



# Saudi Arabia 50 2022

The annual report on the most valuable and strongest Saudi Arabian brands  
March 2022

---

# Contents.

---

<b>About Brand Finance</b>	<b>3</b>
<b>Foreword</b>	<b>7</b>
<i>David Haigh, Chairman &amp; CEO, Brand Finance</i>	
<b>Executive Summary</b>	<b>9</b>
<b>Brand Value Ranking</b>	<b>16</b>
<b>Brand Spotlights</b>	<b>17</b>
Ma'aden	18
<i>Interview with Turki Abdullah AlToaimi,     Senior Director, Corporate Communication , Ma'aden</i>	
Saudia	20
<i>Interview with Khaled Tash, Chief Marketing Officer,     SAUDIA Group</i>	
SABIC	23
<i>Feature</i>	
stc	25
<i>Interview with Mohammed Abaalkheil,     Corporate Relations VP, stc</i>	
<b>Methodology</b>	<b>27</b>
<b>Our Services</b>	<b>34</b>

# 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.

**For business enquiries, please contact:**

**Andrew Campbell**

Managing Director  
[a.campbell@brandfinance.com](mailto:a.campbell@brandfinance.com)

**For media enquiries, please contact:**

**Konrad Jagodzinski**

Communications Director  
[k.jagodzinski@brandfinance.com](mailto:k.jagodzinski@brandfinance.com)

**For all other enquiries:**

[enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)  
+44 207 389 9400  
[www.brandfinance.com](http://www.brandfinance.com)



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



[twitter.com/brandfinance](https://twitter.com/brandfinance)



[facebook.com/brandfinance](https://facebook.com/brandfinance)



[youtube.com/brandfinance](https://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](http://brandirectory.com/request-a-valuation)  
or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



Insight



Strategy



Benchmarking



Education

Benefits



Brand Valuation  
Summary



Brand  
Strength Tracking



Royalty Rates



Cost of  
Capital Analysis



Customer  
Research Findings



Competitor  
Benchmarking



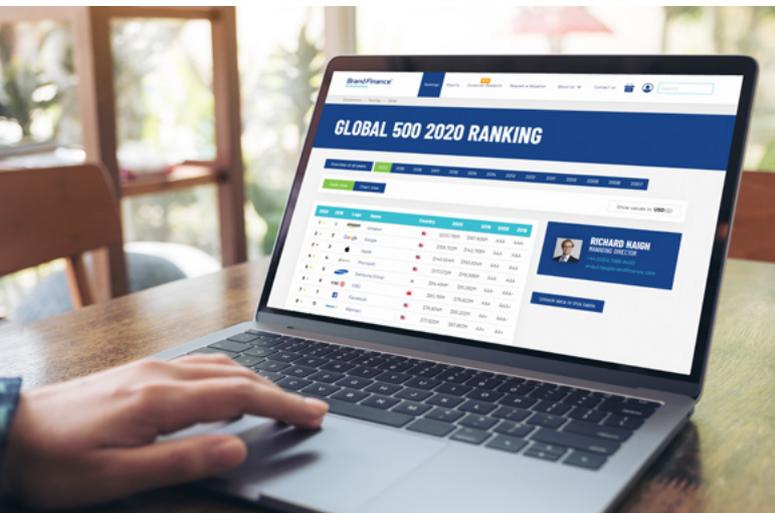
Communication



Understanding

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](http://brandirectory.com) to find out more.

## Brand Finance Group.



**Brand Finance**<sup>®</sup>  
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**<sup>®</sup>



### Brand Dialogue

Brand Dialogue is a public relations agency developing communications strategies to create dialogue that drives brand value. Brand Dialogue has over 25 years of experience in delivering campaigns driven by research, measurement, and strategic thinking for a variety of clients, with a strong background in geographic branding, including supporting nation brands and brands with a geographical indication (GI). Brand Dialogue manages communications activities across Brand Finance Group's companies and network.

**vi360**

### VI360

VI360 is a brand identity management consultancy working for clients of all sizes on brand compliance, brand transition, and brand identity management. VI360 provide straightforward and practical brand management that results in tangible benefits for your business.

Brand Finance®



# Global Brand Equity Monitor

- Original market research on over **5,000 brands**
- **36 countries** and **29 sectors** covered
- Over **100,000 respondents** surveyed annually
- We are now **in our 6<sup>th</sup> consecutive year** conducting the study

Visit [brandirectory.com/consumer-research](https://brandirectory.com/consumer-research)  
or email [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)



[enquiries@brandirectory.com](mailto:enquiries@brandirectory.com)

# Foreword.

---



**David Haigh**  
Chairman & CEO,  
Brand Finance

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

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

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

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

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

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

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

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

# Aramco is Most Valuable Brand in Saudi Arabia and Middle East.

- + **Aramco** remains most valuable brand in Saudi Arabia and across MENA region for 3<sup>rd</sup> consecutive year, brand value US\$43.6 billion
- + **stc** is Saudi Arabia's strongest brand with a Brand Strength Index (BSI) score of 85.7 and AAA brand strength rating
- + **SABIC** retains third place and now more valuable than before pandemic, brand value up 16% this year to US\$4.7 billion
- + **Mobily** is fastest-growing Saudi telecoms brand this year, and saw fastest level of growth in top 10 of ranking over course of COVID-19 pandemic, brand value up 39% in last two years
- + **Ma'aden** continues impressive growth trend and is fastest-growing brand in ranking this year, brand value up 69% to US\$503 million
- + Retail sector sees good growth – **BinDawood** fastest-growing in sector with brand value up 40% to US\$127 million
- + **SAUDIA** enters top 20 of ranking and is fastest-growing airline brand across Middle East region
- + Healthcare sector saw fastest growth in this year's ranking, cumulative brand value up 108% to US\$811 million
- + **BUPA Arabia** remains most valuable and strongest insurance brand, whilst Tawuniya sees fastest growth in sector

# Executive Summary.



# Executive Summary.



Oil and gas giant **Aramco** has once again been crowned Saudi Arabia's, and the Middle East's, most valuable brand. This year, Saudi Arabia's national oil company saw its brand value increase by 16% to US\$43.6 billion, which sees the brand account for just under 50% of the total brand value in the Brand Finance Saudi Arabia 50 2022 ranking.

Following a difficult period for the oil and gas sector at the start of the COVID-19 pandemic, oil prices rebounded in 2021, buoyed by the natural gas crisis that saw businesses turn to crude products.

The increase in demand saw Aramco's third-quarter profits more than triple year-on-year, helping push its market valuation to US\$2 trillion. In a sign of confidence and ambition for continued growth, Aramco announced plans to increase its production capacity from 12 million barrels a day to 13 million by 2027. The company has continued to invest heavily in its brand to support growth in both core and growth businesses through a global campaign as well as investments in sports – from Formula 1 to golf.

## **stc is nation's strongest brand**

Apart from 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. Certified by ISO 20671, Brand Finance's assessment of stakeholder equity incorporates original market research data from over 100,000 respondents in more than 35 countries and across nearly 30 sectors. According to these criteria, **stc** is Saudi Arabia's strongest brand, with a Brand Strength Index (BSI) score of 85.7 out of 100 and a corresponding AAA brand strength rating.

**stc's brand has continued to go from strength-to-strength in the wake of its successful rebrand in 2019, and through strategic expansions the brand has evolved to become more than a telecoms company. stc continues to be a leader in the digital transformation in Saudi Arabia, with the success of stc Pay being a standout highlight.**

**Andrew Campbell**

Managing Director Brand Finance Middle East

In addition to being the nation's strongest brand, stc also saw its brand value increase by 16% to US\$10.6 billion, which saw it consolidate its position as Saudi Arabia's 2<sup>nd</sup> most valuable brand for the 3<sup>rd</sup> consecutive year.

The impressive results come off the back of particularly strong growth in the business and enterprise sector. The brand also continues to play a key role in KSA's 2030 vision through continued investment and diversification. Last year stc announced it would be investing US\$400 million to build the largest cloud enabled data centre in the MENA region, and saw its subsidiary stc Pay awarded one of the first digital banking licenses in Saudi Arabia.

**Top 10 Most Valuable Saudi Arabian Brands**

© Brand Finance Plc 2022

<p><b>1</b> ← 1 </p> <p><b>aramco</b> </p> <p><b>\$43.6bn</b> +16%</p>	<p><b>2</b> ← 2 </p> <p><b>stc</b></p> <p><b>\$10.6bn</b> +16%</p>	<p><b>3</b> ← 3 </p> <p><b>سابك</b> <b>عندالك</b></p> <p><b>\$4.7bn</b> +16%</p>	<p><b>4</b> ← 4 </p> <p><b>مصرف الراجحي</b> <b>Al Rajhi Bank</b> </p> <p><b>\$4.3bn</b> +24%</p>	<p><b>5</b> <sup>NEW</sup> </p> <p><b>SNB</b></p> <p><b>\$3.2bn</b> -</p>
<p><b>6</b> ← 6 </p> <p><b>المراعي</b> <b>Almarai</b></p> <p><b>\$2.7bn</b> +24%</p>	<p><b>7</b> ← 7 </p> <p><b>موبايلي</b> <b>Mobily</b></p> <p><b>\$1.5bn</b> +18%</p>	<p><b>8</b> ← 8 </p> <p><b>بنك الرياض</b> <b>riyadh bank</b></p> <p><b>\$1.2bn</b> +25%</p>	<p><b>9</b> ← 9 </p> <p><b>الشركة السعودية للكهرباء</b> <b>Saudi Electricity Company</b> Diligently Serving You</p> <p><b>\$1.2bn</b> +32%</p>	<p><b>10</b> ↑ 11 </p> <p><b>SABB</b>  <b>ساب</b></p> <p><b>\$0.7bn</b> +15%</p>

**SABIC sits in third**

**SABIC** has retained its position as the third most valuable brand in Saudi Arabia. This year it saw its brand value increase by 16% to US\$4.7 billion, meaning it is now more valuable than it was before the COVID-19 pandemic. The chemicals brand saw its profits rebound last year, with revenues up 56% year-on-year thanks to increased sales volumes and higher average product prices.

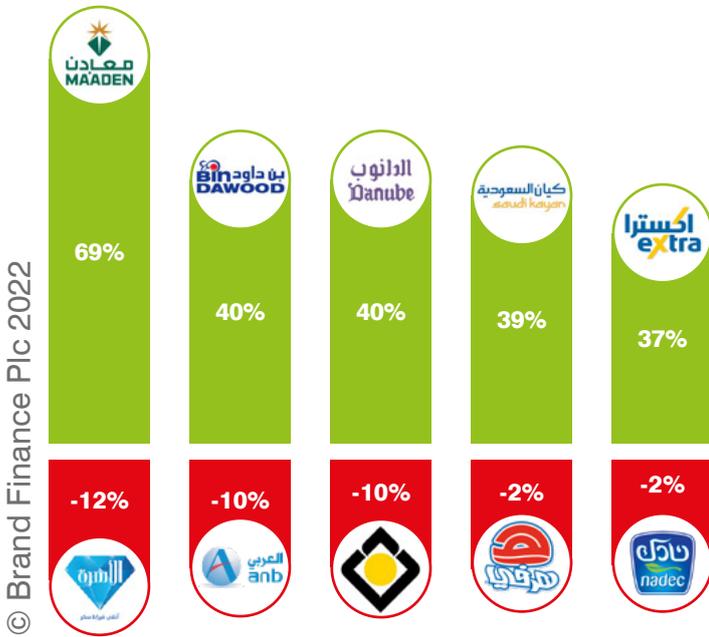
SABIC is keenly aware of the important part its brand plays in helping it achieve its vision of becoming the preferred world leader in chemicals. Last year saw increased synergies between SABIC and Aramco, following the announcement that SABIC would be taking responsibility for the marketing and sales of a number of Aramco petrochemicals and polymers products. At the same time, Aramco took responsibility for the offtake and resale of a number of SABIC products. These changes will help to strengthen both brands through improved customer offerings, as well as increasing operational efficiencies.

In line with its purpose of ‘Chemistry that Matters™’, SABIC reaffirmed its commitment to sustainability following its announcement at the Saudi Green Initiative summit that it plans to achieve carbon neutrality by 2050, and reduce greenhouse gas emissions by 20% by 2030. This year saw SABIC launch the first certified circular polycarbonate resin and blends in the industry, which are created by upcycling mixed plastic.

**SABIC’s impressive growth in this year’s ranking shows it has taken another step towards its ambition of being the world’s leading chemicals brand. SABIC launched its global brand campaign in 2019, which has continually evolved to keep pace with the changing trends in the world. The focus on the brand has undoubtedly unlocked growth for SABIC, and it has continued to leverage its brand equity – evidenced through the newly established SABIC Agri-Nutrients Company.**

**Andrew Campbell**  
Managing Director Brand Finance Middle East

### Brand Value Change 2021-2022 (%)



© Brand Finance Plc 2022



### Ma'aden is fastest-growing brand

**Ma'aden** is the fastest-growing brand in the Brand Finance Saudi Arabia 50 2022 ranking, with its brand value increasing 69% to US\$503 million over the course of 2021. The impressive growth has consolidated the brand's position as the most valuable mining & metals brand in both Saudi Arabia and the wider MENA region.

The growth is the continuation of a positive trend for Ma'aden, which was also the second fastest-growing brand in the Brand Finance Saudi Arabia 50 ranking over the course of the COVID-19 pandemic, with its brand value up 91% in the last two years.

This year's growth was driven by record sales, which saw a 44% year-on-year increase for Ma'aden. The company is the third pillar of Saudi industry, alongside oil and petrochemicals, and its growth has seen it named among the top 20 largest global mining companies by market capitalisation.

### Mobily sees fastest growth in top 10 over course of pandemic; fastest-growing Saudi telecoms brand over past year

Over the course of the COVID-19 pandemic, **Mobily** was the fastest-growing brand in the top 10 of the Brand

Finance Saudi Arabia 50 ranking, with its brand value growing 39% in the last two years to US\$1.5 billion. Mobily has successfully retained its brand rating of AA+ and recorded a brand value growth of 18% over the last year which makes it the fastest-growing telecoms brand in Saudi Arabia.

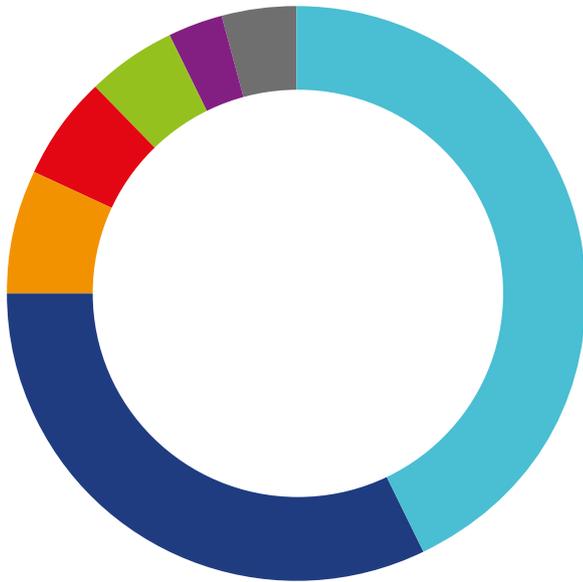
In 2021, the telecoms brand continued to improve its 5G network coverage, in addition to strong growth in its fiber-to-the-home segment. The B2B segment has also achieved excellent results by growing customer relationships and facilitating key government projects, including the Kingdom-wide health information system. Looking to the future, Mobily has announced its ambition to venture into offering mobile financial service (MFS). The foray into MFS aims to accelerate cashless payments in the country, in line with KSA's Vision 2030 ambition of 70% payments done digitally by 2030.

### Banking sector sees strong performance

Banking brands continue to perform well in the Brand Finance Saudi Arabia 50 ranking, with the sector having four brands feature in the top 10. **Al-Rajhi Bank** is the most valuable and strongest banking brand in the country with a brand value of US\$4.3 billion and BSI score of 84.3. It is joined in the top 10 by SNB (brand value US\$3.2 billion), **Riyad Bank** (US\$1.2 billion) and SABB (US\$750 million).

## Brand Value by Sector

© Brand Finance Plc 2022



Sector	Brand Value (USD bn)	% of total	Number of Brands
Oil & Gas	44.2	50%	2
Telecoms	12.8	14%	3
Banking	12.5	14%	10
Chemicals	5.6	6%	3
Food	4.5	5%	8
Retail	3.4	4%	8
Other	5.8	6%	16
<b>Total</b>	<b>88.6</b>	<b>100%</b>	<b>50</b>

**SNB** is the rebranded entity following merger between **NCB** and **Samba**, and is the highest new entrant in the ranking this year in 5<sup>th</sup>. Although it performed well in this year's ranking in both the brand value and BSI rankings, SNB will need to ensure it continues to invest in its brand in order build equity among key stakeholders. As with any large merger, SNB will need to tackle organisation and cultural challenges – but with the proper investment its brand can be a uniting force to help navigate these issues.

Riyad Bank has seen its BSI score grow at the fastest rate within the Saudi banking sector this year, with a 3.4-point increase to 70.9. The brand strives to become the best bank in KSA by 2025 by being the most profitable, most efficient, the bank of choice, and by being digitally enabled. The bank has consolidated its strength in the b2b side of its business, which has seen its share of the SME loan portfolio increase to 13.4% in the kingdom, compared to 4.7% in 2015. This is a key pillar of the brand's strategy, which also supports the nation's Vision 2030 strategy to grow the non-oil sector.

### Retail sector sees strong growth

Brands from the retail sector performed well in the Brand Finance Saudi Arabia 50 2022 ranking, with every brand featured seeing brand value growth. **Jarir Bookstore** remains the most valuable brand from

the sector and moved up from 14<sup>th</sup> to 11<sup>th</sup> following a 23% brand value increase to US\$742 million. Similarly, **Panda** (brand value up 16% to US\$612 million) and **Othaim Markets** (up 25% to US\$587 million) each moved up three places to 17<sup>th</sup> and 18<sup>th</sup> respectively.

**BinDawood** is the fastest-growing retail brand in the ranking this year, with a 40% growth in brand value growth to US\$127 million. BinDawood saw sales return to a sense of normality in the second half of 2021, and in a sign of confidence announced plans to expand its domestic footprint by opening 10 new branches in Riyadh over the next five years. The brand also opened its first location outside of Saudi Arabia in 2021 in Bahrain, and also stands to benefit from its parent company, BinDawood Holding, moving to bolster its e-commerce capabilities.

### SAUDIA cruises into top 20

New entrant to the ranking **SAUDIA** has broken straight into the top 20 of the ranking, with its brand value of US\$572 million seeing it ranked 19<sup>th</sup> overall. SAUDIA's brand value increase of 13% this year means it is also the fastest-growing airline brand across the Middle East. As part of Vision 2030, Saudi Arabia plans to increase the number of tourists to 100 million a year by 2030, and the number of religious visitors to 30 million by 2025. SAUDIA is due to play a key role to achieve these targets and has already announced plans to expand both the number of routes it serves, and the size of its fleet.

## Healthcare sector sees fastest growth

The importance of healthcare has been highlighted throughout the COVID-19 pandemic, and it is reflected in the Brand Finance Saudi Arabia 50 2022 ranking. The healthcare sector was the fastest-growing in this year's ranking, with its collective brand value up 108% year-on-year.

**Dr. Sulaiman Al Habib Medical** (brand value up 28% to US\$499 million) continues to be the most valuable and strongest healthcare brand in both Saudi Arabia and the across the Middle East. The brand's impressive growth can be attributed to its 23% year-on-year increase in sales in the hospital segment, and the higher rate of patient occupancy seen throughout the year. Looking forward, the brand plans to continue to expand its operations, announcing an US\$8 million land lease investment in Al-Madinah, where it plans to build a new hospital to increase patient capacity in the future.

This year also saw two new entrants in the ranking from the sector, with **Mouwasat** (brand value US\$178 million) and **Saudi German Health** (brand value US\$134 million) entering in 41<sup>st</sup> and 47<sup>th</sup> respectively.



## Top 10 Strongest Saudi Arabian Brands

© Brand Finance Plc 2022



## BUPA Arabia remains most valuable and strongest insurance brand

Bupa Arabia has once again been named the most valuable and strongest insurance brand in both Saudi Arabia and the entire MENA region. The brand has continued to see year-on-year growth in brand value, with an 8% increase to US\$664 million this year, and retained its AA+ brand strength rating.

In addition to **BUPA Arabia's** reported revenue increasing, Brand Finance market research also suggests that the brand has highly satisfied customers, with strong results in measures pertaining to both customer service and recommendation. The brand was also perceived to offer the best 'value for money' compared to any other insurance brand in the region. When asked about momentum of the brand, 60% of customers also believed

it was 'on the way up' revealing they are expecting even more from Bupa Arabia in the future.

Although smaller than BUPA Arabia in terms of brand value, Tawuniya was the fastest-growing Saudi insurance brand this year with 16% increase in brand value to US\$496 million. The Saudi insurer also managed to improve its brand strength rating from AA- to AA following a 4.0-point increase in its BSI score to 71.6. The jump sees it join other reputable Saudi brands such as Aramco, Riyadh Bank and SNB. Brand Finance market research revealed the brand improved customer consideration, overall reputation and various other perceptions around innovation and customer service over the 12-month period. Higher revenue forecasts also shows that the financial community expect an increasingly positive outlook for the brand over the next three years.



# Brand Value Ranking (USDm).

## Top 50 most valuable Saudi Arabian brands

2022 Rank	2021 Rank		Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	Aramco	Oil & Gas	\$43,637	+16.4%	\$37,479	AA	AA
2	2	←	STC	Telecoms	\$10,572	+15.5%	\$9,150	AAA	AAA-
3	3	←	SABIC	Chemicals	\$4,670	+16.3%	\$4,017	AAA-	AAA-
4	4	←	Al-Rajhi Bank	Banking	\$4,279	+24.1%	\$3,449	AAA-	AAA-
5	-	New	SNB	Banking	\$3,172	-	-	AA	-
6	6	←	Almarai	Food	\$2,733	+24.0%	\$2,203	AAA-	AA+
7	7	←	Mobily	Telecoms	\$1,511	+18.1%	\$1,280	AA+	AA+
8	8	←	Riyad Bank	Banking	\$1,236	+24.5%	\$992	AA	AA-
9	9	←	Saudi Electricity Company	Utilities	\$1,189	+31.9%	\$902	AA+	AA
10	11	↑	SABB	Banking	\$750	+15.3%	\$650	A+	AA-
11	14	↑	Jarir Bookstore	Retail	🔒	🔒	🔒	🔒	🔒
12	19	↑	Alinma Bank	Banking	🔒	🔒	🔒	🔒	🔒
13	12	↓	Zain SA	Telecoms	🔒	🔒	🔒	🔒	🔒
14	15	↑	Petro Rabigh	Chemicals	🔒	🔒	🔒	🔒	🔒
15	13	↓	Bupa Arabia	Insurance	🔒	🔒	🔒	🔒	🔒
16	18	↑	Banque Saudi Fransi	Banking	🔒	🔒	🔒	🔒	🔒
17	20	↑	Panda	Retail	🔒	🔒	🔒	🔒	🔒
18	21	↑	Othaim Markets	Retail	🔒	🔒	🔒	🔒	🔒
19	-	New	SAUDIA	Airlines	🔒	🔒	🔒	🔒	🔒
20	23	↑	Bank Albilad	Banking	🔒	🔒	🔒	🔒	🔒
21	16	↓	Satorp	Oil & Gas	🔒	🔒	🔒	🔒	🔒
22	-	New	Nahdi	Retail	🔒	🔒	🔒	🔒	🔒
23	26	↑	Ma'aden	Mining, Metals & Minerals	🔒	🔒	🔒	🔒	🔒
24	24	←	Dr. Sulaiman Al Habib Medical	Healthcare	🔒	🔒	🔒	🔒	🔒
25	22	↓	Tawuniya	Insurance	🔒	🔒	🔒	🔒	🔒
26	17	↓	Arab National Bank	Banking	🔒	🔒	🔒	🔒	🔒
27	25	↓	Alyoum	Food	🔒	🔒	🔒	🔒	🔒
28	29	↑	eXtra	Retail	🔒	🔒	🔒	🔒	🔒
29	28	↓	Bank Al-Jazira	Banking	🔒	🔒	🔒	🔒	🔒
30	31	↑	Saudia (Dairy & Foodstuff)	Food	🔒	🔒	🔒	🔒	🔒
31	-	New	Elm	Tech	🔒	🔒	🔒	🔒	🔒
32	33	↑	L'Usine	Food	🔒	🔒	🔒	🔒	🔒
33	30	↓	Nadec	Food	🔒	🔒	🔒	🔒	🔒
34	27	↓	Saudi Investment Bank	Banking	🔒	🔒	🔒	🔒	🔒
35	37	↑	Danube	Retail	🔒	🔒	🔒	🔒	🔒
36	32	↓	Bahri	Logistics	🔒	🔒	🔒	🔒	🔒
37	38	↑	Dar Al Arkan	Real Estate	🔒	🔒	🔒	🔒	🔒
38	36	↓	Seera Group	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
39	40	↑	Saudi Kayan	Chemicals	🔒	🔒	🔒	🔒	🔒
40	-	New	Tanmiah	Food	🔒	🔒	🔒	🔒	🔒
41	-	New	Mouwasat	Healthcare	🔒	🔒	🔒	🔒	🔒
42	35	↓	Al Osra	Food	🔒	🔒	🔒	🔒	🔒
43	42	↓	Zamil Industrial	Engineering & Construction	🔒	🔒	🔒	🔒	🔒
44	43	↓	Fitness Time	Leisure & Tourism	🔒	🔒	🔒	🔒	🔒
45	-	New	ACWA Power	Utilities	🔒	🔒	🔒	🔒	🔒
46	39	↓	Herfy	Food	🔒	🔒	🔒	🔒	🔒
47	-	New	Saudi German Health	Healthcare	🔒	🔒	🔒	🔒	🔒
48	-	New	Al Dawaa	Retail	🔒	🔒	🔒	🔒	🔒
49	48	↓	BinDawood	Retail	🔒	🔒	🔒	🔒	🔒
50	-	New	Jahez	Logistics	🔒	🔒	🔒	🔒	🔒

# Brand Spotlights.





Rank

Brand Value

**23**



**\$0.5bn +68.7%**

Rank

Brand Strength

**30**



**64.6 +4.5**

# Interview with Turki Abdullah AlToaimi.



**Turki Abdullah AlToaimi**

Senior Director,  
Corporate Communication,  
Ma'aden

**Ma'aden has grown at an incredible pace over the last decade, which has led to a 69% increase in brand value, making it the fastest growing brand within Saudi Arabia. What do you attribute this growth to?**

Ma'aden is one of the fastest growing mining companies in the world. Since our IPO in 2008, we have transformed from a small gold-producing company to a global mining powerhouse. Right now, we are one of the world's top mining companies by market capitalization.

This incredible growth is thanks to a ramp up of portfolio mines and industrial sites across our operations in Saudi Arabia. In fact, in late 2021, Ma'aden was ranked as one of the top 5 best performing mining companies globally based on Q2/Q3 2021 financial results by Mining.com.

**ESG is a growing focus area in the global mining industry. How has Ma'aden incorporated ESG into its business strategy?**

Sustainability is a critical factor in the delivery of Ma'aden's strategy. As the Saudi national mining champion, it is our responsibility to ensure we manage our operations in a sustainable manner, where ESG is a major pillar towards our growth

We have announced an ambitious target to achieve net zero emissions by 2050, as part of our long-term growth strategy. We have set specific strategic goals to reduce CO2 emissions, reduce water, improve energy consumption and increase waste utilization and recycling.

Additionally, we have set a goal to increase the number of Saudi national employees in our workforce and simultaneously our community engagement. Our currently baseline is strong - Ma'aden has made a significant contribution to the Saudi Arabian non-oil GDP and created thousands of direct jobs in the last 10 years. Of those, majority are filled by Saudi nationals.

**What do you see as key areas of brand growth looking ahead to the remainder of 2022?**

Our business is mine to market, we supply industries ranging from FMCG to agriculture to aviation. Mining has emerged as the third pillar of Saudi industry and a key pillar of Vision 2030's economic diversification plan, building our recognition and value across Saudi Arabia and the wider Middle East region.

Global shifts towards electric vehicles, renewable energy and specialized fertilizers have created opportunities for Ma'aden and increased demand for our products.

Capitalizing on these shifts, we have set ambitious goals to continue our growth trajectory, by leveraging the incredible natural mineral deposits in Saudi Arabia, increasing production rates in our existing value chains, increasing exploration, and adding new strategic minerals to our portfolio. We look forward to increasing our brand value as we work towards our vision of becoming a sustainable mining champion with a global presence.



Rank

Brand Value

**19** NEW

**\$0.6bn +13%**

Rank

Brand Strength

**19** NEW

**57.7 +4.0**

# Interview with Khaled Tash.



**Khaled Tash**  
Chief Marketing Officer,  
SAUDIA Group

## **SAUDIA is the fastest growing airline brand in the region this year. What are the big success stories for your brand over the last 12 months that has been driving this growth?**

The impact of Covid on the airline industry has been a topic addressed frequently over the past two years. We have turned a challenge into an opportunity. We thought about how we could use this time to reimagine our business.

As a result, just some of the improvements that we introduced include creating the biggest Skyteam lounge in the world, in Jeddah - the SAUDIA AIFursan flagship lounge - a facility which more resembles a five-star hotel. Additionally, the AIFursan lounge was the first airline lounge in the world to be certified as part of the APEX Health Safety Standard powered by SimpliFlying. (AIFursan is SAUDIA's frequent flyer loyalty program). Our hubs, such as our new Jeddah terminal, now also feature touchless technologies and all digital boarding passes.

Through agreements with Panasonic and Inmarsat, we are introducing a state-of-the-art IFE system with world class connectivity. Additionally, our food and beverage service has been revamped, and SAUDIA is one very few airlines in the world who have on-board chefs.

The many new additions that have been introduced, including mobile and web features furthering the guest overall experience, has resulted in three major accolades. We have once again, for the second time in five years, been the most improved airline in the Skytrax ratings, and Apex ranked SAUDIA as a five-star airline, as well as a World Class airline.

## **Saudi Arabia has undergone tremendous change in the last 5 years as it transforms itself to achieve the Vision 2030 goals. Post-covid the world and the region is also settling back into a new normal. How are these factors affecting your brand and corporate strategy?**

By 2030, the Kingdom of Saudi Arabia will look to attract 100 million visits a year. As the national airline of Saudi Arabia, we have a key part to play in that.

But it is a lot more than just about getting people from A to B. First, it is important that our passengers feel and sense the essence of Saudi Arabia as soon as they step onto our aircraft. Hence we talk about 'naturally generous' Saudi hospitality. We are ambassadors for our country, and our aircraft is the first experience of Saudi Arabia that many passengers will have.

Then we talk about 'bringing the world to the Kingdom, and the Kingdom to the world.' That means introducing new areas of Saudi Arabia to the wider world. Just one example, is the launch of the first route from Europe (Paris) to the cultural and heritage destination of AIUla. When the new Red Sea International Airport opens, we of course intend to run services there too.

And on that, we recognise that the pandemic has accelerated a trend in terms of tourists looking for sustainable travel experiences. Saudi Arabia aims to be a leader in sustainable tourism. That means that at SAUDIA we too, have a role to play, and we are currently working on an ambitious programme of environmental, and sustainability initiatives.

---

### What do you see as key growth opportunities for the brand over the next 5 years?

We see several. Firstly, the aim of Saudi Arabia is to attract 100 million visits by the end of the decade. That is a huge increase in passenger traffic into the Kingdom, and a major opportunity. As well as our Jeddah and Riyadh hubs, we are opening up completely new routes, such as the heritage and cultural centre of AIUla.

Then, by drastically changing our onboard and on-the-ground product, we see scope for increasing the amount of East / West transit traffic, via Jeddah and Riyadh. For example, our brand-new Jeddah lounge is a destination. Clearly, we face major competition from other regional carriers, but here we believe we have created something special and unique.

Finally, the increase in sustainability is actually an opportunity. With SAUDIA and Saudi Arabia, the focus is on sustainable travel, not just sustainable aviation. While aviation contributes 2-3% of global emissions, the tourism sector contributes 8%. That is why travellers are starting to look at their journey holistically and that is why it is essential that Saudi Arabia becomes a leader in sustainable tourism. As a result, our country is set to become a major destination for those looking for environmentally responsible travel, and as the national flag carrier with operations to 95 routes across four continents - with ten new destinations being added this year alone - we will of course be a natural enabler to bring the world to Saudi Arabia.





سابك  
sabic

Rank		Brand Value
<b>3</b>	←	<b>\$4.7bn +16%</b>

Rank		Brand Strength
<b>3</b>	←	<b>81.1 +1.6</b>

# Feature.

---

SABIC has retained its position as the 3<sup>rd</sup> most valuable brand in Saudi Arabia and the 7<sup>th</sup> most valuable brand in the Middle East. This year, it saw its brand value increase by 16% to US\$4.7 billion, meaning it is now more valuable than it was before the COVID-19 pandemic. The chemicals brand saw its profits rebound last year, with revenues up 56% year-on-year thanks to increased sales volumes and higher average product prices.

**Our global brand campaign has been at the core of our brand growth since launching in 2019 and with additional focus on our solutions around the emerging megatrend of Health last year, we have kept the campaign relevant in the eyes of our target groups. We have achieved deeper levels of pride, passion, and commitment to our brand amongst our employees, a testimony to the multiple brand activation programs executed over the years.**

**Richard Crookes**  
Director, Global Brand & Marketing  
Communications:

SABIC is keenly aware of the important part its brand plays in helping it achieve its vision of becoming the preferred world leader in chemicals. Last year saw increased synergies between SABIC and Aramco, following the announcement that SABIC would be taking responsibility for the marketing and sales of several Aramco petrochemicals and polymers products. At the same time, Aramco took responsibility for the offtake and resale of a number of SABIC products. These changes will help to strengthen both

brands through improved customer offerings, as well as increasing operational efficiencies.

In line with its purpose of 'Chemistry that Matters™', SABIC reaffirmed its commitment to sustainability following its announcement at the Saudi Green Initiative Summit that it plans to achieve carbon neutrality by 2050 and reduce greenhouse gas emissions by 20% by 2030. This year saw SABIC launch the first certified circular polycarbonate resin and blends in the industry, which are created by upcycling mixed plastic.

Last year, also marked the strategic evolution of their brand presence in the agricultural sector with the implementation of a focused strategy utilising the established equity of the SABIC brand to launch the newly established SABIC Agri-Nutrients Company.

**Our brand strategy is carefully designed and implemented in partnership with the wider business to strengthen our customer engagement and reach. Our leading industry position and ranking among the world's most valuable global brands reflect our agility and success in navigating a changing world. The chemicals industry is anticipated to grow significantly in forthcoming years and our distinguished brand will help us compete and secure growth with new and existing customers and markets.**

**Faisal Al-Bahair**  
VP, Corporate Affairs:



# stc

Rank

Brand Value

**2**



**US\$10.6bn +16%**

Rank

Brand Strength

**2**



**85.7 +1.7**

# Interview with Mohammed Abaalkheil.



**Mohammed Abaalkheil**  
Corporate Relations VP,  
stc

## **For the second year in a row, stc is the most valuable telecoms brand in the Middle East. What have you done over the last year to maintain the lead and how will you make sure to maintain this status going forward?**

The digitisation of the world accelerated over the last year as the world got to grips with COVID-19. stc was determined that it would continue to lead in this digital transformation and ensured that the scale and pace of its work did not let up as the company's strategy to deliver a better digital world for all was delivered.

We continued, at pace, to expand our scope of transformation as we launched the Advanced Technology and Cyber Security Co. sirar by stc; Cyber Security company focusing on security advisory, advanced security professional service, providing cybersecurity platforms (i.e., threat intelligence) and managed security services. sirar by stc helps enterprises and government entities to protect and secure digital assets as they embark on their digital transformation. We also launched stc Play, our eSports and gaming platform that provides casual and professional gamers access to online tournaments, content, and gaming merchants in one platform.

At the same time, we are reinforcing our technology leadership position in the region. stc connected more than two million households with high-quality fiber optic technology. We also invested heavily in IoT, cloud services, and data analytics capabilities — all of which are strategic growth areas for stc, and each area will continue to power the digital transformation of public services and industry applications such as utilities, transport and logistics, security, manufacturing, retail, health, and education.

## **Last year, the Solutions IPO for stc was a great milestone for its development in the ICT space. Can you tell us how this will help consolidate your brand further and solidify your presence in the local growing ICT market?**

The digitisation of the world has accelerated over the last year. stc has matched that speed with a scale and pace that reflects the company's vision and strategy to become a leading digital company of the future. After the success of the solutions by stc IPO, the company's market value reached, upon listing, SAR 18.1 billion (US\$4.8 billion). The total size of the offering increased to SAR 3.624 billion (US\$966 million), which represents 20% of the company's capital. Based on this offering, stc group seeks to diversify the Saudi stock market and raise its value. Solutions attracts a large number of the international and local investors who are interested in the digital transformation, which represents stc Group's vision to be the world's leading digital company. The successful IPO reflected the diversity of the Saudi economy, the investors' high confidence and the external funds' interests in the Kingdom's information technology sector and the emerging technologies.

## **stc has expanded to more than telecom service , tell us more about your fintech experience with stcPay ?**

An excellent example for one of our most successful digitised products is stc Pay, our new fintech service. stc pay became the first unicorn in the Kingdom of Saudi Arabia and the first fintech unicorn in the Middle East when Western Union acquired 15 percent stake for US\$200 million this past November, creating a valuation of over \$1.2bn. stc Pay is changing consumer behaviour regarding financial control and making it easier and simpler to use. Basically, we are enabling the customers to "simply take control". stc Pay enables customers to transfer funds from an app on their mobile device, also through the Western Union partnership, users can now send money to over 200 countries. stc Pay has already attracted more than 6 million registered users in just two years, which is a great example of how our payment platform is evolving.

These kinds of figures will reduce dependence on cash as the economy becomes increasingly digital. We're already looking to roll out the service to other countries, with stc Pay currently discussing with regulators to expand services into new territories.



# Methodology.

# Definitions.



## Brand Value



### + Enterprise Value

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

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



[7 Days]

### + 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.



[7 Days]

### + 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.



[7 Days]

### + Brand Value

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

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

# Brand Valuation Methodology.

## Definition of Brand

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

## Brand Value

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

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

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

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

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

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

### Disclaimer

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



## 1 Brand Impact

We review what brands already pay in royalty agreements. This is augmented by an analysis of how brands impact profitability in the sector versus generic brands.

This results in a range of possible royalties that could be charged in the sector for brands (for example a range of 0% to 2% of revenue)

## 2 Brand Strength

We adjust the rate higher or lower for brands by analysing Brand Strength. We analyse brand strength by looking at three core pillars: “Inputs” which are activities supporting the future strength of the brand; “Equity” which are real current perceptions sourced from our market research and other data partners; “Output” which are brand-related performance measures such as market share.



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 Brand Rating up to AAA+ in a format similar to a credit rating.



## 3 Brand Impact × Brand Strength

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 Forecast Brand Value Calculation

We determine brand-specific revenues as a proportion of parent company revenues attributable to the brand in question and forecast those revenues by analysing historic revenues, equity analyst forecasts, and economic growth rates.



We then apply the royalty rate to the forecast revenues to derive brand revenues and apply the relevant valuation assumptions to arrive at a discounted, post-tax present value which equals the brand value.

# Brand Strength.

## Brand Strength

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

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



### 1 Attribute Selection and Weighting

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

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

2

### 2 Data Collection

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

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

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



3

### 3 Benchmarking and Final Scoring

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

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

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

# Global Brand Equity Monitor.

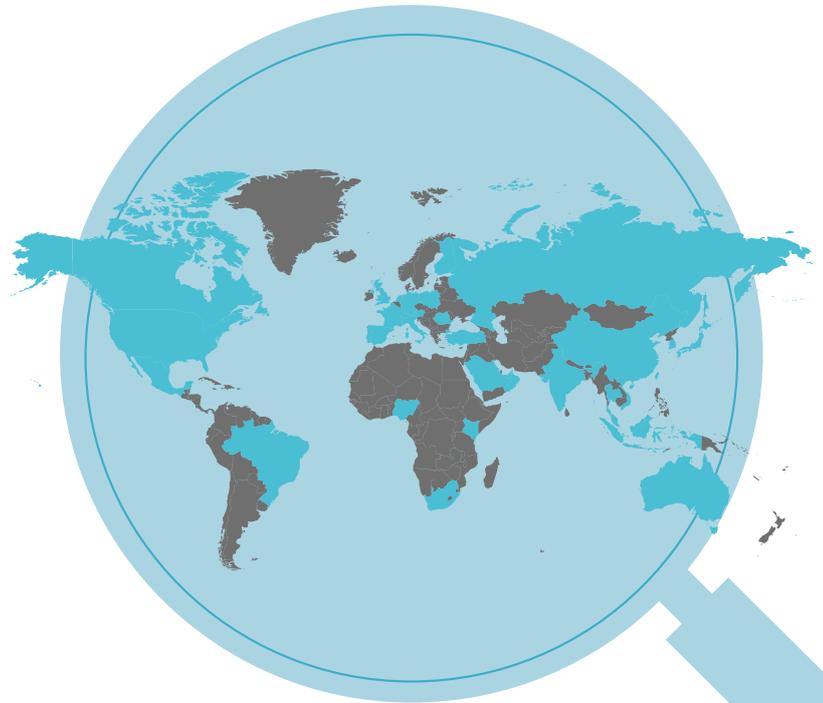
Original market research in 36 countries and across 29 sectors with over 100,000 consumers rating over 5,000 brands.

Tier 1

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

Tier 2

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



## Brand KPIs and Diagnostics

### 1. Brand Funnel



#### Awareness

Have heard of your brand

#### Familiarity

Know something about your brand

#### Consideration

Would consider buying/using your brand

### 2. Brand Usage

### 3. Quality

### 4. Reputation

### 5. Loyalty

### 6. Closeness

### 7. Recommendation (NPS)

### 8. Word of Mouth

### 9. Brand Imagery

### 10. Advertising Awareness

### 11. Brand Momentum

# Highlights from the Global Brand Equity Monitor.

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

## What makes a brand great?

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

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

## Does brand purpose deliver?

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

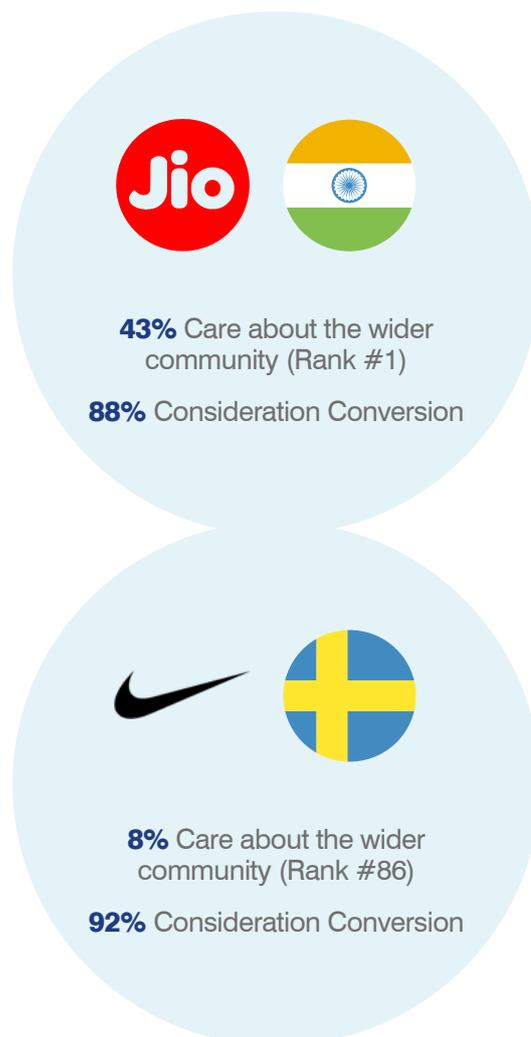
## Who's the coolest cat?

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

## Selected Rankings for Amazon – All Non-Luxury Brands

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

© Brand Finance Plc 2022



**Highlights from the Global Brand Equity Monitor.**

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

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

**Get your brand talked-about**

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

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



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

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
	 PORSCHE	<b>Jeep</b>	
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

# Our Services.



# Consulting Services.

## Make branding decisions using hard data

### Brand Research

#### *What gets measured*

Brand evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Brand Drivers & Conjoint Analysis
- + Soft Power



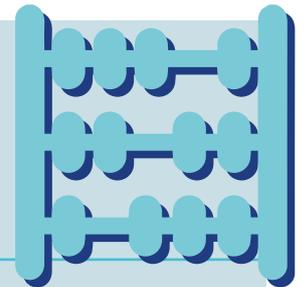
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

### Brand Valuation

#### *Make your brand's business case*

Brand valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting



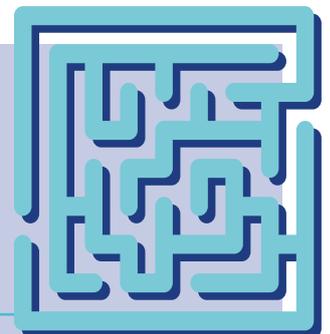
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

### Brand Strategy

#### *Make branding decisions with your eyes wide open*

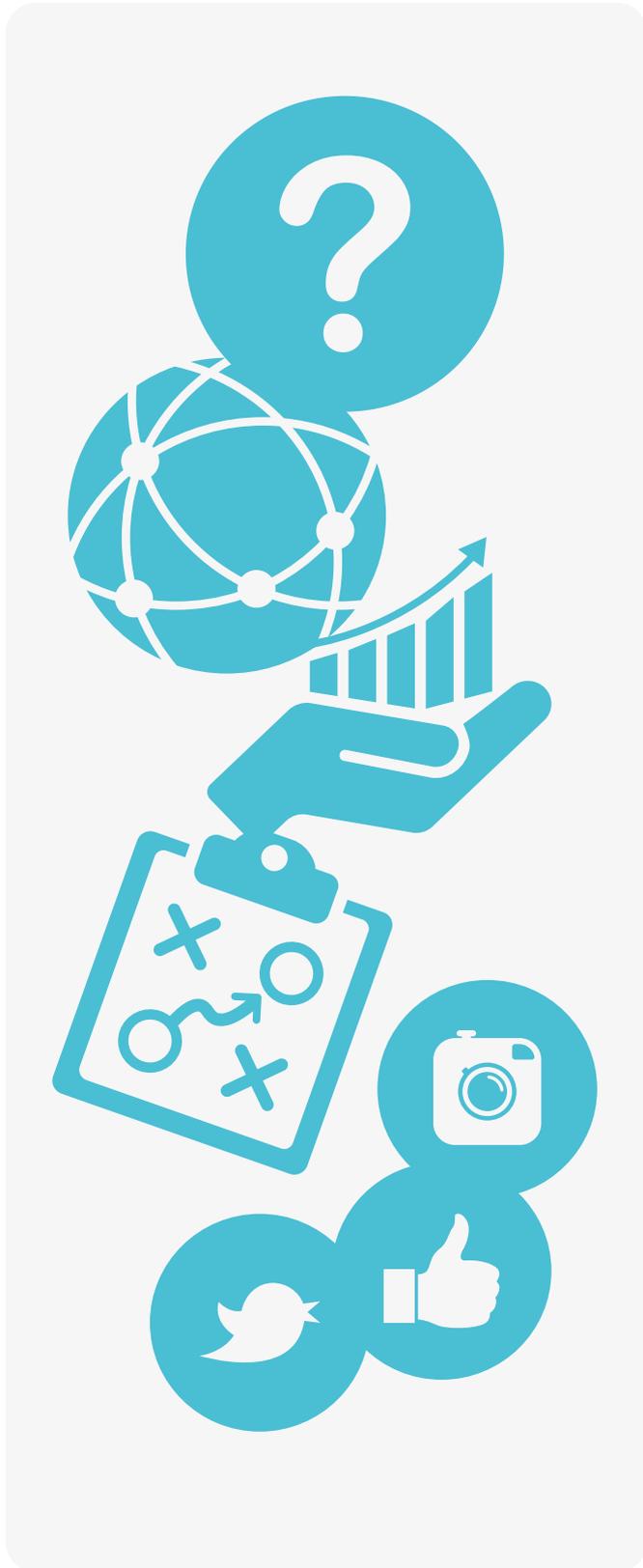
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy



- + Which brand positioning do customers value most?
- + What are our best brand extension opportunities in other categories and markets?
- + Am I licensing my brand effectively?
- + Have I fully optimised my brand portfolio?
- + Am I carrying dead weight?
- + Should I transfer my brand immediately?
- + Is a Masterbrand strategy the right choice for my business?

# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



Brand Finance®  
Awards

TOP 50  
SAUDI ARABIAN  
BRAND



Brand Finance®  
Awards

MOST VALUABLE  
SAUDI ARABIAN  
BRAND



Brand Finance®  
Awards

STRONGEST  
SAUDI ARABIAN  
BRAND



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



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



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



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

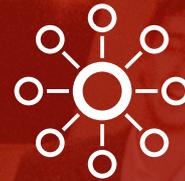


**Sponsored Content** – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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

# Brand Dialogue<sup>®</sup>



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<sup>®</sup> Institute

## Brand Finance Institute

*Learn how to build, protect and measure brand value*

The Brand Finance Institute is the educational division of Brand Finance, offering expert training on brand evaluation, management and strategy.

Our in-house training and workshops, online learning offer and webinars will help you answer key strategic questions about your brand for different levels of seniority and development needs:

- How can I grow brand value?
- How can I build a business case to show the return on my marketing investment?
- How can I set up my marketing budget using brand research and analytics?

---

For more information, contact [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com) or visit [brandfinanceinstitute.com](http://brandfinanceinstitute.com)

---

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



# Brand Finance Network.

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

Market	Contact	Email
Africa	Jeremy Sampson	j.sampson@brandfinance.com
Asia Pacific	Samir Dixit	s.dixit@brandfinance.com
Australia	Mark Crowe	m.crowe@brandfinance.com
Brazil	Eduardo Chaves	e.chaves@brandfinance.com
Canada	Charles Scarlett-Smith	c.scarlett-smith@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 & LatAm	Laurence Newell	l.newell@brandfinance.com
Middle East	Andrew Campbell	a.campbell@brandfinance.com
Nigeria	Tunde Odumeru	t.odumeru@brandfinance.com
Romania	Mihai Bogdan	m.bogdan@brandfinance.com
Spain	Teresa de Lemus	t.delemus@brandfinance.com
Sri Lanka	Ruchi Gunewardene	r.gunewardene@brandfinance.com
Sweden	Anna Brolin	a.brolin@brandfinance.com
Turkey	Muhterem Ilgüner	m.ilguner@brandfinance.com
UK	Richard Haigh	rd.haigh@brandfinance.com
USA	Laurence Newell	l.newell@brandfinance.com
Vietnam	Lai Tien Manh	m.lai@brandfinance.com





## Contact us.

---

**The World's Leading Brand Valuation Consultancy**

**T:** +44 (0)20 7389 9400

**E:** [enquiries@brandfinance.com](mailto:enquiries@brandfinance.com)

[www.brandfinance.com](http://www.brandfinance.com)