



UAE

50

2022

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

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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.



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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
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Insight



Strategy



Benchmarking



Education

Benefits



Brand Valuation
Summary



Brand
Strength Tracking



Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking



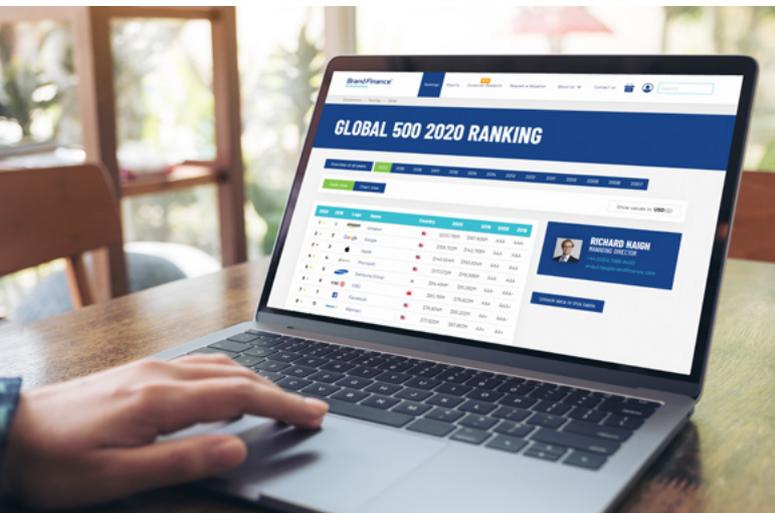
Communication



Understanding

Contents

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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

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Brand Finance Group.



Brand Finance[®]
Institute

Brand Finance Institute

Brand Finance Institute is the educational division of Brand Finance, whose purpose is to create and foster a professional environment for knowledge-sharing and networking among practitioners and experts in the market. BFI organises events, in-company training, and corporate educational initiatives around the world. In the quest for marketing excellence and with the purpose to equip the brand valuation and strategy practitioners with the necessary skills and tools, we have developed a wide range of programmes and certifications in collaboration with the most coveted business schools, universities and thought leaders in the field.

Brand Dialogue[®]



Brand Dialogue

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

vi360

VI360

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

Brand Finance®



Global Brand Equity Monitor

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

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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.

ADNOC Retains Title of Most Valuable Brand in UAE

- + **ADNOC** retains title of UAE's most valuable brand, brand value up 19% to US\$12.7 billion
- + **Etisalat** is the strongest brand in the UAE for a second year
- + **Aldar** has the fastest growing Brand Strength Index (BSI) in the Real Estate sector; up 15 points
- + **AD Ports, Majid Al Futtaim and Emirates Global Aluminium (EGA)** – the highest ranked new entrants
- + **Dubai Financial Market** breaks into the top 50 brands in UAE with over 100% growth in brand value

Executive Summary.



Executive Summary.



Abu Dhabi National Oil Company (ADNOC) has retained its position as UAE's most valuable brand and second most valuable brand in the Middle East region with its brand value increasing 19% to US\$12.8 billion. ADNOC's impressive performance was also reflected in being ranked 159th in the Brand Finance Global 500 2022 ranking.

ADNOC is the strongest Oil & Gas brand in the Middle East with a Brand Strength Index of 79.1 out of 100. ADNOC is one of a handful of brands in the sector to see its BSI score rise by +2.0 points, as a result of its stellar reputation and trust amongst international investors and stakeholders.

With an eye on the future, and in line with the UAE leadership's 2050 net zero strategy, ADNOC is also embracing the energy transition through several strategic initiatives including its global clean energy joint venture with TAQA and Mubadala on renewable energy and green hydrogen.

Dubai Financial Markets leads strong performance

Dubai Financial Markets (brand value up 105% to US\$86 million) is the UAE's fastest growing brand and leads a strong performance amongst financial brands. The DFM plans to launch a market-maker fund to boost trading, and has also announced a healthy pipeline of IPO's (10 state and state-related firms) with an aim to double the financial markets size to over 3 trillion dirhams.

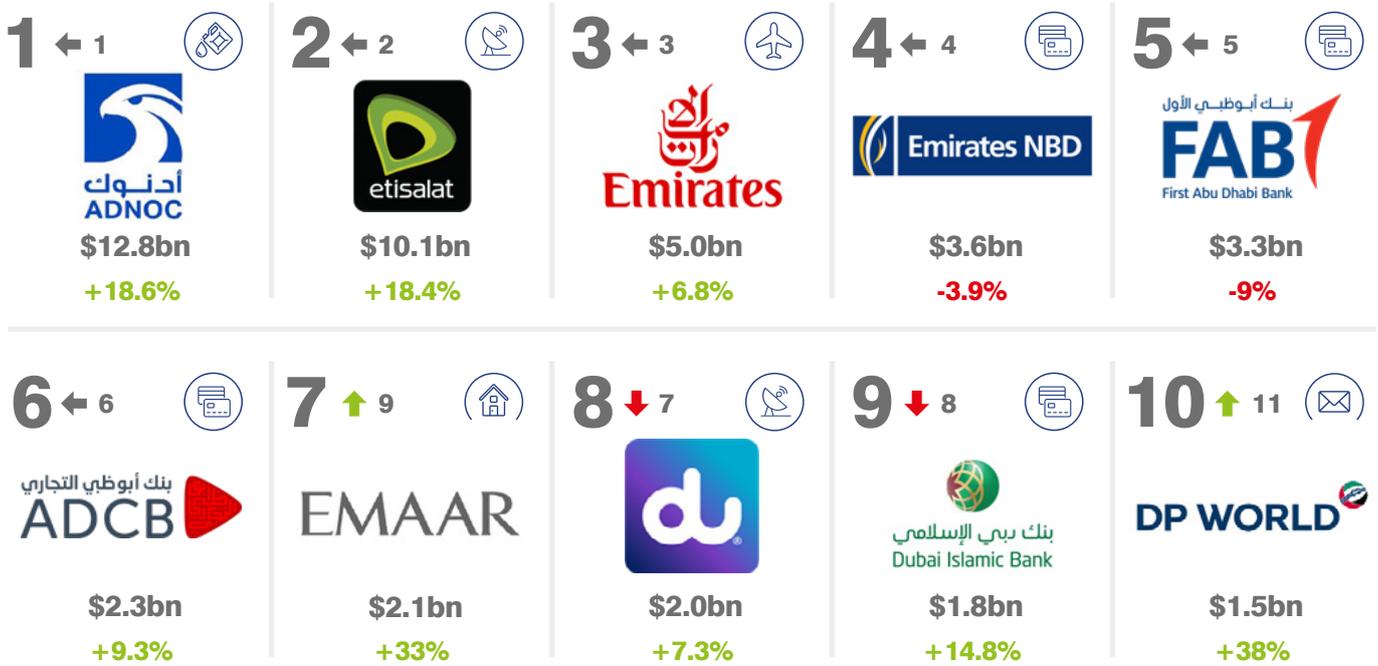
ADNOC continues to be the principal enabler of UAE's sustainable economic development goals. Since its successful transformation it has taken a leading role in the industry as evidenced by its successful partnerships with peers and international investors. ADNOC is leveraging its brand to be a key enabler of the energy transition as it strives to be at the forefront of energy solutions across the entire diversified energy landscape.

Andrew Campbell

Managing Director Brand Finance Middle East

Top 10 Most Valuable UAE Brands

© Brand Finance Plc 2022



Other brands that primarily operate in the banking and exchanges sector in the UAE are ahead of the curve with impressive performance with regard to their brand strength.

While Emirates NBD is the strongest UAE brand in the finance sector with a Brand Strength Index (BSI) score of 79.9 out of 100 with a corresponding AAA- rating, Abu

Dhabi Commercial Bank (ADCB) has recovered and surpassed its previous BSI score by 11.9 points, achieving a strong score of 75.4 out of 100. The growth can be attributed to an increase in its improvement in brand reputation and brand consideration based on the Brand Finance Global Brand Equity Monitor (GBEM).

DEWA, Emaar Properties, and Mashreq jump two spots in ranking

Utilities brand **DEWA**, real estate brand **Emaar Properties**, and banking brand **Mashreq** all moved up two ranks in the Brand Finance UAE 50 2022 ranking. All three brands grew by an impressive 30% in brand value.

Utilities brand Dubai Electricity & Water Authority (DEWA), with a 53.3% increase year-on-year to US\$806 million and has seen its Brand strength improve to 72 (AA). It remains the third most valuable utility brand in the Middle

east behind **TAQA** and **Saudi Electricity** although it has closed the gap to the top 2 in the last year.

The business is targeting a public listing in the first half of the year and the strength of the brand amongst stakeholders will be key to a successful listing. The brand is emphasising on sustainability and green energy by setting goals for carbon neutrality and launching the Dubai Net Zero Emissions Strategy by 2050.

Property developer of Burj Khalifa and Dubai Mall, Emaar Properties witnessed recovery in brand value to pre-pandemic levels with a 33% increase in brand value year-on-year. The brand moved up the Brand Finance UAE 50 2022 ranking by two positions with a brand value of US\$2.1 billion. The real estate industry took a hit during the pandemic, however, as economies reopen the industry is recovering to previous levels of activity.

Emaar Properties achieved property sales growth in 2021, due to the combined success of domestic development and international operations. Domestically, sales of villas and beachfront properties were particularly strong, as buyers returned to the market seeking more outdoor space following periods of lockdown. Internationally, the brand is expanding its community impact and brand reach via projects such as the Emaar Square Mall in Turkey, and the Uptown Cairo Mall, which will be Egypt's largest shopping centre.

Top 10 Strongest UAE Brands

© Brand Finance Plc 2022



Mashreq Bank experienced a 54.2% increase in brand value over the past year with a brand value of US\$747 million. Following the launch of Mashreq Neo, the digital-only bank, back in 2017, Mashreq over the last year has quickly established the brand in this growing space, committing substantial funds for digital transformation of its banking model. Mashreq has been one of the first banks in the region to choose a predominantly digital model and over the last year, digital acquisition has been growing substantially, increasing its customer base also thanks to new technological additions such as the facial recognition technology and “neo credit”, which have both received great response from the market.

Another great step forward into further developing the banking eco-system was the launch of the Mashreq API Developer Portal, a clear reflection of Mashreq’s dedication to the fintech space. Mashreq will be the first bank in the region to have an active API platform that will enhance the user experience in innovative ways going forward.

Etisalat retains title of strongest brand in UAE

Telecoms giant **Etisalat** is the strongest brand in UAE for the second year in a row. 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.

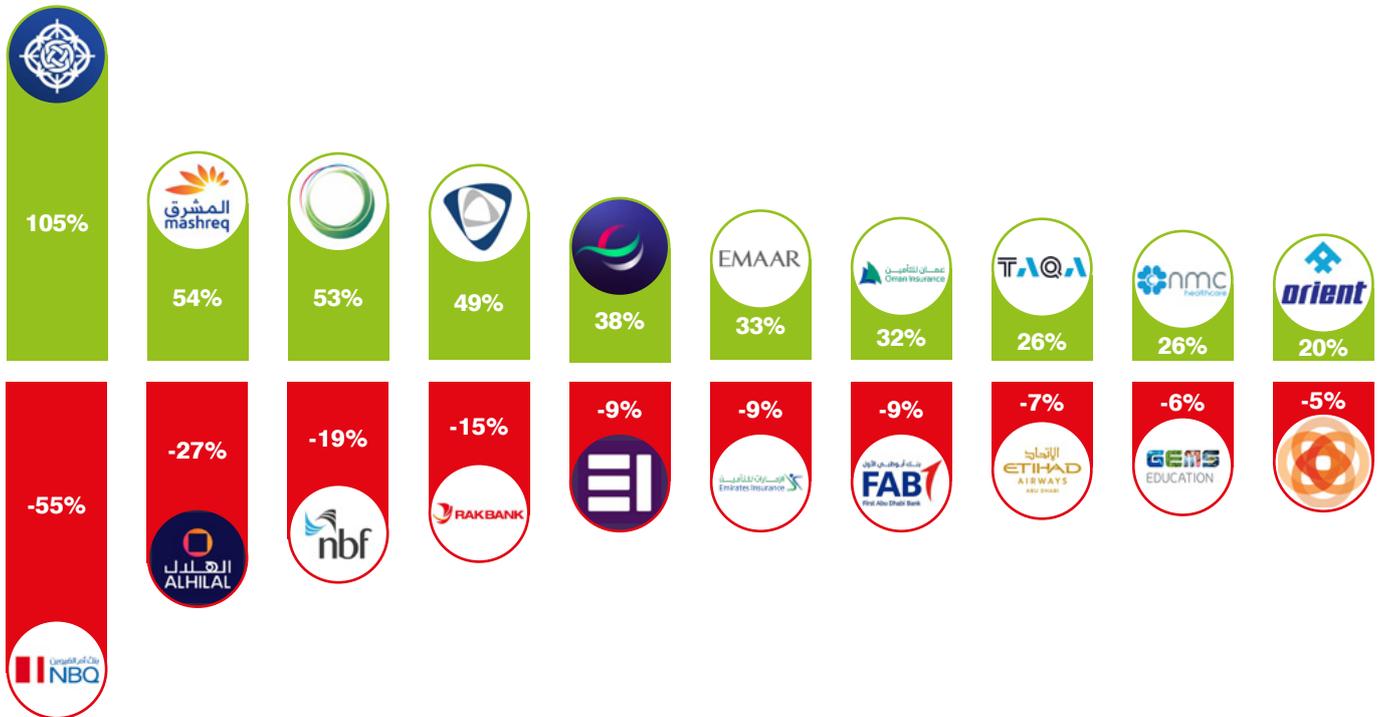
According to these criteria, Etisalat is the nation’s strongest brand with a BSI score of 89.2 out of 100, corresponding to a AAA rating. Expo 2020 has offered Etisalat the platform to demonstrate itself as a strategic enabler of the UAE’s digital transformation. Etisalat’s focus on enhancing customer experience and living the ethos of “Together Matters” has helped the brand in increasing its BSI score by +1.8 points, as well as making it the strongest telecoms brand globally.

In addition to the strong BSI performance, Etisalat saw its brand value increase from US\$8.5 billion to US\$10.1 billion. Etisalat Group also boasts the most valuable telecoms brand portfolio in the Middle East.

Recently, the group rebranded to ‘e&’ to embrace its role in digital transformation and information and Information and Communications Technology (ICT) strategy. The group now faces the challenge of transferring equity to the new brand over the course of 2022.

Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Aldar has the fastest growing Brand Strength Index (BSI) in the Real Estate sector; up 15 points

Aldar’s brand value is up 20% to US\$535 million. The brand has been built on the foundations of national economic growth, which has fueled local housing demand, as well as government-backed developments to fulfil national growth ambitions. Unlike its peers, Aldar’s brand value has remained stable over the past two years, as the brand was buoyed by government contracts in Abu Dhabi during 2020 and 2021.

At the beginning of 2021, Aldar launched a new operating model to decentralize governance and drive the next phase of company growth. The operating model distinguishes the development and investment businesses into two arms of the brand. Aldar Investment is expanding its international partnerships and taking on more asset management projects. Simultaneously, Aldar Development is building communities to support the economic and social fabric of Abu Dhabi.

New entrants in UAE ranking show promising growth

The three highest ranking new entrants in the UAE ranking are **Abu Dhabi Ports, Majid Al Futtaim** and **Emirates Global Aluminium (EGA)**.

The logistics and maritime brand Abu Dhabi Ports is a part of ADQ’s portfolio which consists of a wide variety of brands across energy, healthcare, hospitality, financial services, and real estate. With a brand value of US\$440 million, the brand is a key enabler to drive integrated global trade to the United Arab Emirates and Abu Dhabi.

The brand is well placed to ease the ongoing global supply chain woes by fostering strategic partnerships with shipping company CGA CGM to open a new terminal that will operate in the Middle East and the Indian subcontinent. The aim is to digitise and update supply chain infrastructure and global expansion to increase operations.

Following AD Ports, Mubadala group’s Emirates Global Aluminium (EGA) enters the ranking at the 25th position with a brand value of US\$322 million.

The brand is the world’s largest premium aluminium producer and a major player for the UAE economy after the oil and gas sector. It has the highest brand strength in the region amongst mining, metals and minerals brands at a brand rating of AA-.

Majid Al Futtaim is the third highest new entrant in the ranking valued at US\$258 million. The conglomerate also operates businesses providing customer experiences with shopping malls, cinemas, retail, and lifestyle among others. The Majid Al Futtaim corporate brand acts as a common unifying thread amongst the operating brands; this helps build reputation and creditworthiness across the whole brand portfolio. The brand is a key enabler of the corporate strategy aims of being relevant to all stakeholders, stretching into new business areas and geographies and to have a long-term sustainable vision.

Airline brands regain standing

As travel restrictions reduce, low-cost carriers Air Arabia and Flydubai have witnessed an upturn in brand value. The former witnessed a 12% increase in brand value to US\$148 million and the latter experienced a 7% increase to US\$141 million.

At the same time, it is key to note that this recovery is fuelled by an increase in domestic and regional travel with COVID restrictions reducing. Long Haul travel is the mainstay of Emirates and Etihad. Emirates continues to be the strongest airline brand in the region with a Brand Strength Index (BSI) score of 80.1 out of 100, corresponding to a AAA- rating.

Dubai leads in number of brands, Abu Dhabi leads in total brand value

24 of the brands in the top 50 in the Brand Finance UAE 50 2022 ranking are headquartered in Dubai, while 19 are in Abu Dhabi. However, in terms of value the Abu Dhabi based brands have a higher brand value at US\$32 billion compared to the Dubai based brands at US\$22 billion. The gap between the two is primarily attributed to two major players in Abu Dhabi: ADNOC and Etisalat.

Brand Value by Sector

© Brand Finance Plc 2022



Sector	Brand Value (USD bn)	% of total	Number of Brands
Oil & Gas	14.2	25.6%	2
Banking	13.5	24.3%	15
Telecoms	12.2	21.9%	3
Airlines	5.9	10.6%	4
Real Estate	2.8	5.0%	3
Projects	2.3	4.1%	2
Other	4.7	9%	21
Total	55.5	100%	50

Brand Value Ranking (USDm).

Top 50 most valuable UAE brands 1-50

2022 Rank	2021 Rank		Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
1	1	←	ADNOC	Oil & Gas	\$12,760	+18.6%	\$10,763	AA+	AA+
2	2	←	Etisalat	Telecoms	\$10,101	+18.4%	\$8,533	AAA	AAA
3	3	←	Emirates	Airlines	\$4,985	+6.8%	\$4,669	AAA-	AAA-
4	4	←	Emirates NBD	Banking	\$3,585	-3.9%	\$3,730	AAA-	AAA-
5	5	←	FAB	Banking	\$3,312	-8.5%	\$3,621	AA-	AA-
6	6	←	ADCB	Banking	\$2,347	+9.3%	\$2,148	AA+	A+
7	9	↑	Emaar Properties	Real Estate	\$2,070	+33.3%	\$1,552	AAA-	AA+
8	7	↓	Du	Telecoms	\$1,974	+7.3%	\$1,840	AA+	AAA-
9	8	↓	Dubai Islamic Bank	Banking	\$1,834	+14.8%	\$1,598	AA+	AA-
10	11	↑	DP World	Logistics	\$1,529	+37.9%	\$1,109	AA+	AA+
11	10	↓	Enoc	Oil & Gas	█	█	█	█	█
12	13	↑	TAQA	Utilities	█	█	█	█	█
13	12	↓	Abu Dhabi Islamic Bank	Banking	█	█	█	█	█
14	16	↑	DEWA	Utilities	█	█	█	█	█
15	17	↑	Mashreq	Banking	█	█	█	█	█
16	14	↓	Etihad Airways	Airlines	█	█	█	█	█
17	15	↓	Gems Education	Commercial Services	█	█	█	█	█
18	18	←	Aldar	Real Estate	█	█	█	█	█
19	-	New	Abu Dhabi Ports	Logistics	█	█	█	█	█
20	21	↑	Commercial Bank Of Dubai	Banking	█	█	█	█	█
21	19	↓	Emirates Islamic Bank	Banking	█	█	█	█	█
22	-	New	Majid Al Futtaim	Retail	█	█	█	█	█
23	20	↓	RAKBANK	Banking	█	█	█	█	█
24	23	↓	Aramex	Logistics	█	█	█	█	█
25	-	New	Emirates Global Aluminium	Mining, Metals & Minerals	█	█	█	█	█
26	22	↓	NBF	Banking	█	█	█	█	█
27	24	↓	Damac	Real Estate	█	█	█	█	█
28	-	↑	Fertiglobe	Chemicals	█	█	█	█	█
29	-	↑	DAE	Aerospace & Defence	█	█	█	█	█
30	25	↓	FlyDubai	Airlines	█	█	█	█	█
31	-	↑	Air Arabia	Airlines	█	█	█	█	█
32	-	↑	ADNIC	Insurance	█	█	█	█	█
33	-	↑	Orient Insurance	Insurance	█	█	█	█	█
34	-	↑	Emirates Steel	Mining, Metals & Minerals	█	█	█	█	█
35	-	↑	Oman Insurance Company	Insurance	█	█	█	█	█
36	-	↑	Sharjah Islamic	Banking	█	█	█	█	█
37	-	↑	Empower	Utilities	█	█	█	█	█
38	-	↑	Dubai Financial Market	Exchanges	█	█	█	█	█
39	-	↑	Tabreed	Utilities	█	█	█	█	█
40	-	↑	Yahsat	Telecoms	█	█	█	█	█
41	-	↑	Al Hilal Bank	Banking	█	█	█	█	█
42	-	↑	Al Masraf	Banking	█	█	█	█	█
43	-	↑	Arkan	Engineering & Construction	█	█	█	█	█
44	-	↑	Commercial Bank International	Banking	█	█	█	█	█
45	-	↑	Ajman Bank	Banking	█	█	█	█	█
46	-	↑	NMC Health	Healthcare	█	█	█	█	█
47	-	↑	National Bank of Umm Al Qaiwain	Banking	█	█	█	█	█
48	-	↑	Emirates Insurance	Insurance	█	█	█	█	█
49	-	↑	Palms Sports	Leisure & Tourism	█	█	█	█	█
50	-	↑	Dana Gas	Oil & Gas	█	█	█	█	█

Brand Spotlights.





Rank

Brand Value

1



US\$12.8bn +19%

Rank

Brand Strength

6



79.1 +2.0

Interview with His Excellency Dr. Sultan Ahmed Al Jaber.



His Excellency Dr. Sultan Ahmed Al Jaber
UAE Minister of Industry and Advanced Technology and ADNOC Group CEO

What role can and should the oil and gas industry play alongside the entire energy industry in the global energy transition?

I think it is vital to leverage the expertise of the entire energy industry, including the hydrocarbon industry in ensuring the success of the global energy transition, because, if there is one thing that the history of every energy transition tells us, it is that they take time. You cannot simply flip a switch. To successfully navigate a complex transition to the energy system of tomorrow, we can't just unplug from the energy system of today. We must remain pragmatic, while being progressive. We should look for the solutions where the energy expertise exists. And we should always remember that our goal is to hold back emissions, not progress. In line with this thinking, the UAE has taken an integrated approach to the energy transition and built on its experience as a reliable oil and gas supplier to become a center of excellence for all forms of energy. I have been fortunate to have had the opportunity to play an active role in this diversified model as the founding CEO of Masdar - the renewable energy company - alongside my current role as ADNOC's CEO. As a result of this integrated approach, the UAE is one of the world's leading suppliers of oil and gas, whilst also being home to the world's largest and lowest cost solar plants, as well as the host of the International Renewable Energy Agency - IRENA. We believe that by taking a progressive approach to climate action and a proactive approach to the energy transition, we can create new industries and new economic opportunities, while remaining a reliable supplier of all forms of energy to the world.

How is ADNOC specifically contributing to helping this transition?

As long as the world relies on hydrocarbons during the energy transition, it is critical that they are as low carbon as possible. So one of the key contributions ADNOC is making, is ensuring we supply the least carbon intensive barrels to the world. By virtue of geology and design, our signature grade, Murban, has less than half the carbon intensity of the industry average. And we are building on a legacy of environmental responsibility that our founding father Sheikh Zayed set when our company was founded 50 years ago. As such, we introduced a zero intentional flaring policy before many of the majors and have reduced flaring by over 90 percent since 1971. We maintain one of the lowest methane intensities of any hydrocarbon producer in the world at 0.01 per cent and we constantly apply new technologies and innovations to build on this position. For instance, we were the first oil and gas company to introduce carbon capture and storage technology to the region.

Against the backdrop of COP 26, what are the other key technologies and innovations of the future? What is ADNOC doing in this space?

As I mentioned, we are always looking for innovative ways to reduce our carbon footprint, and as of January 1st 2022, in what is a first for our industry, we transferred 100% of ADNOC's grid power to zero carbon energy sources, by plugging into nuclear and solar energy. In addition, we are proactively moving into the clean energy supply chain space, taking advantage of the massive growth potential of this sector. Globally, at least 3 trillion dollars will be spent on renewable energy over this decade, as countries enact plans against net zero commitments. ADNOC recently co-invested alongside a consortium of Abu Dhabi's energy giants to transform Masdar into the region's pre-eminent renewable energy powerhouse. The new Masdar has almost doubled its capacity overnight to 23 GW and our ambition is to expand its portfolio to at least 100 GW. And in addition to wind and solar, ADNOC has taken significant steps in building the foundations of the global hydrogen market, using the advantages of our existing gas infrastructure. We have already completed demonstration shipments to Japan and South Korea, using ammonia as a carrier fuel, and, as the global hydrogen market develops, ADNOC, Abu Dhabi and the UAE will become a significant hub for hydrogen production and supply. In short, ADNOC will remain at the forefront of energy solutions throughout the energy transition, working across the entire diversified energy landscape.



Rank		Brand Value
10	↑	\$1.5bn +38%

Rank		Brand Strength
7	↓	78.6 +1.0

Interview with Daniel Van Otterdijk.



Daniel Van Otterdijk
Chief Communications
Officer, Group
Communications,
DP World

The DP World brand has grown 38% this year, faster than the average for the logistics sector and one of the fastest in the Middle East. What has been the secret to this success?

Now more than ever, it is imperative that our brand and communications activities evolve to support the businesses by giving our stakeholders a clear and compelling picture of who we are, what we do and where we are going.

Significant progress has been made in developing the building-blocks to enable DP World to become a powerful global Masterbrand. These include a refreshed and updated articulation of brand purpose; a new global system of brand architecture and modern visual identity; an integrated global reputation and brand plan and a systematic approach to tracking and measuring progress in repositioning the brand and building the value of the brand asset.

Imperial Logistics and Syncreon have been DP World's star acquisitions over the past year. How is DP World using these and its other acquisitions to bring better service to its clients?

DP World is a vast company in 69 countries with over 71,000 people and developing all the time. We are continually looking at ways to optimise our customer value propositions. Our acquisition of Imperial Logistics and Syncreon significantly accelerates our strategic transformation into a fully integrated logistics company, offering end to end supply chain services to the owners of cargo.

Last year, DP World started its process of "Brand Transformation", updating its brand identity and rationalising some of its brand architecture. How important do you think this process is for the development of the brand and its brand value?

We are on a journey of global transformation towards our aspired future as a provider of data –driven logistics solutions across the end-to-end cargo owner supply chain. The profile of our business is changing rapidly under the impetus of game-changing digital innovations and significant acquisitions alongside continuing infrastructure development in our core ports and terminal business.

That's why we have developed and agreed a succinct and compelling statement of DP World's brand purpose. We aim to make the world flow and change what's possible for everyone through fast, sustainable movement of products through a single platform for trade. Explaining what the brand consistently stands for, why we exist, reflecting ways which are relevant today and in the future, and uniting the entire global organisation behind a common rallying cry will add to awareness, understanding and value of our brand over time.

Sponsorship is a key part of DP World's communications strategy. How do you plan to use your sponsorship of the DP World Tour, the Royal Challengers Bangalore, and any other sponsorships to strengthen and position the brand?

Modern communications techniques and new channels enable brand strategy to be brought to life on a consistent global basis. Sponsorships and events can create compelling platforms for engagement across the full range of an organisation's key stakeholders and are part of our overall partnerships strategy, not only in sports but with other organisations.

Our objective is to build DP World as a global brand and condition the market for its evolution. We will enable direct engagement with high priority stakeholders and cement customer relationships giving our brand greater recognition and stand out awareness.



Rank		Brand Value
2	←	US\$10.1bn +18%

Rank		Brand Strength
1	←	89.2 +1.8

Interview with Hatem Dowidar.



Hatem Dowidar
Group CEO,
e&

This year Etisalat has become the Strongest Telecoms Brand in the world, and in doing so retained its place as the Strongest Brand in MEA and entered the ranks of the Top 20 Strongest Brands globally. To what would you attribute this success?

Being recognised as the strongest telecoms brand in the world amongst the most outstanding brands is an extraordinary achievement for Etisalat, and one that we are very proud of and thankful for.

First and foremost, this outcome is a result of a long journey and relentless effort by Etisalat team over years to build the brand through consistency and world class customer experience. Our operations have led the way to achieve digital transformation and stood out in meaningful ways by exemplifying resilience, continuity, and digital connectivity. Etisalat Group has undertaken numerous impactful brand initiatives to ensure togetherness and connectivity as we continue to drive the digital future. The profound relevance and Etisalat's growing role in today's world contributed to ranking Etisalat as the world's strongest telecoms brand and helped us retain the title of the strongest brand in MEA region across all sectors for 2nd year in a row. Our keen focus on sustainability initiatives, demonstrating the ethos of "Together Matters" through our actions, community interactions and sponsorship of popular sports, like Manchester City FC, have contributed towards this success. This win is underpinned by the UAE leadership's support, vision and encouragement, which have helped Etisalat achieve this significant milestone despite the headwinds posed by today's market dynamics.

The telecommunications industry is facing huge disruption as the fourth industrial revolution changes the landscape of customer experience. What can brands around the world learn from Etisalat's mantra to the digital future and what have you done to further that goal?

At Etisalat, digital transformation has been a momentous journey during which we reinvented business models that improved productivity and customer experience. This has been transformational, both internally and externally.

Moving ahead, in the context of 'Metaverse' technologies changing so many things in our lives, Etisalat is gearing up for the next phase of communications, where virtual technologies will dramatically change experiences with the coexistence of the physical and digital world. With our advanced 5G network, futuristic use cases get a platform to combine multiple technologies to bring the internet to life, translating these experiences into meaningful enhancements in our daily lives. Collaboration is key as well; along with the network, the rest of the industry will have to develop applications and services to enable these experiences.

Etisalat is a key partner of Expo 2020 this year. How are you taking advantage of this opportunity to showcase the brand to the world?

Expo 2020 is probably the most important event of cultural exchange and a catalyst for millions of people around the world, bringing national and international exposure to numerous innovations. This unique celebration allowed people from around the globe to witness history in the making.

The largest world expo is connected to the fastest, smartest, and most connected places on earth. Etisalat has enabled this connectivity. We did that through a seamless, cutting edge, immersive digital experience with a state-of-the-art network that is highly resilient built exclusively on-premise to serve the requirements of Expo 2020; all the participating pavilions, and visitors.

As the official telecom and digital services partner, Expo 2020 was an amazing opportunity for us to make a difference, and for our brand to shine and demonstrate our capabilities as a telco and digital player, enhancing visitors' digital experience with technologies such as AR/VR.

This is the first world expo to witness the 5G revolution and a significant breakthrough in our 5G journey providing the most advanced digital and telecoms services with a unique and memorable experience for millions of visitors.

Here are some representative facts for our Expo impact:

- + 700km of the latest fiber optic technology (4x the distance between Dubai and Abu Dhabi)
- + Over 8,000 wifi access points and over 8,500 mobile access points deployed
- + Host and manager of Expo 2020's multi-cloud environment to enhance operational capabilities at Expo, from ticketing to workplace and general monitoring.
- + Smart solutions to enhance the visitor experience, including powering the visitor website and portals and the mobile application.
- + Over 100 expert technicians on site available to collaborate with expo teams to deliver the UAE's promise to host the best Expo in history

DT4. Now you have had a chance to settle in as Group CEO, what can we expect in regards to your plans to continue the growth of e& and it's broader portfolio of brands?

e& is at the cusp of transforming from a traditional telco player to a technology conglomerate. We believe that our major sustainable drivers of growth continue to be our international portfolio and the digital space. There are considerable future growth opportunities in the cloud, IoT and cyber security space that will fuel digital growth. In order to fuel this growth, Etisalat continues to develop unique competencies both organically as well as through selected mergers and acquisitions. As part of this strategy, Etisalat Digital acquired Help AG's businesses in the UAE and KSA which is one of the leading cyber-security companies in the Middle East and North Africa (MENA) region.

Similarly e&'s acquisition of elgrocer was to support its digital ambitions by enriching its services and bringing it closer to the daily lives of the consumers and unlocking synergies that drive a diversified and integrated product portfolio. This is in line with our strategy to empower consumers, enhance engagement

through our digital marketplace platform and drive diversification of our business.

As part of e&'s Group's transformation journey and the success of the business unit Etisalat Digital, it has also now carved out 'e& Enterprise Digital' with the vision to become the regional digital champion. This is a continuation of its ongoing transformation journey and delivery of its next phase of growth and expansion.

e& Enterprise Digital is an extended arm of Etisalat Group that brings agility into the business as well as drive digital transformation in the region with a robust agenda to grow as a regional leader in the Internet of things, cloud, security, edge computing, and Artificial Intelligence (AI). This can be achieved by capitalising on opportunities such as megaprojects, smart city and Industry 4.0 projects across multiple verticals, including health, education, logistics, and oil and gas.

Etisalat is crowned as the world's strongest telecoms brand, becoming the first-ever telecoms brand from MEA to achieve this title amongst the Global 500 brands. This achievement is a result of continuous efforts and investments in accelerating its value by engaging with customer segments across markets and launching many successful global branding initiatives. The visionary leadership of Hatem Dowidar, Group CEO, has inspired his teams to achieve this success and earned him a place among the elite list of 250 global brand guardians, among a total of only 6 CEOs from the region listed in the Brand Guardianship Index.

David Haigh
Chairman & CEO, Brand Finance



Rank

Brand Value

15 ↑

\$0.7bn +54%

Rank

Brand Strength

30 ↓

61.8 +3.1

Interview with Ahmed Abdelaal.



Ahmed Abdelaal
CEO, Mashreq Group

Mashreq Bank has seen a phenomenal increase in its brand value in the last year. What brand initiatives have contributed to this success and how does it differentiate itself from other banks in the UAE and the region?

The intent of adding value to everything we offer customers has been Mashreq's differentiation strategy since inception, giving way to our three-pronged approach of 'innovation, consistency and prudence' towards customer experience. This stems from the convergence of innovation towards futuristic value and our approach has been to create an ecosystem that is agile enough to evolve dynamically and incessantly to support the changing needs and wants of our customers every day. As a result, our marquee digital solutions, such as MashreqNeo, NeoBiz, Global Transaction banking offering, built through customer-driven innovation, now accounts for a majority of our new business, often attracting clients who are looking for related experiences.

We understand and acknowledge the role Mashreq will need to play to unceasingly scale to newer heights in this evolving financial sector. Engaging with fintechs on an open banking network to bring nimbleness has helped attain progressive digital transformation. By leveraging our technological capabilities further, we aim to transform into banking-as-a-service (BaaS) to provide our financial services and solutions to our partners and serve their customers. We believe that embedded finance will be the future of banking.

Digital banks are seeing increasing adoption in the region? How is Mashreq banks own offering in the space positioned to capture this growth?

Mashreq's consistent investment into technology perfectly poises us to be the region's digital, most progressive, and intuitive bank. Today, customers are actively looking for simplicity, yet customisable products. The expectation from digital banks is to integrate offerings, provide interoperable experiences which reduces customer hassle. Think of it as a lifestyle app that offers numerous experiences on a single platform. This requires partnerships and integration with fintechs and non-financial brands. Mashreq has adopted a platform strategy to cut across industries and embed its services end-to-end across all digital customer journeys. Heavy investments into blockchain, fintechs, AI and strategic partnerships put us in a position to not only benefit from growing acceptance of digital banking, but online shopping and digital consumption of services.

We want our digital offerings to be true game changers. That sets the premise for all that we do. For instance, our newly launched supply-chain finance platform is a new value-add solution that will spur mid-market and SME growth, region wide, enabling us to simultaneously grow as well and there are similar concepts and products for each of the business segments that are already well serving our customer needs.

Going back to your vision, "To be the region's most progressive Bank, enabling innovative possibilities for our clients, colleagues and communities"; How has the brand delivered to this vision over the last few years?

Pursuing opportunities to grow value and deliver superior experiences has positioned Mashreq to be a force to be reckoned with. Our brand vision is lived through our people who enjoy an unsurpassed level of experience and expertise,



Methodology.

Definitions.



Brand Value



[The Emirates Group]

+ 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'.



[Emirates]

+ 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.



[Emirates]

+ 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.



[Emirates]

+ 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.

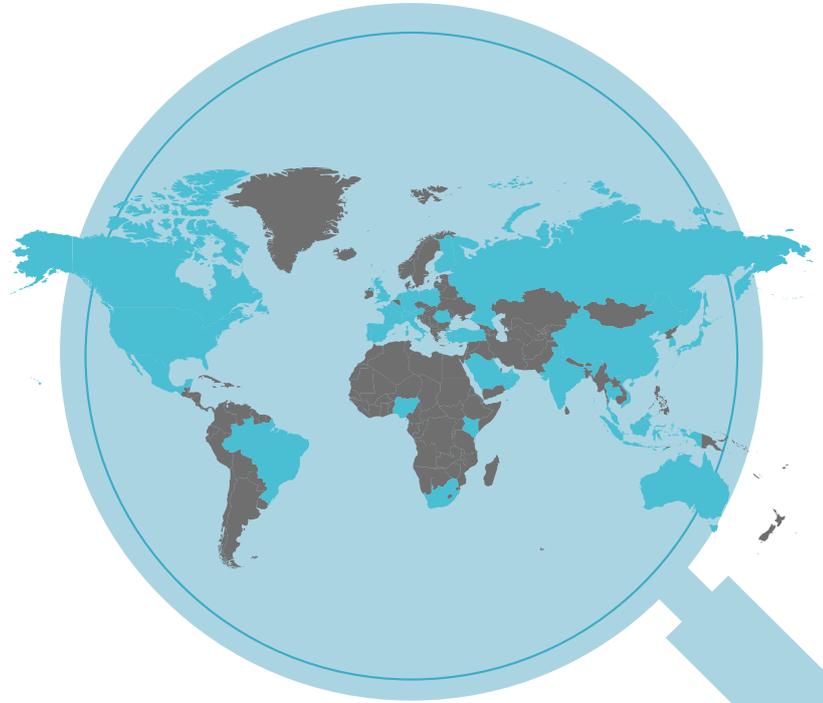
Original market research in 36 countries and across 29 sectors with over 100,000 consumers rating over 5,000 brands.

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.

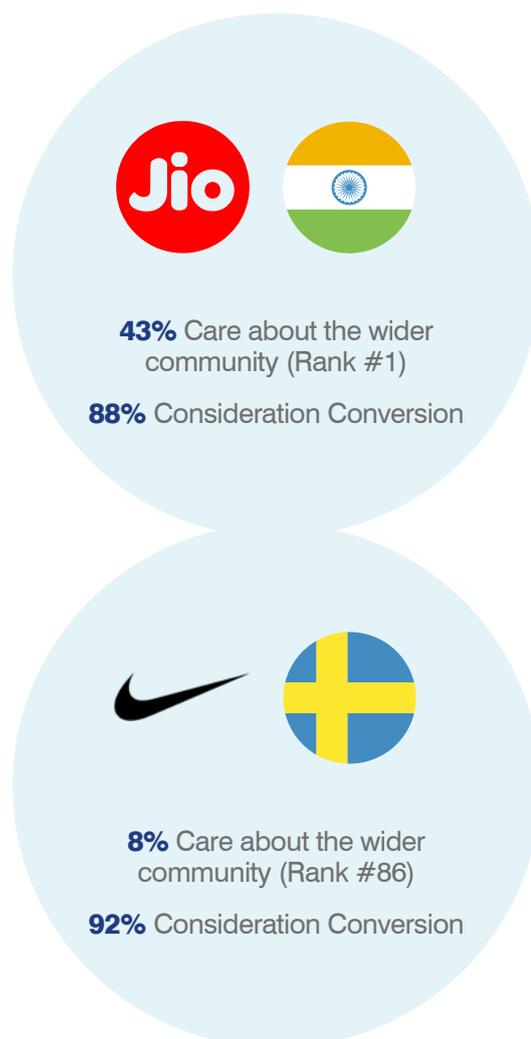
Who's the coolest cat?

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 2nd-highest highest scorer among non-luxury brands is.... **Burger King.**

Get your brand talked-about

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

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



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

	1 st	2 nd	3 rd
	 PORSCHE	Jeep	
	 CONVERSE		 PORSCHE
		 PORSCHE	 UNDER ARMOUR

Our Services.



Consulting Services.

Make branding decisions using hard data

Brand Research

What gets measured

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

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



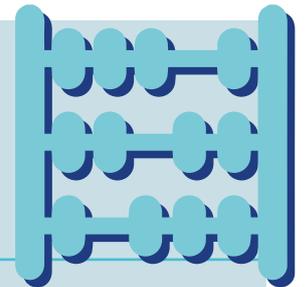
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

Brand Valuation

Make your brand's business case

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

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



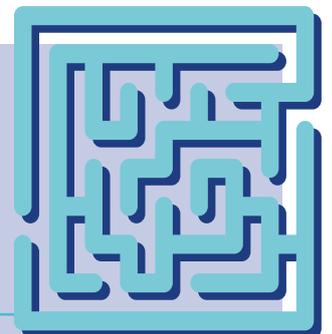
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

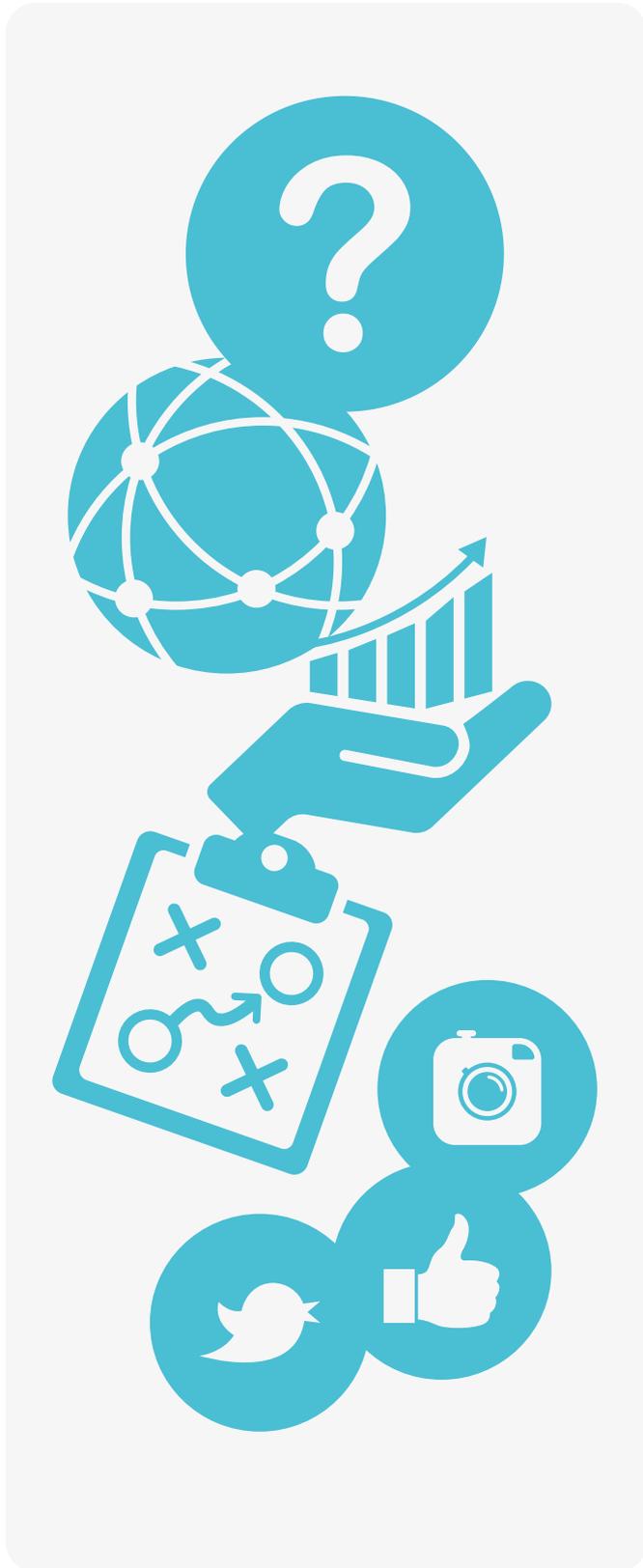
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

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



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

Brand Evaluation Services.



How are brands perceived in my category?

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

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

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

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

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

How can I improve return on marketing investment?

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

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

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

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
UAE
BRAND



Brand Finance®
Awards

MOST VALUABLE
UAE
BRAND



Brand Finance®
Awards

STRONGEST
UAE
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.

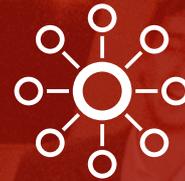


Sponsored Content – publish contributed articles, advertorials, and interviews with your brand leader in the relevant Brand Finance report offered to the press.



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

Brand Dialogue[®]



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



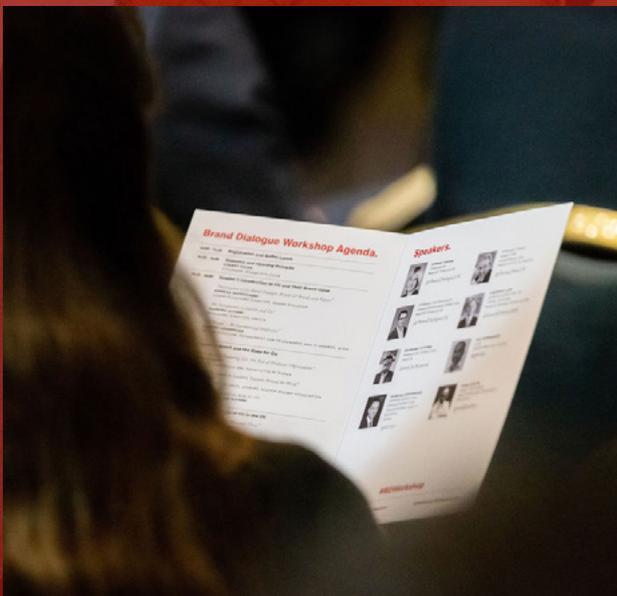
Content Creation

- 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[®] 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 or visit 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:

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