand Value by Economy



Economy	Brand Value (USD bn)	% of total
United States	88.9	19.9%
China	77.9	17.5%
Netherlands	47.5	10.7%
Saudi Arabia	46.8	10.5%
United Kingdom	23.3	5.2%
France	23.2	5.2%
Others	138.5	31.1%
<b>Total</b>	<b>446.0</b>	<b>100.0%</b>

### Brand Value Change 2019-2020 (%)



### Top 10 Strongest Brands



# Brand Finance Oil & Gas 50 (USD m).

## Top 50 most valuable oil & gas brands

2020 Rank	2019 Rank	Brand	Economy	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	← Shell	Netherlands	\$47,529	+12.4%	\$42,295	AAA	AAA-
2	-	New Saudi Aramco	Saudi Arabia	\$46,768	-	-	AA	-
3	2	↓ PetroChina	China	\$38,028	+3.3%	\$36,799	AAA-	AAA-
4	3	↓ Sinopec	China	\$33,437	+14.7%	\$29,147	AAA-	AAA-
5	5	← BP	United Kingdom	\$23,267	+2.6%	\$22,675	AA	AA-
6	4	↓ Total	France	\$23,157	-8.1%	\$25,189	AA+	AA+
7	6	↓ Chevron	United States	\$17,855	+4.7%	\$17,054	AA	AA
8	8	← ExxonMobil	United States	\$15,438	+16.1%	\$13,295	AA+	AA
9	7	↓ PETRONAS	Malaysia	\$15,215	+14.2%	\$13,318	AAA	AAA
10	12	↑ ADNOC	UAE	\$11,392	+28.5%	\$8,865	AA+	AA
11	10	↓ Equinor	Norway	🔒	🔒	🔒	🔒	🔒
12	9	↓ Eni	Italy	🔒	🔒	🔒	🔒	🔒
13	16	↑ Reliance	India	🔒	🔒	🔒	🔒	🔒
14	14	← Gazprom	Russia	🔒	🔒	🔒	🔒	🔒
15	11	↓ PEMEX	Mexico	🔒	🔒	🔒	🔒	🔒
16	13	↓ Valero	United States	🔒	🔒	🔒	🔒	🔒
17	19	↑ CNOOC	China	🔒	🔒	🔒	🔒	🔒
18	18	← PTT	Thailand	🔒	🔒	🔒	🔒	🔒
19	17	↓ Lukoil	Russia	🔒	🔒	🔒	🔒	🔒
20	15	↓ Schlumberger	United States	🔒	🔒	🔒	🔒	🔒
21	24	↑ Esso	United States	🔒	🔒	🔒	🔒	🔒
22	22	← Mobil	United States	🔒	🔒	🔒	🔒	🔒
23	34	↑ Indian Oil	India	🔒	🔒	🔒	🔒	🔒
24	25	↑ CNRL	Canada	🔒	🔒	🔒	🔒	🔒
25	21	↓ ConocoPhillips	United States	🔒	🔒	🔒	🔒	🔒
26	29	↑ Enbridge	Canada	🔒	🔒	🔒	🔒	🔒
27	20	↓ Phillips 66	United States	🔒	🔒	🔒	🔒	🔒
28	28	← Exxon	United States	🔒	🔒	🔒	🔒	🔒
29	38	↑ Marathon Petroleum	United States	🔒	🔒	🔒	🔒	🔒
30	32	↑ Rosneft	Russia	🔒	🔒	🔒	🔒	🔒
31	26	↓ Repsol	Spain	🔒	🔒	🔒	🔒	🔒
32	23	↓ Petrobras	Brazil	🔒	🔒	🔒	🔒	🔒
33	31	↓ Oxy	United States	🔒	🔒	🔒	🔒	🔒
34	30	↓ Ecopetrol	Colombia	🔒	🔒	🔒	🔒	🔒
35	33	↓ SK Innovation	South Korea	🔒	🔒	🔒	🔒	🔒
36	27	↓ Halliburton	United States	🔒	🔒	🔒	🔒	🔒
37	39	↑ Energy Transfer	United States	🔒	🔒	🔒	🔒	🔒
38	41	↑ ONGC	India	🔒	🔒	🔒	🔒	🔒
39	35	↓ Bharat Petroleum	India	🔒	🔒	🔒	🔒	🔒
40	36	↓ Inpex	Japan	🔒	🔒	🔒	🔒	🔒
41	40	↓ Pertamina	Indonesia	🔒	🔒	🔒	🔒	🔒
42	48	↑ Hindustan Petroleum	India	🔒	🔒	🔒	🔒	🔒
43	42	↓ Baker Hughes	United States	🔒	🔒	🔒	🔒	🔒
44	37	↓ Enterprise Products	United States	🔒	🔒	🔒	🔒	🔒
45	-	New Novatek	Russia	🔒	🔒	🔒	🔒	🔒
46	-	New Idemitsu Kosan	Japan	🔒	🔒	🔒	🔒	🔒
47	43	↓ Suncor Energy	Canada	🔒	🔒	🔒	🔒	🔒
48	47	↓ Tatneft	Russia	🔒	🔒	🔒	🔒	🔒
49	44	↓ OMV	Austria	🔒	🔒	🔒	🔒	🔒
50	49	↓ Petro-Canada	Canada	🔒	🔒	🔒	🔒	🔒



# Interview with Omar Zaafrani.



**Omar Zaafrani**  
SVP, Group  
Communications, ADNOC

## **ADNOC is the fastest growing brand in the Middle East this year – what would you say ADNOC does differently, both from a brand and business perspective?**

We are very proud and honored to be the fastest-growing brand in the Middle East with a significant increase in brand value from last year. This achievement is a testament to the visionary and progressive leadership of His Excellency Dr. Sultan Ahmed Al Jaber, UAE Minister of State and ADNOC Group CEO. It also reflects the hard work and dedication of all my colleagues at ADNOC and validates our ongoing transformation that will ensure we are fit to thrive in the fast-evolving energy landscape.

ADNOC's transformation has been supported by transparent, proactive and strategic communications and marketing. Today, as the oil and gas industry faces an era of disruption on multiple levels, ADNOC is leveraging value-added partnerships, demonstrating environmental leadership and embracing advanced technologies to empower its people and enable it to create, unlock and maximize value from Abu Dhabi's substantial hydrocarbon resources.

At the same time, we are thinking creatively and adopting an integrated approach to marketing and strategic communications. This is enabling us to drive deeper connections with our key audience and bring ADNOC's core purpose to life, which is to harness energy resources in the service of the UAE. We are also leveraging our digital channels and developing creative and engaging content that resonates with our employees, our local community and the wider oil and gas industry.

## **Looking back over the past year, how has the “Energy for Life” positioning enabled/complemented the transformation of ADNOC?**

Energy for Life, our very first corporate brand campaign, is the next step in our journey to strengthen the ADNOC brand. It reinforces the fact that the success of ADNOC and the UAE are intrinsically linked. It also highlights ADNOC's contribution to the UAE and underpins its key role in enabling the nation's strategic objectives.

Today, there is a greater appreciation of ADNOC's positive impact on the UAE. In addition, ADNOC employees recognize and are proud of their role in driving ADNOC's transformation which is helping to ensure the company remains a catalyst for the UAE's socio-economic growth and diversification for decades to come.

## **How has the brand played a role in the recent rapid expansion of B2B partnerships?**

At ADNOC, we recognize that brand strength is a crucial enabler of our business priorities, particularly in today's multi-layered energy landscape. Our reinvigorated brand means investors and partners have greater confidence in ADNOC as a reliable and trusted partner. This confidence allows us to attract world-class partners to help us unlock and maximize value while we accelerate the delivery of our 2030 strategy.

For example, last year we concluded a landmark \$5 billion midstream pipeline infrastructure partnership with global leading institutional investors, KKR and BlackRock, as well as the Abu Dhabi Retirement Pensions and Benefit Funds and GIC. This transaction highlighted the global investment community's positive view on the attractiveness of both ADNOC and the UAE's long-term potential.

We are also driving greater transparency for all our stakeholders, including our partners, investors, and employees as we strengthen our brand proposition. Last year, Fitch Ratings assigned the ADNOC Group the highest credit ratings for any oil and gas company globally.



These best-in-class ratings reflect ADNOC's more open and flexible approach to partnerships as well as its strong operating and financial performance.

## **What have been your biggest brand challenges to date, and what challenges do you anticipate lie ahead?**

Successfully bringing together ADNOC's subsidiary companies under one common identity in 2017 has been our biggest challenge to date. However, we saw this as a unique opportunity to unify the ADNOC brand identity and highlight the scale of ADNOC's business, the size of its contribution to the UAE's economy and its positive impact on the nation's socio-economic development. Since unifying the brand, we have significantly enhanced the visibility and positioning of ADNOC at a local, regional and international level. Today, for the first time, ADNOC ranks among the world's top ten most valuable oil and gas brands.

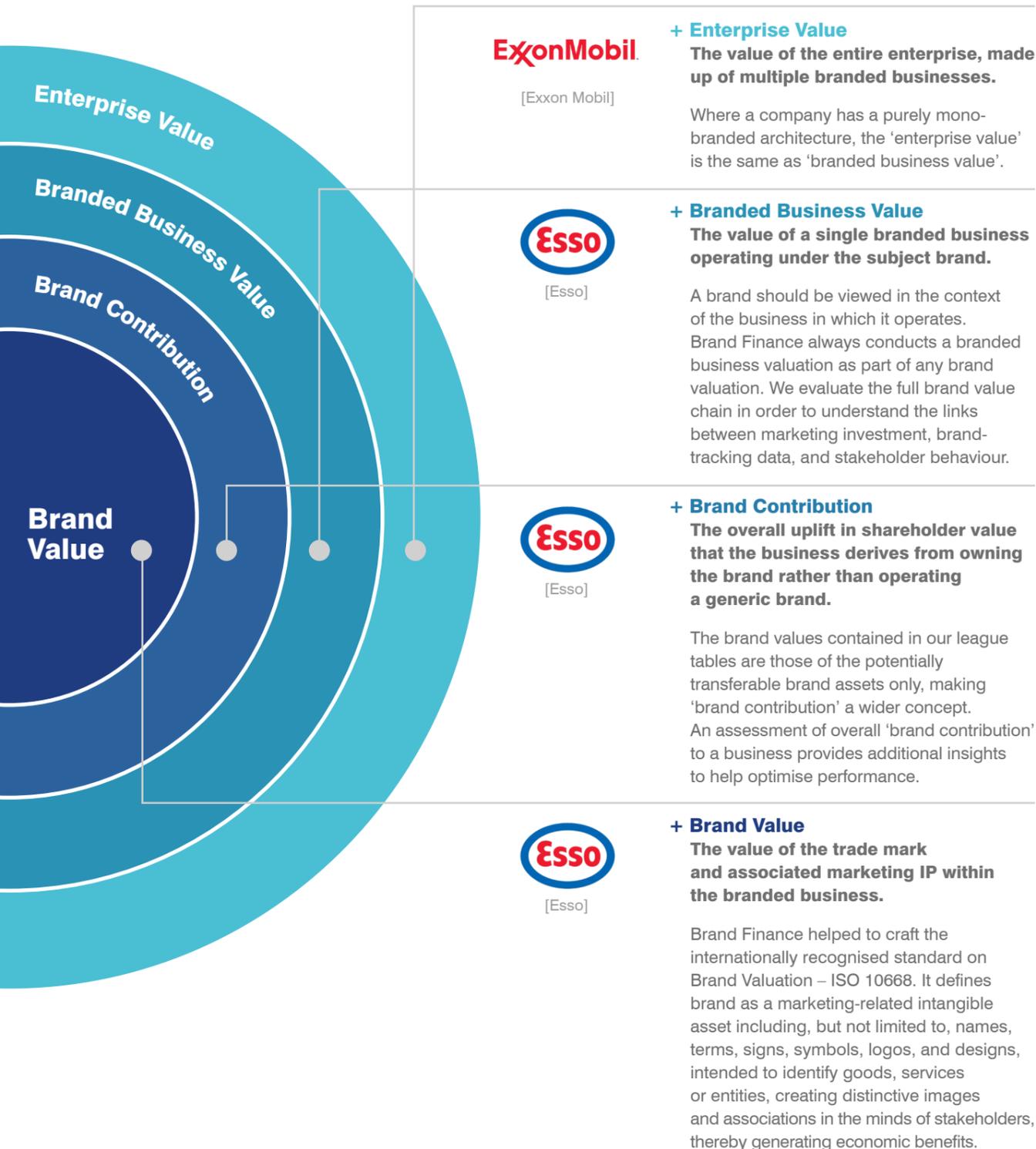
Moving forward, we need to take ADNOC's brand offering to the next level and to showcase, in a more compelling way, how ADNOC and the oil and gas is enabling global economic progress in the fourth industrial age. We also need to better leverage ADNOC's strong legacy of responsible production and communicate to our stakeholders how we are responding to the world's energy demand while demonstrating environmental leadership.

## **ADNOC has seen success in the In-Country Value program, and has intentions to launch a futures exchange for Murban. Why is it so important for ADNOC to contribute to the local economy?**

ADNOC's ICV program is a key enabler of our commitment to drive progress and development in the UAE. We are very pleased with the tremendous success the program has recorded to date. In fact, the program has driven more than \$12 billion back into the nation's economy and enabled over 1,500 private-sector jobs for UAE nationals since we launched it in 2018. As we deliver our 2030 strategy, we will continue to encourage more commercial opportunities for local suppliers and create more private-sector employment opportunities for UAE nationals through our ICV program.

The historic decision to list ADNOC's Murban crude oil on a futures exchange also aligns with ADNOC's strategy to maximize value for the UAE. Listing Murban on an internationally recognized exchange will provide the markets with greater confidence and unlock greater value for ADNOC and its customers while solidifying Abu Dhabi's position as a global energy hub.

# Definitions.



## Brand Strength

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

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

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

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



# Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

## The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.



### Disclaimer

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

# Market Research Methodology.

Brand Finance conducted original market research in 10 sectors across 29 markets with a sample size of over 50,000 adults, representative of each country's internet population aged 18+. Surveys were conducted online during autumn 2019.



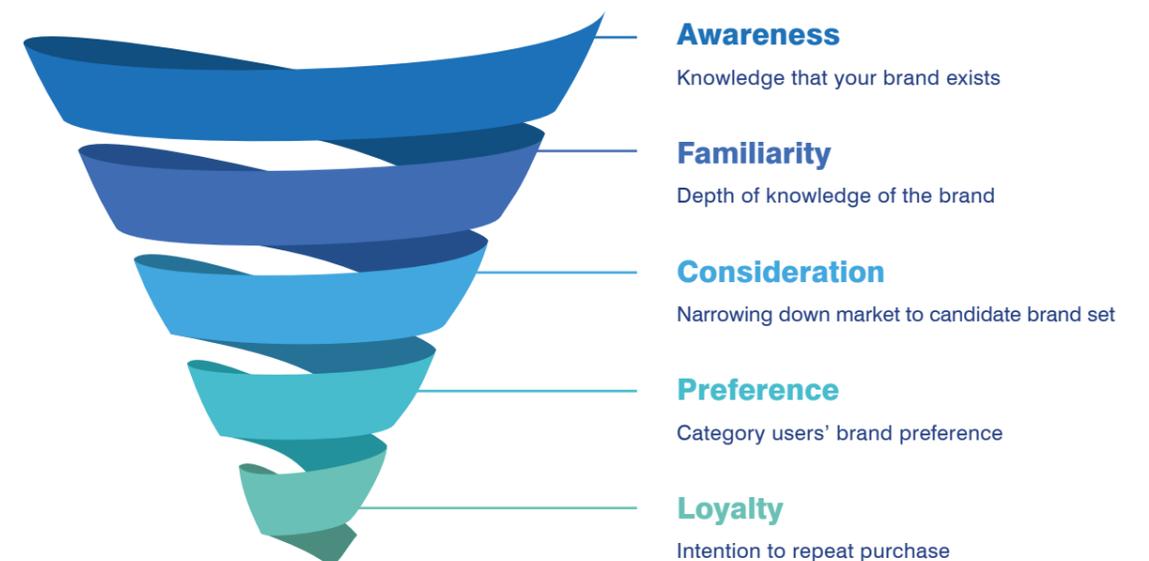
# Stakeholder Equity Measures.

## Key Metrics

- + Reputation
- + Innovation
- + Value for Money
- + Emotional Fit
- + Recommendation
- + Quality etc.

## Brand conversion funnel

The brand conversion funnel is a way of summarising the likely strength of a brand to convert to purchase.



# Consulting Services.

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

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

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

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

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

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

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

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

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

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

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

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



MARKETING



FINANCE



TAX



LEGAL

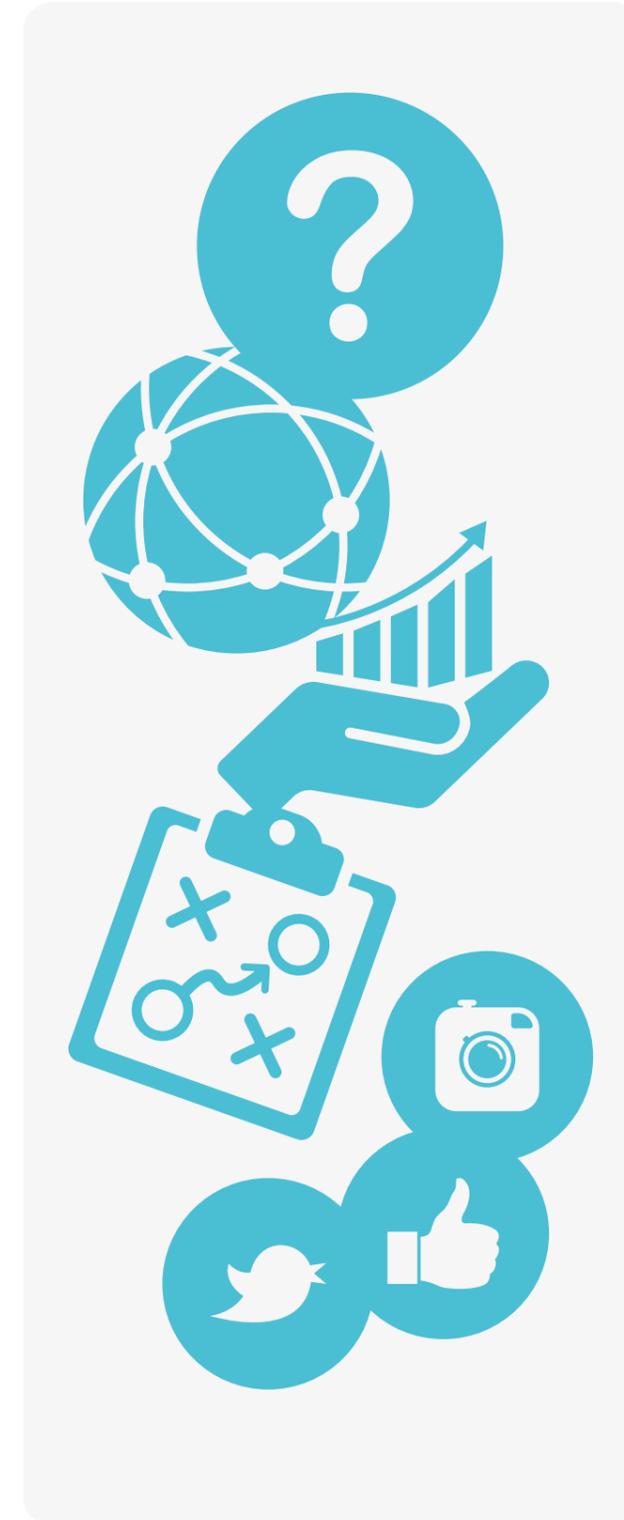
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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

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

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

# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



**TOP 50 OIL & GAS BRAND**



**MOST VALUABLE OIL & GAS BRAND**



**STRONGEST OIL & GAS BRAND**



**Video Endorsement** – record video with Brand Finance CEO or Director speaking about the performance of your brand, for use in both internal and external communications.



**Bespoke Events** – organise an award ceremony or celebratory event, coordinate event opportunities and spearhead communications to make the most of them.



**Digital Infographics** – design infographics visualising your brand's performance for use across social media platforms.



**Trophies & Certificates** – provide a trophy and/or hand-written certificate personally signed by Brand Finance CEO to recognise your brand's performance.



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



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

## Brand Dialogue<sup>®</sup>



### Value-Based Communications

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value. Our approach is integrated, employing tailored solutions for our clients across PR, marketing and social media.

#### SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact [enquiries@brand-dialogue.co.uk](mailto:enquiries@brand-dialogue.co.uk) or visit [www.brand-dialogue.co.uk](http://www.brand-dialogue.co.uk)

Brand Dialogue is a member of the Brand Finance plc group of companies



**BRAND EXCHANGE<sup>®</sup>**

WHERE BRANDS MEET FINANCE

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Brand Exchange is a member of the Brand Finance plc group of companies

# Brand Finance Network.

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