



Restaurants

25

2023

The annual report on the most valuable and strongest Restaurant brands
March 2023

Contents.

About Brand Finance	3
Foreword	7
<i>David Haigh, Chairman & CEO, Brand Finance</i>	
Ranking Analysis	9
Brand Value & Brand Strength Analysis	10
Brand Value Ranking	16
Methodology	17
Our Services	24

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 more than 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 thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 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.

For business enquiries, please contact:

Savio D'Souza

Senior Director

s.dsouza@brandfinance.com

For media enquiries, please contact:

Michael Josem

Associate Communications Director

m.josem@brandfinance.com

For all other enquiries:

enquiries@brandfinance.com

+44 207 389 9400

www.brandfinance.com



[linkedin.com/company/brand-finance](https://www.linkedin.com/company/brand-finance)



twitter.com/brandfinance



facebook.com/brandfinance



youtube.com/brandfinance

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

Contents

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**
- **38 countries** and **31 sectors** covered
- More than **150,000 respondents** surveyed annually
- We are now **in our 7th consecutive year** conducting the study

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



Foreword.



David Haigh
Chairman & CEO,
Brand Finance

Brand valuation helps companies understand the value of their brand and how it contributes to the overall value of the company. This important understanding can inform decision-making related to marketing and branding efforts, as well as provide a benchmark for future performance. It can also be used to help attract investors and secure financing, as a strong brand can be a valuable asset.

Additionally, brand valuation can be useful in the event of a merger or acquisition, as it can help determine the value of the brand being acquired. Overall, brand valuation helps organisations understand the worth of their brand and how it fits into their overall business strategy.

A strong brand can lead to improved business returns in several ways. First, a strong brand can help a company differentiate itself from its competitors and establish a unique identity in the market, which can lead to increased customer loyalty and retention. This, in turn, can lead to higher sales and revenue. A strong brand can also help a company command a higher price for its products or services, as consumers are willing to pay more for a brand they perceive as high-quality and trustworthy. In addition, a strong brand can help a company attract top talent, as employees may be more attracted to work for a well-known and reputable brand. Finally, a strong brand can provide a company with a competitive advantage and help it weather economic downturns or industry disruptions.

This year, Brand Finance has invested more in researching and understanding customer perception of brands across the world than ever before, with original research taking place in dozens of jurisdictions globally. The report you are reading is based on this extensive original research, with the findings representing a catalyst for further conversations.

If you want to help build a stronger brand, or if you want to better understand the value of your brand, please contact the Brand Finance team and I anytime. I look forward to the conversation and helping to build a more profitable future for your brand.

Starbucks and McDonald's maintain dominance as the World's most valuable restaurant brands.

- + **Starbucks** extends lead, remaining most valuable restaurant brand for 7th consecutive year
- + **McDonald's** maintains 2nd position despite 7% brand value reduction
- + American brands make up 93% of overall ranking brand value
- + **Texas Roadhouse** is the fastest growing brand, up 56%, **Jollibee** and Popeyes follow close behind
- + **Greggs** is the strongest brand in the restaurant sector with AAA rating
- + **Starbucks** has highest Sustainability Perceptions Value of US\$3.1 billion

Ranking Analysis.



Ranking Analysis.



Starbucks extends lead, remaining most valuable restaurant brand for 7th consecutive year

Starbucks (brand value up 17% to \$53.4 billion) has cemented its position as the world's most valuable restaurant brand at the top of the global restaurant ranking. The American multinational coffeehouse chain has held this position for seven consecutive years and has significantly widened its lead over the second most valuable restaurants brand, **McDonald's** (brand value down 7% to US\$36.9 billion).

Starbucks generated accelerating demand for its products throughout 2022 following a continued return to normality as pandemic-related restrictions reduced globally.

Starbucks' brand value is now 30% higher than its pre-pandemic value. This success highlights the positive impact that the brand's US Reinvention Plan has had since its launch in 2022.

This three-year brand roadmap will include targeted investments in partners, customers, and stores that are expected to accelerate the company's long-term growth and progressively expand operating margins.

This will also focus on an increased digitalisation of the customer experience to deliver a more personalised experiential convenience – in effect, allowing the Starbucks brand to expand from its iconic coffee shops to the home, office, and jobsite. This is by growing its Starbucks Delivers program in the U.S. with a new partnership with DoorDash, which will expand to a national scale alongside UberEats in 2023.

Top 10 Most Valuable Restaurant Brands

© Brand Finance Plc 2023



McDonald's maintains 2nd position despite 7% brand value reduction

Despite a 7% brand value reduction, **McDonald's** maintains its position as the second most valuable restaurants brand for the 7th consecutive year, with a brand value of US\$36.9 billion. Like many large global enterprises, McDonald's has faced issues in relation to supply chains and rising inflation. Because of the macro-economic difficulties faced by the brand and market instability, McDonald's has raised prices on several popular menu items over the last twelve months.

For a restaurant brand whose identity has relied upon low-priced products, this decision has not been taken lightly amongst consumers. The brand's forecast revenues and business value have also gone down in 2023, and all have likely contributed to McDonald's brand strength and value reduction.

However, McDonald's 'Accelerating the Arches' strategy has looked to try and counter this and put the brand back on track for future brand value and brand strength growth. This growth strategy is focused on staying ahead of the curve on customer desires and realising future growth potential. This includes a big focus on its digital, delivery and drive thru offerings.

The brand's digital offerings now account for over one-third of McDonald's enterprise-wide sales, highlighting its vital importance to the brand. This has further growth potential, and will offer a more personalised and convenient experience, thereby making customers feel more connected to the McDonald's brand, potentially increasing visits, engagement, and brand equity.

American brands make up 93% of overall ranking brand value

American brands make up 93% of the overall brand value of the ranking, also accounting for 21 out of the 25 brands included. These include well known global fast-food chains such as **KFC** (brand value steady at US\$17.1 billion), **Domino's Pizza** (brand value up 1% to 7.4 billion), and **Subway** (brand value steady at US\$7.1 billion), which round out the top five.

Canadian brand **Tim Hortons** (brand value up 38% to US\$6.1 billion) and China's **Haidilao** (brand value down 14% to US\$4 billion) are the only non-American brands to place in the top 15 of the ranking. The relative lack of non-US brands highlights the nation's continued dominance within the sector, with few signs of change.

Brand Value Change 2022-2023 (%)



© Brand Finance Plc 2023



Texas Roadhouse is the fastest growing brand, up 56%, Jollibee and Popeyes follow close behind

Texas Roadhouse has achieved a 56% brand value increase in 2023, to a brand value of US\$2.3 billion, making it the fastest growing restaurant brand in the ranking. This brand value increase comes primarily as a result of the brand's strong expansion strategy. The brand now operates 700 restaurants and has further raised its expansion targets for the coming years, hoping to reach 900 units.

Texas Roadhouse has begun to expand into smaller markets, which it sees as regions with populations between 40,000 and 60,000, in which it has been received well by receptive consumers. This growth trajectory has resulted in an increase in revenue forecast, and continued projection of authentic brand values.

Filipino brand **Jollibee** (brand value up 53% to US\$1.6 billion) followed closely behind as the second fastest growing brand in the ranking.

The brand's post-pandemic growth plans have seen it expand further into the US market, planning to open 500 stores in the coming years and rival other fast-food giants such as **McDonald's** and **KFC**.

It is also looking to break into the Chinese market. This aggressive growth strategy has already reaped rewards for the brand, highlighted by its significant brand value increase, and if targets are met it may continue to do so in the years to follow.

American fried chicken fast food restaurant brand, **Popeyes** (brand value up 49% to US\$1.8 billion), has also seen significant growth. Its brand value is now up 96% from its pre-pandemic levels. The brand has focused particularly on its social media outreach, proving extremely popular amongst customers, and increasing its talkability and brand awareness.

Popeyes is re-entering the Chinese market to capitalise on a rebound in post-covid fast food consumption and cheap rentals in the country. Both have contributed to Popeyes rising brand value and have helped sustain a strong level of brand equity amongst stakeholders.

Top 10 Strongest Restaurant Brands

© Brand Finance Plc 2023



Greggs is the strongest brand in the restaurant sector with AAA rating

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 150,000 respondents in 38 countries and across 31 sectors.

British baked goods institution, **Greggs** (brand value up 17% to US\$1 billion), is the strongest brand in the ranking with a Brand Strength Index Score of 89/100 and corresponding AAA rating.

Greggs remains the strongest brand despite raising the prices of its products in the face of rising operating cost, inflation, and supply chain issues. In comparison to brands such as McDonald's, which have seen brand value and strength reductions partly in connection with price increases, Greggs has remained remarkably resilient. Its price increases have seemingly not had as large an impact on customer choice.

Greggs total sales for 2022 were better-than-expected as the brand has communicated its value-for-money offering of products to consumers who are increasingly looking to manage budgets without compromising on quality and taste. The brand has also continued to open new shops further increasing its reach across its markets.



Largest Sustainability Perceptions Value

© Brand Finance Plc 2023

<p>1</p>  <p>US\$3.1 bn 4.30</p>	<p>2</p>  <p>US\$1.9 bn 3.93</p>	<p>3</p>  <p>US\$0.9 bn 3.76</p>	<p>4</p>  <p>US\$0.4 bn 4.38</p>	<p>5</p>  <p>US\$0.4 bn 4.56</p>
<p>6</p>  <p>US\$0.4 bn 3.73</p>	<p>7</p>  <p>US\$0.3 bn 3.53</p>	<p>8</p>  <p>US\$0.3 bn 3.97</p>	<p>9</p>  <p>US\$0.3 bn 3.93</p>	<p>10</p>  <p>US\$0.3 bn 3.80</p>

Starbucks has highest Sustainability Perceptions Value of US\$3.1 billion

As part of its analysis, Brand Finance assesses the role that specific brand attributes play in driving overall brand value. One such attribute, growing rapidly in its significance, is sustainability. Brand Finance assesses how sustainable specific brands are perceived to be, represented by a 'Sustainability Perceptions Score'. The value that is linked to sustainability perceptions, the 'Sustainability Perceptions Value', is then calculated for each brand.

As well as being the world's most valuable restaurant brand, Starbucks also has the highest Sustainability Perception Value of US\$3.1 billion. The brand's position at the top of the Sustainability Perceptions Value table is not an assessment of its overall sustainability performance, but rather indicates how much brand value the brand has tied up in sustainability perceptions.

Consumers are increasingly demanding higher standards for sustainability when it comes to the food they eat and drink. Coffee is one of Starbucks primary product offerings, and the coffee trade in particular has been questioned over its impact on the environment through deforestation, reliance on pesticides, and unfair working conditions. However, Starbucks has taken an active effort to reduce its impact and communicate this to consumers.

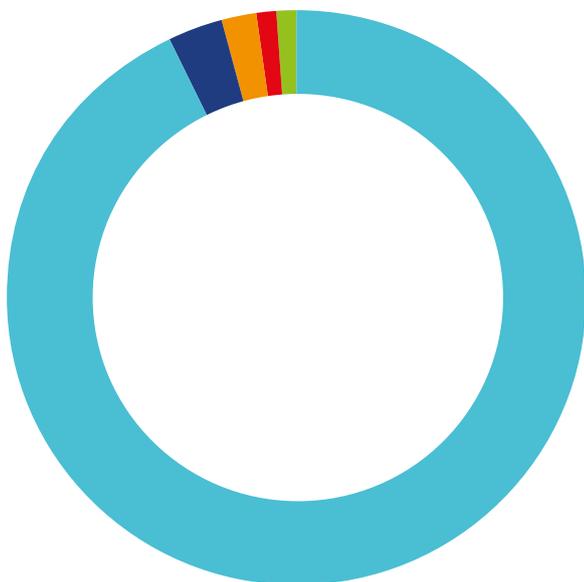
This includes new investments in eco-friendly operations, regenerative agricultural practices, and an environmentally friendly menu. It has also committed to becoming a resource positive company by storing more carbon than it emits, eliminating waste, and replenishing more freshwater than it uses. These initiatives, and successful communication of this to stakeholders has contributed to its industry-leading Sustainability Perceptions Value.





Brand Value by Country

© Brand Finance Plc 2023



Country	Brand Value (USD m)	% of total	Number of Brands
United States	177,856	93%	21
Canada	6,087	3%	1
China	3,988	2%	1
Philippines	1,553	1%	1
United Kingdom	1,021	1%	1
Total	190,505	100.0%	25

Brand Value Ranking (USDm).

Top 25 most valuable Restaurant brands 1-25

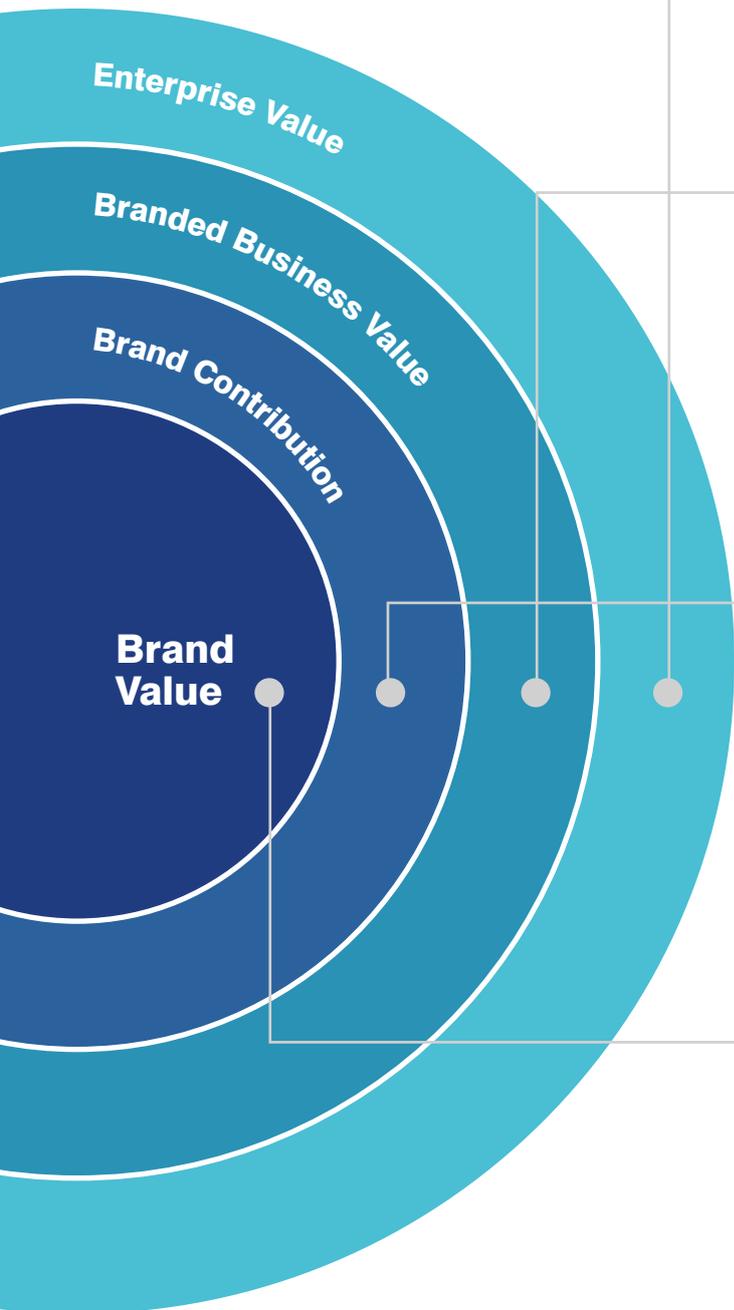
2023 Rank	2022 Rank		Brand	Country	2023 Brand Value	Brand Value Change	2022 Brand Value	2023 Brand Rating	2022 Brand Rating
1	1	←	Starbucks	United States	53,432	+17%	45,699	AAA	AAA
2	2	←	McDonald's	United States	36,863	-7%	39,721	AAA-	AAA
3	3	←	KFC	United States	17,662	+0%	17,623	AAA-	AAA-
4	4	←	Domino's Pizza	United States	7,352	+1%	7,257	AAA-	AAA-
5	5	←	Subway	United States	7,053	+0%	7,054	AA+	AA
6	6	←	Taco Bell	United States	7,050	+11%	6,331	AAA-	AA+
7	11	↑	Tim Hortons	Canada	6,087	+38%	4,399	AAA-	AAA-
8	9	↑	Wendy's	United States	6,058	+27%	4,761	AAA-	AAA-
9	12	↑	Burger King	United States	5,992	+39%	4,302	AA+	AA+
10	7	↓	Pizza Hut	United States	5,883	+0%	5,896	AA+	AA+
11	13	↑	Chipotle	United States	🔒	🔒	🔒	🔒	🔒
12	8	↓	Dunkin'	United States	🔒	🔒	🔒	🔒	🔒
13	14	↑	Chick-fil-A	United States	🔒	🔒	🔒	🔒	🔒
14	10	↓	Haidilao	China	🔒	🔒	🔒	🔒	🔒
15	15	←	Jack In The Box	United States	🔒	🔒	🔒	🔒	🔒
16	16	←	Olive Garden	United States	🔒	🔒	🔒	🔒	🔒
17	18	↑	Texas Roadhouse	United States	🔒	🔒	🔒	🔒	🔒
18	-	New	Dutch Bros	United States	🔒	🔒	🔒	🔒	🔒
19	20	↑	Popeyes	United States	🔒	🔒	🔒	🔒	🔒
20	22	↑	Jollibee	Philippines	🔒	🔒	🔒	🔒	🔒
21	19	↓	Papa John's	United States	🔒	🔒	🔒	🔒	🔒
22	17	↓	Costa	United States	🔒	🔒	🔒	🔒	🔒
23	21	↓	Chili's	United States	🔒	🔒	🔒	🔒	🔒
24	23	↓	Cracker Barrel	United States	🔒	🔒	🔒	🔒	🔒
25	25	←	Greggs	United Kingdom	🔒	🔒	🔒	🔒	🔒





Methodology.

Definitions.



Brand Value



[Restaurant Brands International]

+ 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'.



[Burger King]

+ 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.



[Burger King]

+ 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.



[Burger King]

+ 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 bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

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.

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 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.

2



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.



3

Global Brand Equity Monitor.

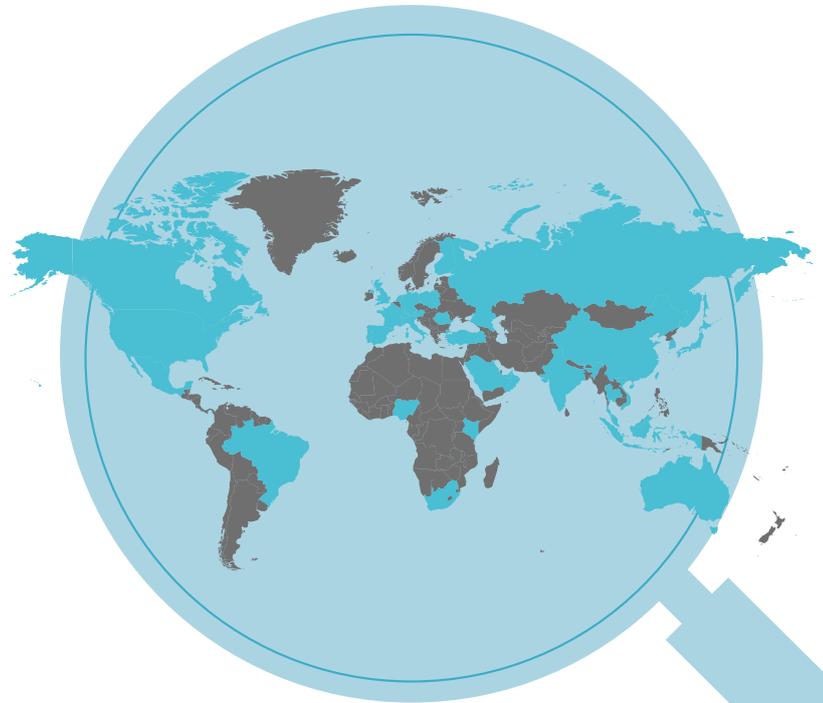
Original market research in 38 countries and across 31 sectors with over 150,000 consumers rating over 5,000 brands.

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.

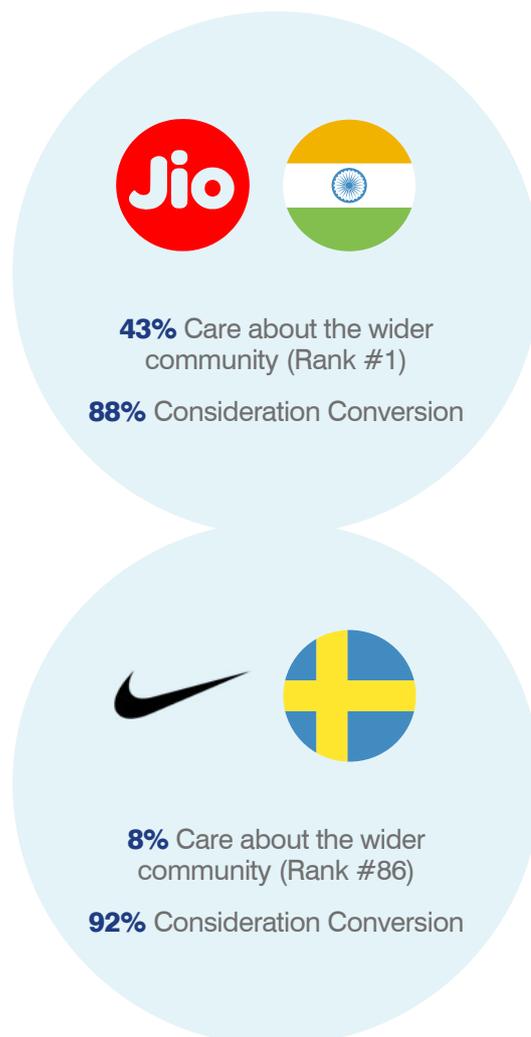
Who's the coolest cat?

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

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 2023



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 2023

	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



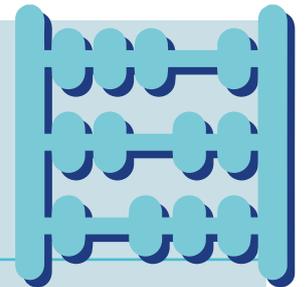
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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



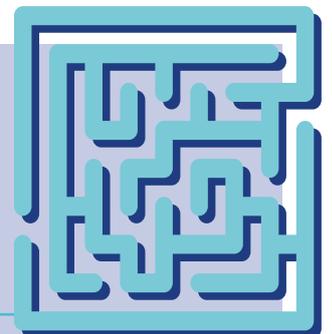
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

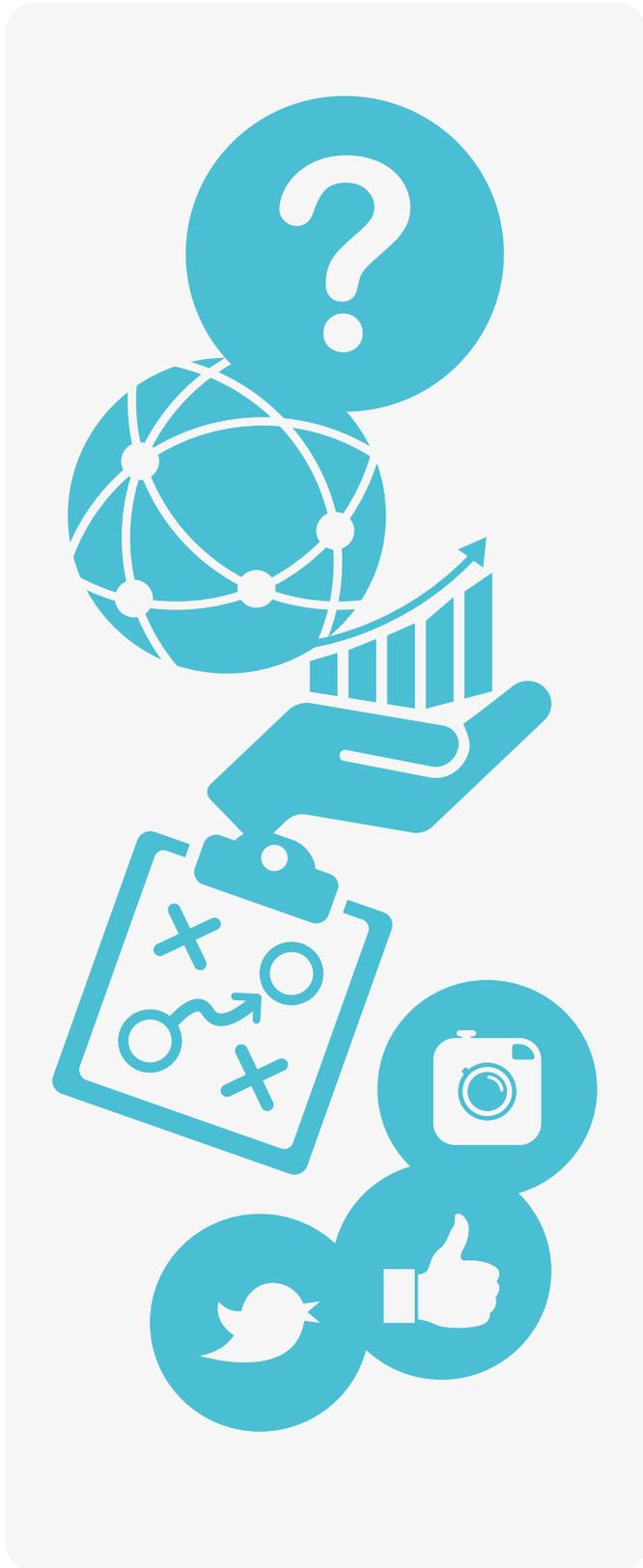
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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.

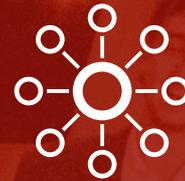
How can I improve return on marketing investment?

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.

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 Network.

For further information on our services and valuation experience, please contact your local representative:

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Alex Haigh	a.haigh@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Alexandre St-Amour	a.amour@brandfinance.com
China	Scott Chen	s.chen@brandfinance.com
East Africa	Walter Serem	w.serem@brandfinance.com
France	Bertrand Chovet	b.chovet@brandfinance.com
Germany/Austria/Switzerland	Ulf-Brun Drechsel	u.drechsel@brandfinance.com
India	Ajimon Francis	a.francis@brandfinance.com
Indonesia	Sutan Banuara	s.banuara@brandfinance.com
Ireland	Declan Ahern	d.ahern@brandfinance.com
Italy	Massimo Pizzo	m.pizzo@brandfinance.com
Mexico	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Poland	Konrad Jagodzinski	k.jagodzinski@brandfinance.com
Portugal	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
South America	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Spain	Pilar Alonso Ulloa	p.alonso@brandfinance.com
Sri Lanka	Aliakber Alihussain	a.hussain@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
United Kingdom	Annie Brown	a.brown@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com
Vietnam	Alex Haigh	a.haigh@brandfinance.com





Contact us.

The World's Leading Brand Valuation Consultancy

T: +44 (0)20 7389 9400

E: enquiries@brandfinance.com

www.brandfinance.com