



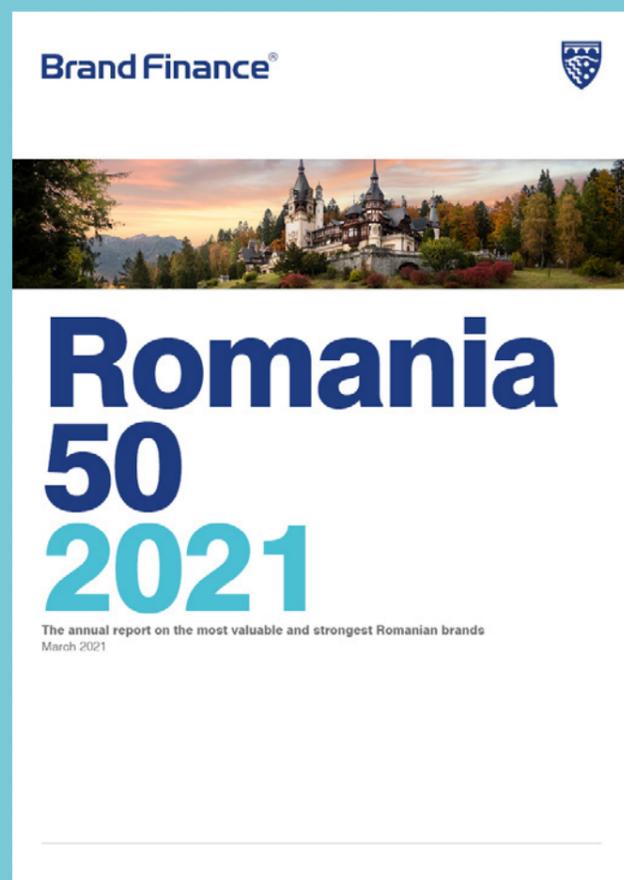
Romania

50

2021

The annual report on the most valuable and strongest Romanian brands
March 2021

5 years of Brand Finance Romania reports.



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About Brand Finance.

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

We bridge the gap between marketing and finance

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

We quantify the financial value of brands

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

We offer a unique combination of expertise

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

We pride ourselves on technical credibility

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

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



Get in Touch.

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linkedin.com/company/brand-finance

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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 <https://brandirectory.com/consumer-research> or email enquiries@brandirectory.com

Brand Valuation Summary

Brand Strength Tracking

Royalty Rates

Cost of Capital Analysis

Customer Research Findings

Competitor Benchmarking

Benchmarking

Education

Communication

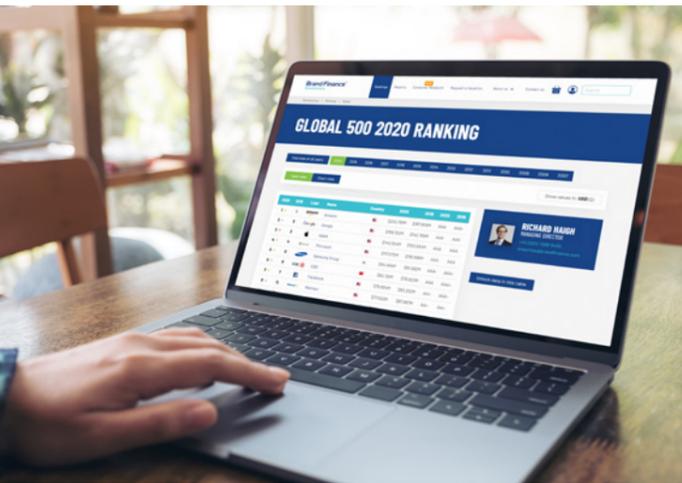
Understanding

Insight
 Strategy

Contents

Benefits

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 **2,500 brands**
- 29 countries** and **23 sectors** covered
- More than **50,000 respondents** surveyed annually
- We are now **in our 5th consecutive year** conducting the study

Visit <https://brandirectory.com/consumer-research> or email enquiries@brandirectory.com



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: stirred but not shaken.

- + Combined value of Romania's top 50 brands is down 3.7% against backdrop of global uncertainty caused by pandemic
- + Still, the top 50 brands' combined value is almost 50% higher than in 2017 – when the first Brand Finance Romania ranking was published
- + 45 brands from the initial 2017 ranking still present in top 50 (while two missing - **Bancpost** and **AKTA** - were acquired by competitors in the meantime)
- + Number of brands created by the private sector over the past 30 years has increased from 30 to 34 in the ranking
- + Pharma retail marks two accomplishments: **Catena** enters the top 10, and **Farmacia Tei** is the fastest growing this year
- + No new entrants this year, except for the comebacks of **Tinmar** and **Cocorico**

Executive Summary.



Top 50 Romanian Brands: stirred but not shaken

The fifth annual report by Brand Finance on the most valuable and strongest Romanian brands coincides with a time of great uncertainty induced by the global Covid pandemic. The economic turbulence is reflected inevitably in the Brand Finance Romania 50 2021 ranking, with the combined value of Romania's top 50 brands dropping by 3.7%, to EUR 5.6 bn, while the Romanian economy declined 3.9% as a whole in 2020.

However, the top 50 brands' combined value is almost 50% higher than in 2017 – when the first Brand Finance Romania ranking was published. Also, remarkably, 45 brands of the initial 2017 ranking are still present in the top 50 in 2021, while two missing - Bancpost and AKTA - were acquired by bigger competitors in the meantime, which demonstrates the resilient characteristic of solid brands.

The automotive brand **Dacia** keeps the pole position in the Brand Finance Romania 50 ranking for the fifth year in a row, even after a severe 18% decrease in brand value to EUR 1,130m. However, with second placed **eMAG**'s brand value up to EUR 799m, the difference between the two has halved compared to 2020 – so the race for the top position is getting heated.

Operating in a sector severely hit by the pandemic restrictions, **Dedeman** remains the most valuable brand held entirely by Romanian shareholders, defending the

3rd position in the ranking despite a loss of 9%, with a brand value of EUR 407m. **Banca Transilvania** is up one place and nearing the podium, with an increase in brand value up to EUR 376m.

Only one change among the upper echelon this year – with **Catena** climbing for the first time into the top 10, after an increase of 15% in brand value, up to EUR 122m; consequently, **Bitdefender** is sliding for now to 11st place.

New & old, fast & slow, 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 brand value of EUR 3.1 billion generate 56% of brand value in the Brand Finance Romania 50 2021. Moreover, the number of brands created by the private sector over the past 30 years has increased from 30 to 34 in the ranking.

This year has seen only two new entrants in the top 50, both of them re-entrants from previous years. After a couple of turbulent years, the energy brand **Tinmar** is back with a brand value of EUR 22m, while **Cocorico** qualifies for 50th place with EUR 15m brand value. The two brands sliding out of the ranking this year are **Bilka** and **Bog'art**.

Brands are still sailing in uncharted waters, but we have reasons to believe that the stronger the brand, the better it will weather the storm. So far, riskier market conditions as a result of the pandemic have translated to higher risk rates this year, across most sectors, which have affected the brand valuations.

Mihai Bogdan
Managing Director, Brand Finance Romania

The economic climate wasn't equal for all, and brands reacted differently – with 50% of the brands decreasing in value while the other half gaining. As a result, 30 brands kept their place or climbed in the ranking, and 20 brands dropped places.

The fastest climber this year is the pharma retail brand **Farmacia Tei**, going up 11 places to the 37th place, with a notable increase in brand value of 30%, to EUR 23m.

Brand Value by Sector



Sector	Brand Value (mil EUR)	% of total
Retail	1,652	30%
Automobiles	1,130	20%
Banking	739	13%
Oil & Gas	490	9%
Beers	303	5%
Telecoms	295	5%
Food	220	4%
Utilities	185	3%
Other	549	10%
Total	5,563	100%

Top 10 Most Valuable Brands

	1 ← 1		2021: €1,130m 2020: €1,377m	-18.0%
	2 ← 2		2021: €799m 2020: €755m	+5.8%
	3 ← 3		2021: €407m 2020: €445m	-8.5%
	4 ↑ 5		2021: €376m 2020: €328m	+14.4%
	5 ↓ 4		2021: €371m 2020: €403m	-8.1%
	6 ↑ 7		2021: €295m 2020: €254m	+16.0%
	7 ↓ 6		2021: €165m 2020: €207m	-20.7%
	8 ← 8		2021: €163m 2020: €137m	+19.2%
	9 ← 9		2021: €131m 2020: €156m	-15.8%
	10 ↑ 15		2021: €122m 2020: €106m	+15.3%

Top 10 Brand Portfolios

	1 ← 1		2021: €213m 2020: €174m	+22%
	2 ← 2		2021: €126m 2020: €126m	0%
	3 ← 3		2021: €85m 2020: €88m	-3%
	4 ← 4		2021: €81m 2020: €73m	+11%
	5 ← 5		2021: €52m 2020: €68m	-24%
	6 ← 6		2021: €40m 2020: €44m	-9%
	7 ← 7		2021: €39m 2020: €37m	+5%
	8 ↑ 10		2021: €33m 2020: €28m	+18%
	9 ↓ 8		2021: €32m 2020: €30m	+7%
	10 ↓ 9		2021: €31m 2020: €29m	+7%

Portfolio steadiness

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

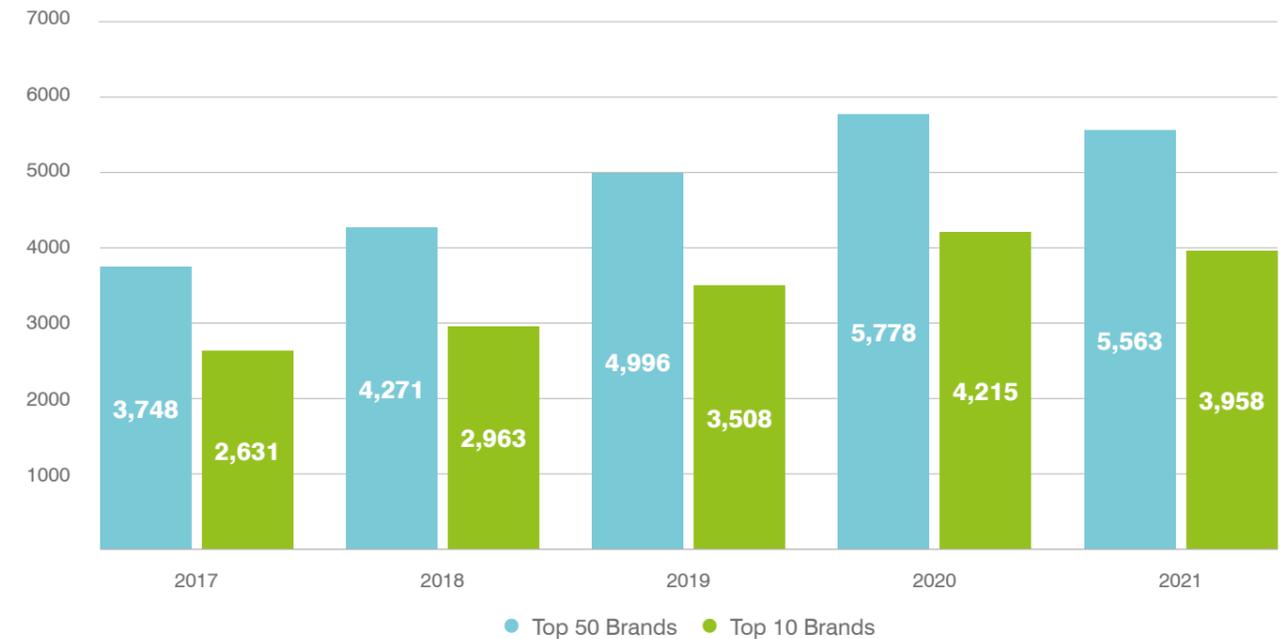
The top 10 portfolios have remained virtually the same since 2017, with smaller contenders not growing fast enough to overtake the incumbents. What's new this year is the remarkable 22% jump in value for **Ursus Breweries**, up to EUR 213m – which consolidates its leading position, fuelled by brand value increases for its main brands Timisoreana and Ursus. Conversely, **Cris-Tim's** brands portfolio registered the highest drop in value (24%) down to EUR 52m.

While the road to recovery and hopes are pinned on the speedy and successful roll out of the vaccines to open borders and kick-start the global economy once again, brands which have pushed the boundaries of technological innovation and were able to pivot their business to adapt to consumers' changing needs have remained a cut above the rest, across sectors. 2021 is the final call to get on board for all brands still stuck in the 20th century.

David Haigh
CEO, Brand Finance

* Comprising only the local brands of HEINEKEN Romania SA

Total Brand Value - Top 50 vs. Top 10 brands 2017-2021 ('000 EUR)



Brand Finance Romania 50 (EUR m).

Top 50 most valuable Romanian brands 1-50

2021 Rank	2020 Rank	Brand	Sector	2021 Brand Value	Brand Value Change	2020 Brand Value	2021 Brand Rating	2020 Brand Rating
1	1	← Dacia	Auto	1130	-18%	1377	AA	AA+
2	2	← eMAG	Retail	799	+6%	755	AA-	AA-
3	3	← Dedeman	Retail	407	-9%	445	AA	AA
4	5	↑ Banca Transilvania	Banking	376	+14%	328	AAA	AAA-
5	4	↓ Petrom	Oil & Gas	371	-8%	403	AAA-	AAA-
6	6	← DIGI/ RCS & RDS	Telecoms	295	+16%	254	AAA	AA+
7	7	← BRD	Banking	165	-21%	207	AA	AA
8	9	↓ Electrica	Utilities	163	+19%	137	AA+	AA-
9	8	↓ BCR	Banking	131	-16%	156	AA	AA
10	12	↑ Catena	Retail	122	+15%	106	A+	A+
11	11	← Bitdefender	Technology	🔒	🔒	🔒	🔒	🔒
12	10	↓ Rompetrol	Oil & Gas	🔒	🔒	🔒	🔒	🔒
13	13	← Altex	Retail	🔒	🔒	🔒	🔒	🔒
14	16	↑ Timisoreana	Beers	🔒	🔒	🔒	🔒	🔒
15	15	← Arctic	Consumer electronics	🔒	🔒	🔒	🔒	🔒
16	19	↑ Ciucas	Beers	🔒	🔒	🔒	🔒	🔒
17	20	↑ CEC Bank	Banking	🔒	🔒	🔒	🔒	🔒
18	18	← Fragedo	Food	🔒	🔒	🔒	🔒	🔒
19	17	↓ PRO TV	Media	🔒	🔒	🔒	🔒	🔒
20	14	↓ Tiriatic	Retail	🔒	🔒	🔒	🔒	🔒
21	22	↑ Ursus	Beers	🔒	🔒	🔒	🔒	🔒
22	21	↓ Cris-Tim	Food	🔒	🔒	🔒	🔒	🔒
23	23	← Omniasig	Insurance	🔒	🔒	🔒	🔒	🔒
24	31	↑ NOD	Logistics	🔒	🔒	🔒	🔒	🔒
25	24	↓ FAN Courier	Logistics	🔒	🔒	🔒	🔒	🔒
26	30	↑ Arabesque	Retail	🔒	🔒	🔒	🔒	🔒
27	35	↑ Antena 1	Media	🔒	🔒	🔒	🔒	🔒
28	27	↓ Flanco	Retail	🔒	🔒	🔒	🔒	🔒
29	32	↑ Agricover	Commercial Services	🔒	🔒	🔒	🔒	🔒
30	25	↓ Delaco	Food	🔒	🔒	🔒	🔒	🔒
31	28	↓ Agricola	Food	🔒	🔒	🔒	🔒	🔒
32	26	↓ Bergenbier	Beers	🔒	🔒	🔒	🔒	🔒
33	33	← Neumarkt	Beers	🔒	🔒	🔒	🔒	🔒
34	40	↑ Boromir	Food	🔒	🔒	🔒	🔒	🔒
35	37	↑ Dero	Household products	🔒	🔒	🔒	🔒	🔒
36	29	↓ Blue Air	Airlines	🔒	🔒	🔒	🔒	🔒
37	48	↑ Farmacia TEI	Retail	🔒	🔒	🔒	🔒	🔒
38	38	← Sensiblu	Retail	🔒	🔒	🔒	🔒	🔒
39	-	New Tinmar	Utilities	🔒	🔒	🔒	🔒	🔒
40	39	↓ Romstal	Retail	🔒	🔒	🔒	🔒	🔒
41	41	← Help Net	Retail	🔒	🔒	🔒	🔒	🔒
42	45	↑ Mobexpert	Retail	🔒	🔒	🔒	🔒	🔒
43	36	↓ Borsec	Soft Drinks	🔒	🔒	🔒	🔒	🔒
44	43	↓ Golden Brau	Beers	🔒	🔒	🔒	🔒	🔒
45	42	↓ OSCAR	Oil & Gas	🔒	🔒	🔒	🔒	🔒
46	44	↓ Terapia	Pharma	🔒	🔒	🔒	🔒	🔒
47	46	↓ CFR	Logistics	🔒	🔒	🔒	🔒	🔒
48	34	↓ Aquila	Logistics	🔒	🔒	🔒	🔒	🔒
49	50	↑ Bucegi	Beers	🔒	🔒	🔒	🔒	🔒
50	-	New Cocorico	Food	🔒	🔒	🔒	🔒	🔒

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:

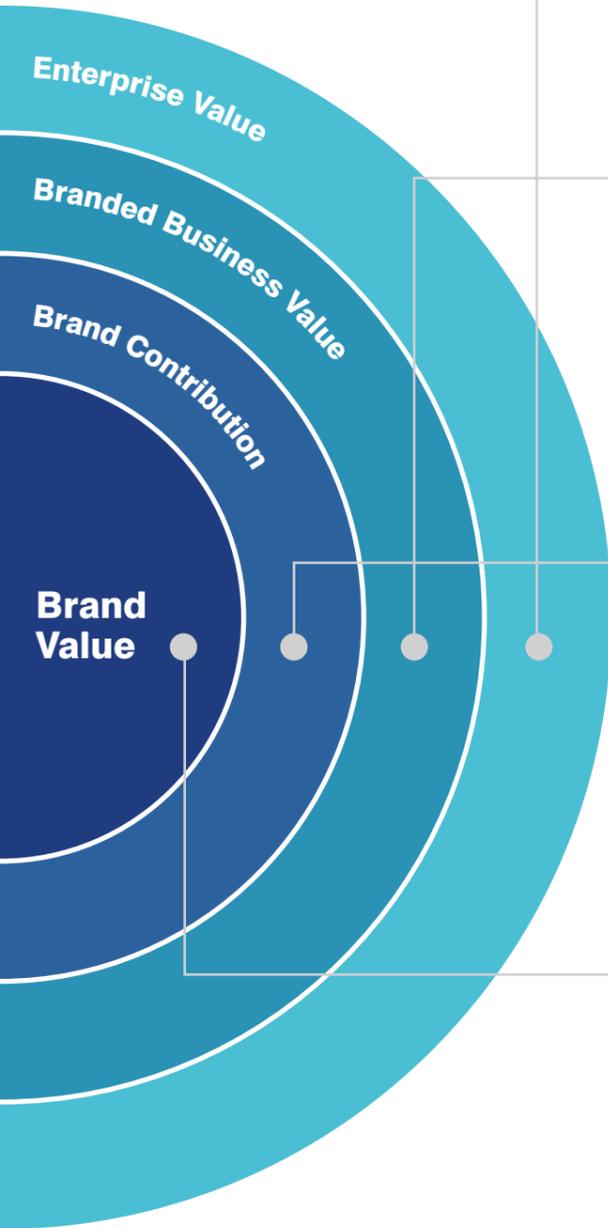
- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance 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.



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.

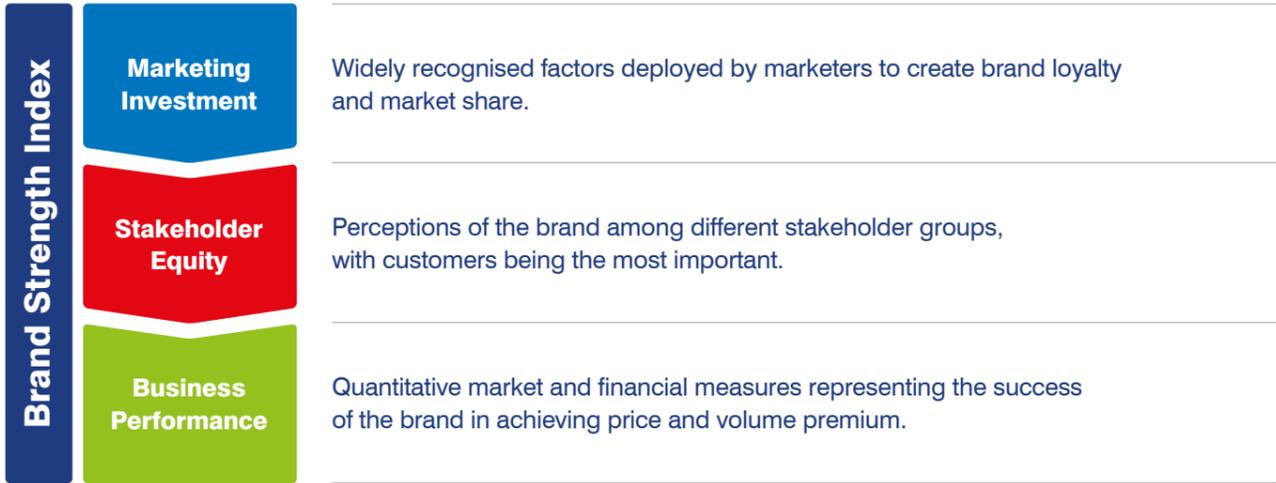
Brand Strength

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.

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

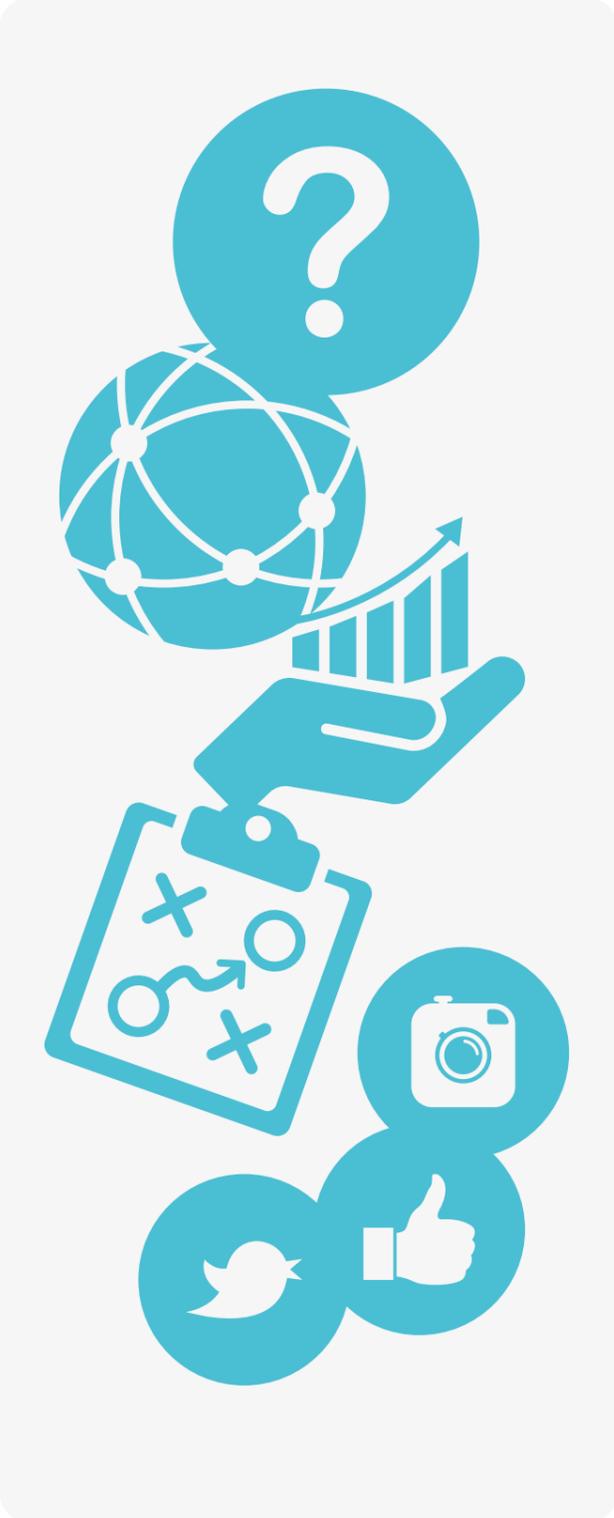
We help marketers to connect their brands to business performance by evaluating the return on investment (ROI) of brand-based decisions and strategies.

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 Finance Network.

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

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