



Romania

50

2020

The annual report on the most valuable and strongest Romanian brands
March 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.



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.



Insight



Strategy



Benchmarking



Education



Communication



Understanding



Brand Valuation Summary



Brand Strength Tracking



Royalty Rates



Cost of Capital Analysis



Customer Research Findings



Competitor Benchmarking

What's in a Brand Value Report?

Benefits of a Brand Value Report

Get in Touch.

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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 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.

BRAND EXCHANGE[®]
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[®]



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.

- 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 4th 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.

Top 50 Romanian Brands Grow Four Times Faster than the Economy.

- + Combined value of Romania's top 50 brands is reaching EUR 5.8 billion
- + Almost 70% of the top 50 brands have been created by the private sector over the past 30 years
- + Strong growth but little shake up within the highest echelon; **Dacia** keeps pole position, **BCR** replaces Rompetrol in top 10
- + **Dedeman** remains the most valuable brand held entirely by Romanian shareholders
- + Strong performance from banking brands, with **Banca Transilvania** jumping 50% in brand value
- + Three new entrants replace slower growing brands

Executive Summary.



Strong growth but little shake up within top 10

Only one change among the top 10 brands this year – with Rompetrol sliding down to 11th place while BCR jumps back to 8th position thanks to strong growth. The automotive brand **Dacia** keeps the pole position in the Brand Finance Romania 50 ranking for the fourth year in a row, with a brand value of EUR 1,377m, up 4% from last year. Dacia is also one of the very few Romanian brands present in global league tables, having been ranked 57th in Brand Finance Automobiles 100 2020. Dedeman remains the most valuable brand held entirely by Romanian shareholders, defending 3rd position in the ranking with a brand value of EUR 445m.

Top brands outperform economy

The overall brand value growth year-on-year is again remarkable: the aggregate value of the top 50 Romanian brands has increased 16% to EUR 5.8 billion. The rise is four times higher than the 4.1% annual growth of the Romanian economy in 2019, and it reinforces the evidence that strong brands tend to outperform the market.

There has been notable increases in the banking sector this year in particular, led by **Banca Transilvania** and **BCR**, both enjoying 58% year-on-year growth in brand value. At EUR 328m, Banca Transilvania is the most valuable Romanian banking brand. BT has also seen considerable success in the global Brand Finance Banking 500 2020 ranking, jumping 100 spots since

Published at a time of growing global uncertainty, the top 50 ranking is a premier showcase of Romanian brands; while no guarantee is attached to this 'prize', it is expected that most of these brands will weather the storm more successfully than companies that disregard the intangible value of their business.

Mihai Bogdan,
Managing Director, Brand Finance Romania

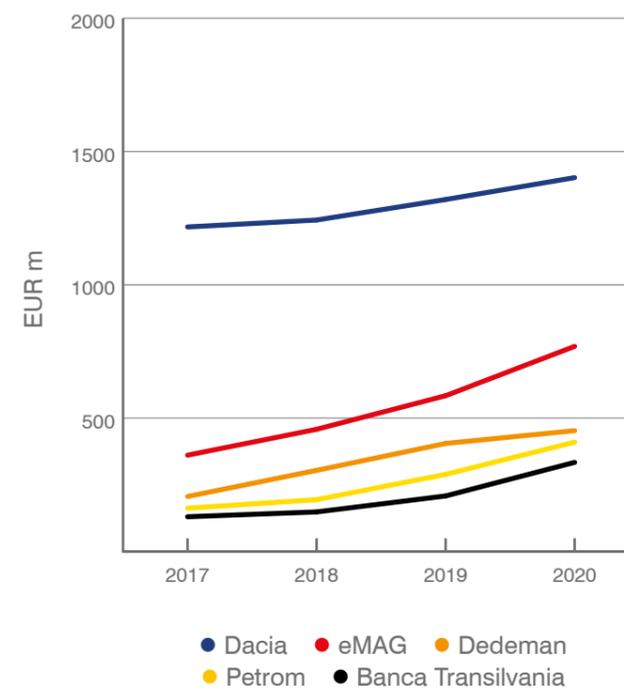
2019. **BRD** and **CEC Bank** have also increased their brand values by 31% and 27% respectively. With very few exceptions, almost all brands in this year's ranking enjoyed growth in value – with almost half of them in the double digits.

The fastest-growing brand in the Brand Finance Romania 50 2020 ranking is **Omniasig** (up 63%, thanks to a strong revenue increase), followed by the banking brands as well as **Petrom** (+40%), **Electrica** (+35%), and **eMAG** (+29%). Brand value decrease is a rare view in this year's Brand Finance Romania 50 2020, with **ProTV** and **Arabesque** each dropping by 13%.

New & old, in & out

New brands – created and developed by entrepreneurs and private companies over the past 30 years – account for 7 out of every 10 brands in the ranking, and with a combined worth of EUR 3 billion generate over 50% of brand value in Brand Finance Romania 50 2020.

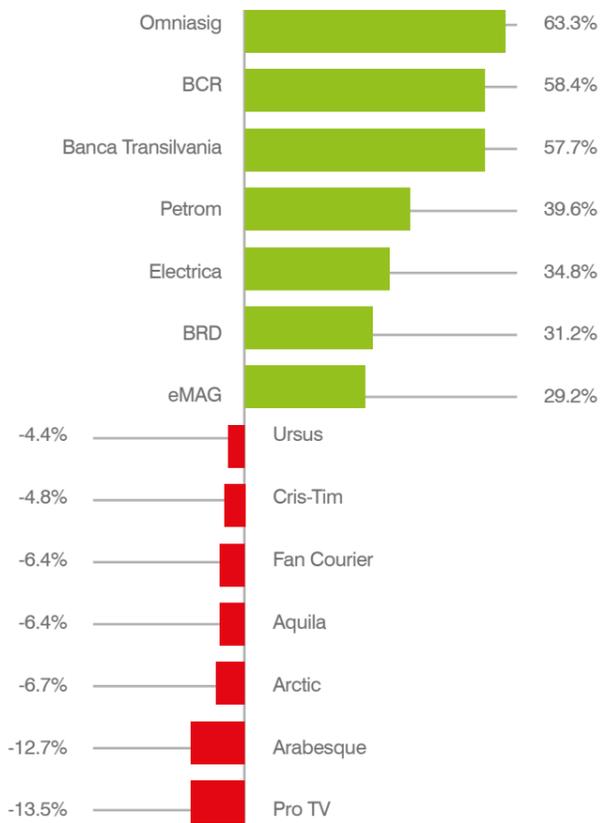
Brand Value over Time



Top 10 Most Valuable Brands

	1 ← 1		2020: €1,377m 2019: €1,320m	+4.3%
	2 ← 2		2020: €755m 2019: €584m	+29.2%
	3 ← 3		2020: €445m 2019: €405m	+9.8%
	4 ← 4		2020: €403m 2019: €289m	+39.6%
	5 ← 5		2020: €328m 2019: €208m	+57.7%
	6 ← 6		2020: €254m 2019: €203m	+25.1%
	7 ← 7		2020: €207m 2019: €158m	+31.2%
	8 ↑ 11		2020: €156m 2019: €98m	+58.4%
	9 ↓ 8		2020: €153m 2019: €128m	+19.6%
	10 ← 10		2020: €137m 2019: €101m	+34.8%

Brand Value Change 2019-2020 (%)



While less rocking than last year – when six new brands entered the table – the top 50 landscape is refreshed by three new entrants this year: **Farmacia TEI**, **Bilka** and **Bog'art** - all three brands built by local entrepreneurs over the past decades. **Terapia** is also back in top 50 after one year of absence. Out of last year's new entrants, four managed to consolidate their position in the ranking: **Aquila**, **Romstal**, **Boromir**, and **Oscar**.

However, inevitably, for each brand entering the table, another one drops out – this time it was the case with **Ciuc**, **Cocorico**, and **Asirom** – and sadly also for **Tarom**. The decline of the national airline brand (alongside other state-owned brands like TVR and CFR) is not to be taken lightly: while not reflected in the balance sheet, the neglect of brand value translates into lower morale and diminishing relevance, which ultimately eats into economic performance and business value.

Portfolio power

Next to analysing individual brands, the Brand Finance Romania 50 study also ranks the 10 most valuable brand portfolios, calculated for those businesses that deploy more than one brand into the market. These portfolios encompass over 40 well-known local brands,

most valuable of which are also featured individually in the main top 50 ranking.

The top 10 portfolios have remained virtually the same since 2017, with smaller contenders not growing fast enough to overtake the incumbents.

At EUR 174m, following a slight decrease of value down 1% from last year, **Ursus Breweries** continues to top the portfolios ranking. The company also boasts three brands in the national top 50 – including the flagship **Ursus** brand (EUR 40m) and the oldest and most valuable brand beer – **Timisoreana** (EUR 69m).

The ranking of top Romanian brands – with a strong entrepreneurial showing – should inspire more confidence in other local entrepreneurs towards hedging their bets and addressing a larger market through expansion. In our recent Global Soft Power Index, Romania scores poorly for 'products and brands the world loves'. Romanian businesses should see this as an opportunity to fill the glass, which so far remains half empty.

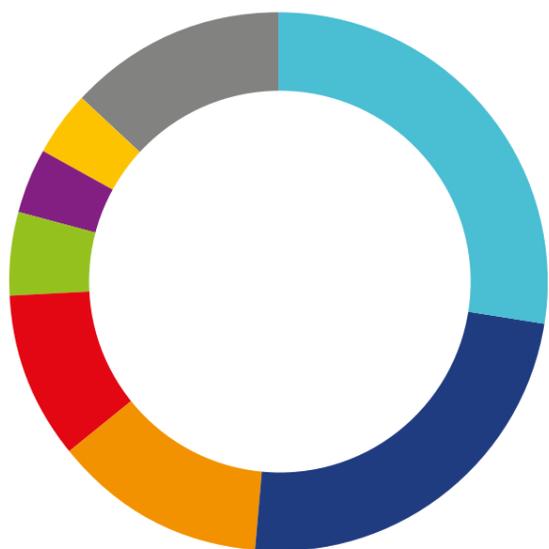
David Haigh
CEO, Brand Finance

Top 10 Brand Portfolios

	1 ← 1	2020: €174m 2019: €176m	-1.1%
	2 ← 2	2020: €126m 2019: €124m	+1.6%
	3 ← 3*	2020: €88m 2019: €87m	+1.6%
	4 ↑ 5	2020: €73m 2019: €60m	+21.8%
	5 ↓ 4	2020: €68m 2019: €61m	+11.5%
	6 ← 6	2020: €44m 2019: €45m	-1.4%
	7 ← 7	2020: €37m 2019: €33m	+12.9%
	8 ← 8	2020: €30m 2019: €29m	+3.4%
	9 ↑ 10	2020: €29m 2019: €24m	+19.0%
	10 ↓ 9	2020: €28m 2019: €26m	+7.0%

* Comprising only the local brands of HEINEKEN Romania SA

Brand Value by Sector



Sector	Brand Value (EUR m)	% of total
Retail	1,635	28%
Auto	1,377	24%
Banks	750	13%
Oil & Gas	553	10%
Beers	271	5%
Telecoms	254	4%
Food	207	4%
Others	771	13%
Total	5,818	100%

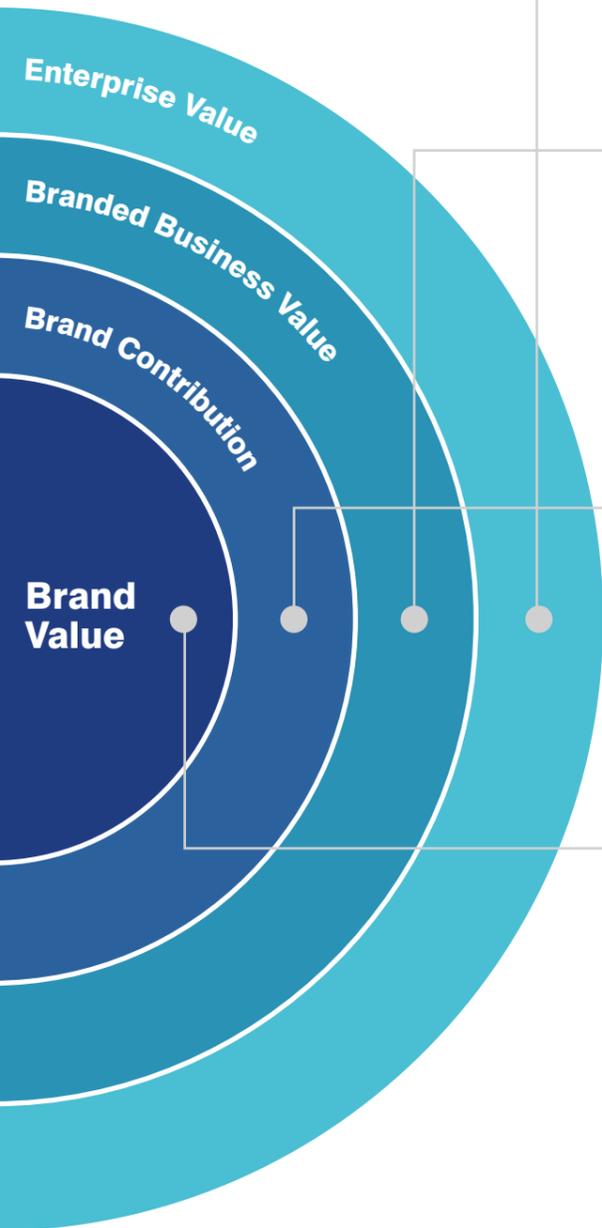
Brand Finance Romania 50 (EUR m).

Top 50 most valuable Romanian brands 1-50

2020 Rank	2019 Rank	Brand	Sector	2020 Brand Valuation	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	← Dacia	Auto	€1,377	+4.3%	€1,320	AA+	AA+
2	2	← eMAG	Retail	€755	+29.2%	€584	AA-	AA
3	3	← Dedeman	Retail	€445	+9.8%	€405	AA	AA
4	4	← Petrom	Petrol și gaze	€403	+39.6%	€289	AAA-	AAA-
5	5	← Banca Transilvania	Bănci	€328	+57.7%	€208	AAA-	AA
6	6	← DIGI/ RCS & RDS	Telecom	€254	+25.1%	€203	AA+	AA+
7	7	← BRD	Bănci	€207	+31.2%	€158	AA	AA-
8	11	↑ BCR	Bănci	€156	+58.4%	€98	AA	A
9	8	↓ BitDefender	Tehnologie	€153	+19.6%	€128	A+	A+
10	10	← Electrica	Utilități	€137	+34.8%	€101	AA-	AA-
11	9	↓ Rompetrol	Petrol și gaze	🔒	🔒	🔒	🔒	🔒
12	12	← Catena	Retail	🔒	🔒	🔒	🔒	🔒
13	13	← Altex	Retail	🔒	🔒	🔒	🔒	🔒
14	17	↑ Tiriac	Retail	🔒	🔒	🔒	🔒	🔒
15	14	↓ Arctic	Electrocasnice	🔒	🔒	🔒	🔒	🔒
16	16	← Timisoreana	Bere	🔒	🔒	🔒	🔒	🔒
17	15	↓ Pro TV	Media	🔒	🔒	🔒	🔒	🔒
18	19	↑ Fragedo	Bunuri alimentare	🔒	🔒	🔒	🔒	🔒
19	18	↓ Ciucas	Bere	🔒	🔒	🔒	🔒	🔒
20	21	↑ CEC Bank	Bănci	🔒	🔒	🔒	🔒	🔒
21	20	↓ Cris-Tim	Bunuri alimentare	🔒	🔒	🔒	🔒	🔒
22	22	← Ursus	Bere	🔒	🔒	🔒	🔒	🔒
23	35	↑ Omniasig	Asigurări	🔒	🔒	🔒	🔒	🔒
24	23	↓ Fan Courier	Logistică	🔒	🔒	🔒	🔒	🔒
25	25	← Delaco	Bunuri alimentare	🔒	🔒	🔒	🔒	🔒
26	28	↑ Agricovert	Servicii comerciale	🔒	🔒	🔒	🔒	🔒
27	26	↓ Bergenbier	Bere	🔒	🔒	🔒	🔒	🔒
28	27	↓ Flanco	Retail	🔒	🔒	🔒	🔒	🔒
29	33	↑ Agricola	Bunuri alimentare	🔒	🔒	🔒	🔒	🔒
30	29	↓ Blue Air	Linii aeriene	🔒	🔒	🔒	🔒	🔒
31	24	↓ Arabesque	Retail	🔒	🔒	🔒	🔒	🔒
32	32	← NOD	Logistică	🔒	🔒	🔒	🔒	🔒
33	31	↓ Neumarkt	Bere	🔒	🔒	🔒	🔒	🔒
34	30	↓ Aquila	Logistică	🔒	🔒	🔒	🔒	🔒
35	37	↑ Antena 1	Media	🔒	🔒	🔒	🔒	🔒
36	42	↑ Borsec	Băuturi nealcoolice	🔒	🔒	🔒	🔒	🔒
37	34	↓ Dero	Cosmetice	🔒	🔒	🔒	🔒	🔒
38	36	↓ Sensiblu	Retail	🔒	🔒	🔒	🔒	🔒
39	38	↓ Romstal	Retail	🔒	🔒	🔒	🔒	🔒
40	39	↓ Boromir	Bunuri alimentare	🔒	🔒	🔒	🔒	🔒
41	41	← Help Net	Retail	🔒	🔒	🔒	🔒	🔒
42	40	↓ OSCAR	Petrol și gaze	🔒	🔒	🔒	🔒	🔒
43	43	← Golden Brau	Bere	🔒	🔒	🔒	🔒	🔒
44	44	← Terapia	Farmaceutice	🔒	🔒	🔒	🔒	🔒
45	48	↑ Mobexpert	Retail	🔒	🔒	🔒	🔒	🔒
46	45	↓ CFR	Logistică	🔒	🔒	🔒	🔒	🔒
47	-	New Bog'Art	Engineering & Construcții	🔒	🔒	🔒	🔒	🔒
48	-	New Farmacia TEI	Retail	🔒	🔒	🔒	🔒	🔒
49	-	New BILKA	Engineering & Construcții	🔒	🔒	🔒	🔒	🔒
50	49	↓ Bucegi	Bere	🔒	🔒	🔒	🔒	🔒



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.

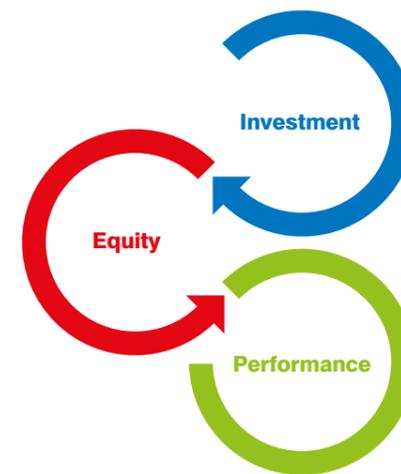
Brand Strength

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

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

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

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



Marketing Investment

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

Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.

Brand 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.



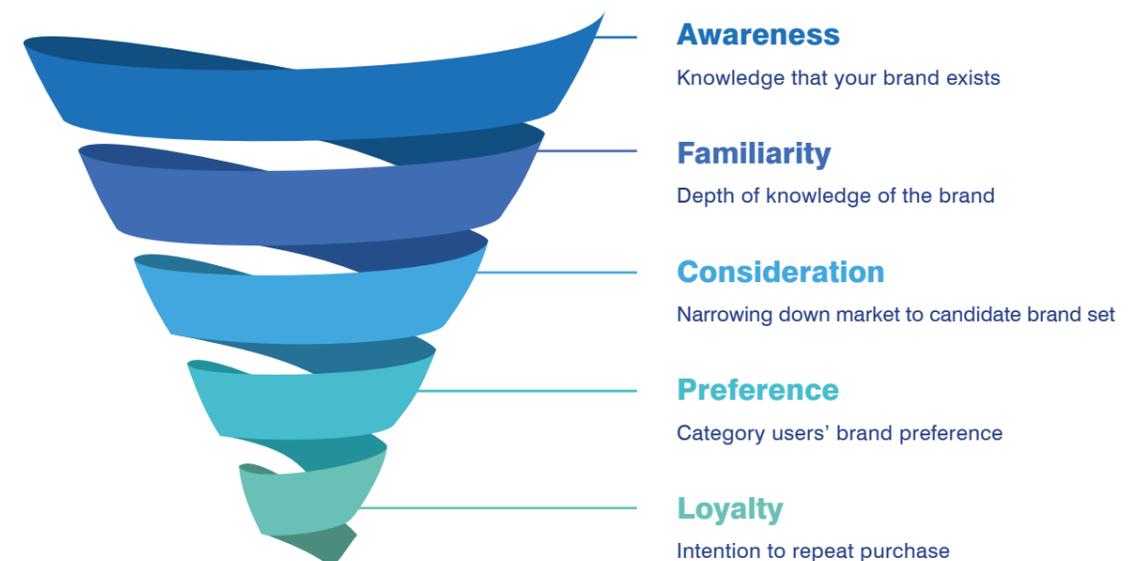
Stakeholder Equity Measures.

Key Metrics

- + Reputation
- + Innovation
- + Trust
- + 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 +

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 +

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

MARKETING

FINANCE

TAX

LEGAL

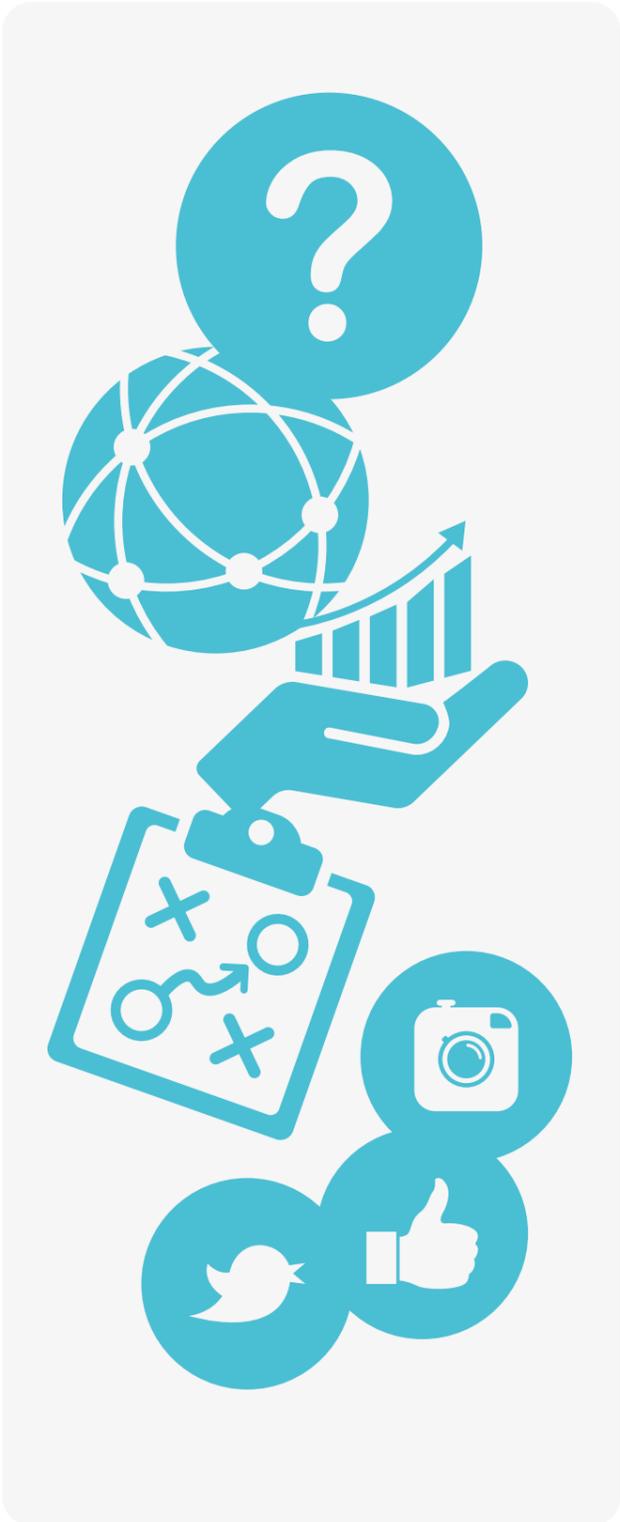
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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 ROMANIAN BRAND



MOST VALUABLE ROMANIAN BRAND



STRONGEST ROMANIAN 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[®]



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 or visit www.brand-dialogue.co.uk

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