



UK 150 2022

The annual report on the most valuable and strongest British brands
May 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
or email enquiries@brandfinance.com



Insight



Strategy



Benchmarking



Education



Communication



Understanding

Contents



Brand Valuation
Summary



Brand
Strength Tracking



Royalty Rates



Cost of
Capital Analysis



Customer
Research Findings



Competitor
Benchmarking

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

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

Brand Dialogue®



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.



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

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

The screenshot of the tablet displays the following information:

- AUTOMOBILES IN ITALY** (Section title)
- SHARE OF PREFERENCE - OCTOBER 2020** (Section title)
 - Legend:
 - Fiat (purple)
 - Audi (orange)
 - Toyota (yellow)
 - Ford (green)
 - BMW (blue)
 - Volkswagen (red)
 - Alfa Romeo (pink)
 - Maserati/Bentley (light blue)
 - Porsche (teal)
 - Renault (dark green)
 - Jeep (dark purple)
 - Others (yellow)
 - Donut chart showing the share of preference for various car brands.
- MARKETING FUNNEL - OCTOBER 2019** (Section title)
 - Funnel diagram illustrating the marketing funnel process.
- BRANDS LIST** (Section title)
 - Alfa Romeo
 - Audi
 - BMW
 - Fiat
 - Ford
 - Honda
- Download CSV** (button)
- October 2019** (date selector)

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.

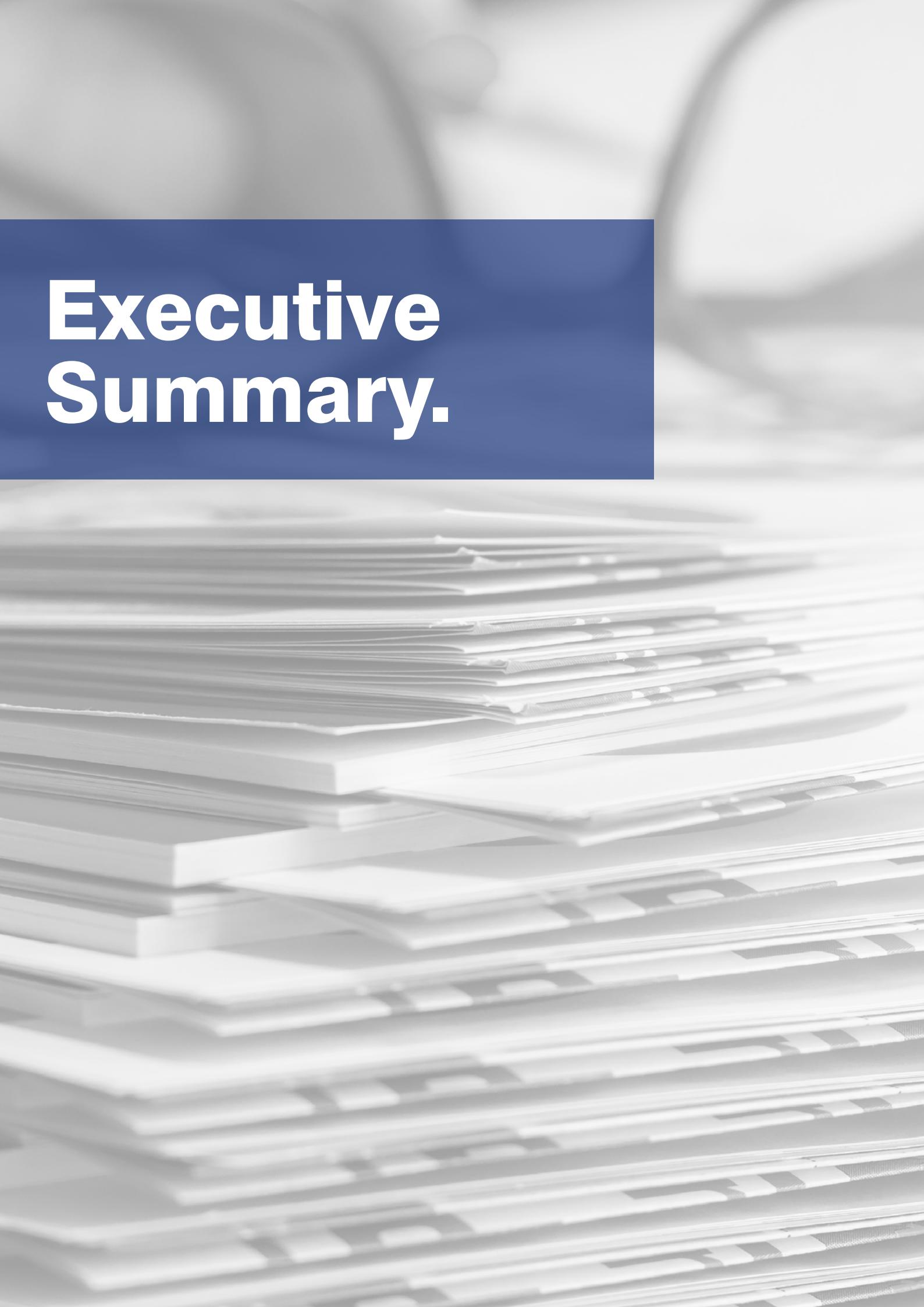
Acknowledging and managing a company’s intangible assets taps into the hidden value that lies within it. The following report is a first step to understanding more about brands, how to value them and how to use that information to benefit the business.

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

Shell leads United Kingdom as most valuable brand while exporters are booming in post-COVID Britain.

- + **Shell** is UK's most valuable brand, valued at £36.5 billion
- + **EY** retains title of Britain's strongest brand
- + Fastest growing British brands include tech companies **ARM** and **Softcat**, pharmaceutical brand **AstraZeneca** and **British Gas**
- + Jim Ratcliffe's strategy of making **INEOS** a household name bears fruit
- + British motoring is accelerating as British marques switch to higher gears
- + **Just Eat Takeaway.com** surges, **Deliveroo** struggles

Executive Summary.



Brand Value & Brand Strength Analysis.



Shell (brand value up 13% to £36.5 billion) remains the United Kingdom's most valuable brand. **Shell** leads the nation despite the challenges of COVID, the conflict in Ukraine, and perceptions of corporate sustainability practices in the oil and gas sector increasingly affecting consumer choice.

Shell is UK's most valuable brand, valued at £36.5 billion

Shell have placed a large emphasis on their energy transition strategy and it seems to be making a positive contribution to the strength of their brand. Shell aim to become a net-zero emissions energy business by 2050, in step with society's progress towards the goals of the Paris Agreement on climate change. Shell's efforts to develop new clean energy technologies, including electric vehicle charging are likely to have a positive impact on the strength of their brand in future.

EY retains title of Britain's strongest brand

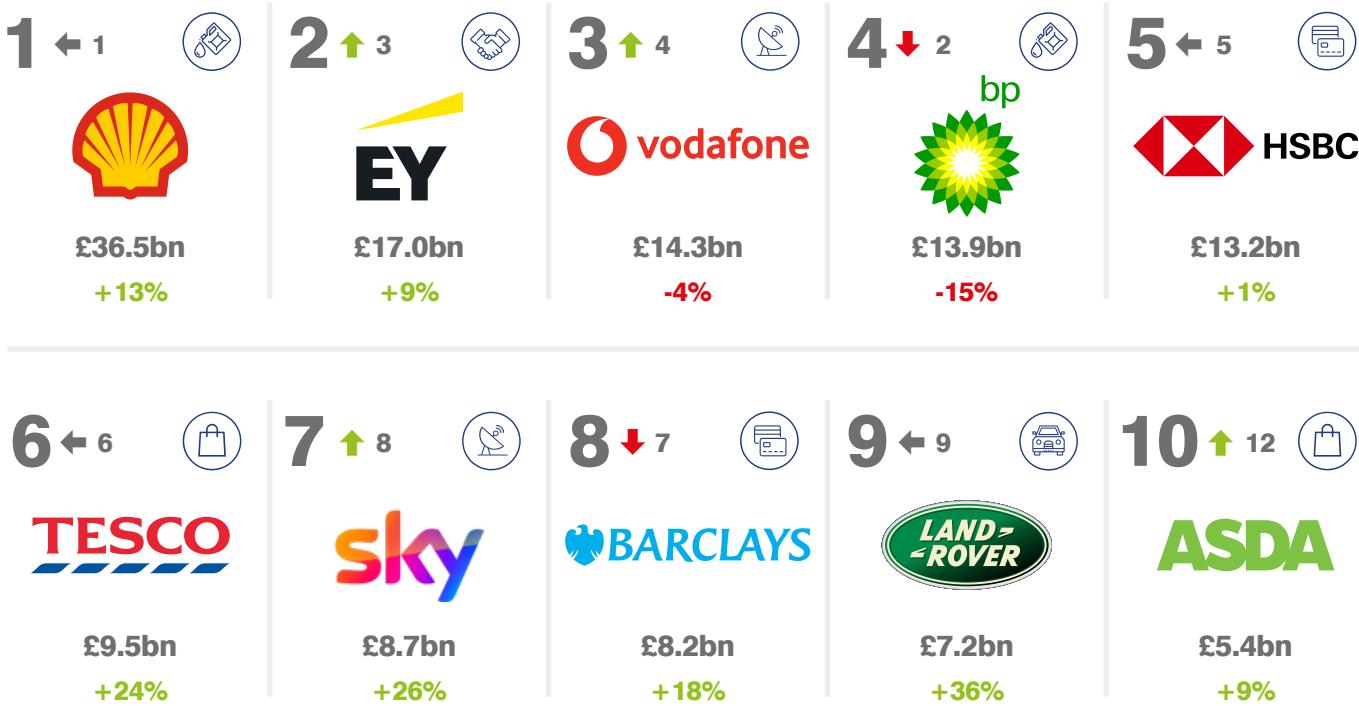
In addition to calculating brand value, Brand Finance determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance.

The energy transformation is both the greatest challenge and the greatest opportunity facing the United Kingdom. The nation can be both optimistic and realistic about the risks and opportunities that lie ahead, but it will be tough for businesses to simultaneously navigate the recovery from Covid, the conflict in Ukraine, and broader concerns about environmental sustainability in the future. Shell, BP, and others, will be challenged to transform in coming years to leverage their brands to deliver for their customers.

David Haigh
Chairman and CEO, Brand Finance

Top 10 Most Valuable British Brands

© Brand Finance Plc 2022



Compliant with 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.

EY (brand value up 9% to £17.0 billion) is the nation's strongest brand with a Brand Strength Index (BSI) score of 89.5 out of 100 and a corresponding brand rating of AAA+. The brand strength of EY is boosted by their client focus, with research showing improvements to their already strong customer consideration and satisfaction.

Fastest growing British brands include tech companies ARM and Softcat, pharmaceutical brand AstraZeneca and British Gas

This year's fastest growing British brand is **British Gas**, whose value grew by 142% to £0.9 billion. British Gas climbed 57 positions in the brand value ranking list from 146th to 89th. Much of the value increase is derived from the addition of over 500,000 new residential energy customers via M&A activity. The switch is likely to affect the way those customers perceive British Gas and may impact future brand strength performance.

AstraZeneca (brand value up 68% to £4.1 billion) was another significant improver, rising 14 places to become the 17th most valuable British brand this year. The company's successful development and deployment of a COVID-19 vaccine helped their brand name enter common vernacular in the UK. Their marketing challenge will be to utilize positive perceptions associated with their vaccine to drive consumer choice in the future.

Brand values in the British technology sector surged due to massive increases in demand for hardware and services. Both **ARM** and **Softcat** have seen large brand value increases (97% and 85% respectively). Marketing managers in the sector should measure their brand strength performance relative to their competitors and not necessarily take the large increases in their brand values as an absolute win.

Jim Ratcliffe's strategy of making INEOS a household name bears fruit

Prior to Jim Ratcliffe's recent announcement of a potential Chelsea FC bid, petrochemical brand **INEOS** (brand value up 52% to £1.1 billion) had kept a low public profile.

Top 10 Strongest British Brands

© Brand Finance Plc 2022

1 ← 1		2 ↑ 25		3 ↓ 2		4 ↑ 39		5 ↑ 12	
89.6	0.0	89.4	+8.4	88.2	-0.8	87.1	+9.0	86.2	+2.1
AAA+		AAA		AAA		AAA		AAA	

6 ↑ 27		7 ↑ 9		8 ↑ 13		9 ↓ 3		10 ↑ 97	
85.5	+5.1	84.9	-0.1	84.8	+0.7	84.7	-3.4	84.0	+15.9
AAA		AAA		AAA		AAA		AAA-	

For many years, INEOS has been one of the largest companies in the UK, but given the nature of its operations has remained relatively unknown to the public at large.

Sailing, cycling, and now Formula 1 partnerships have not only put the brand on the map for many but project a tangible manifestation to the public of Jim Ratcliffe's desired brand characteristics for INEOS. It is an excellent example of how companies can use the associations of sports partnerships to accelerate themselves into the limelight.

David Haigh
Chairman and CEO, Brand Finance

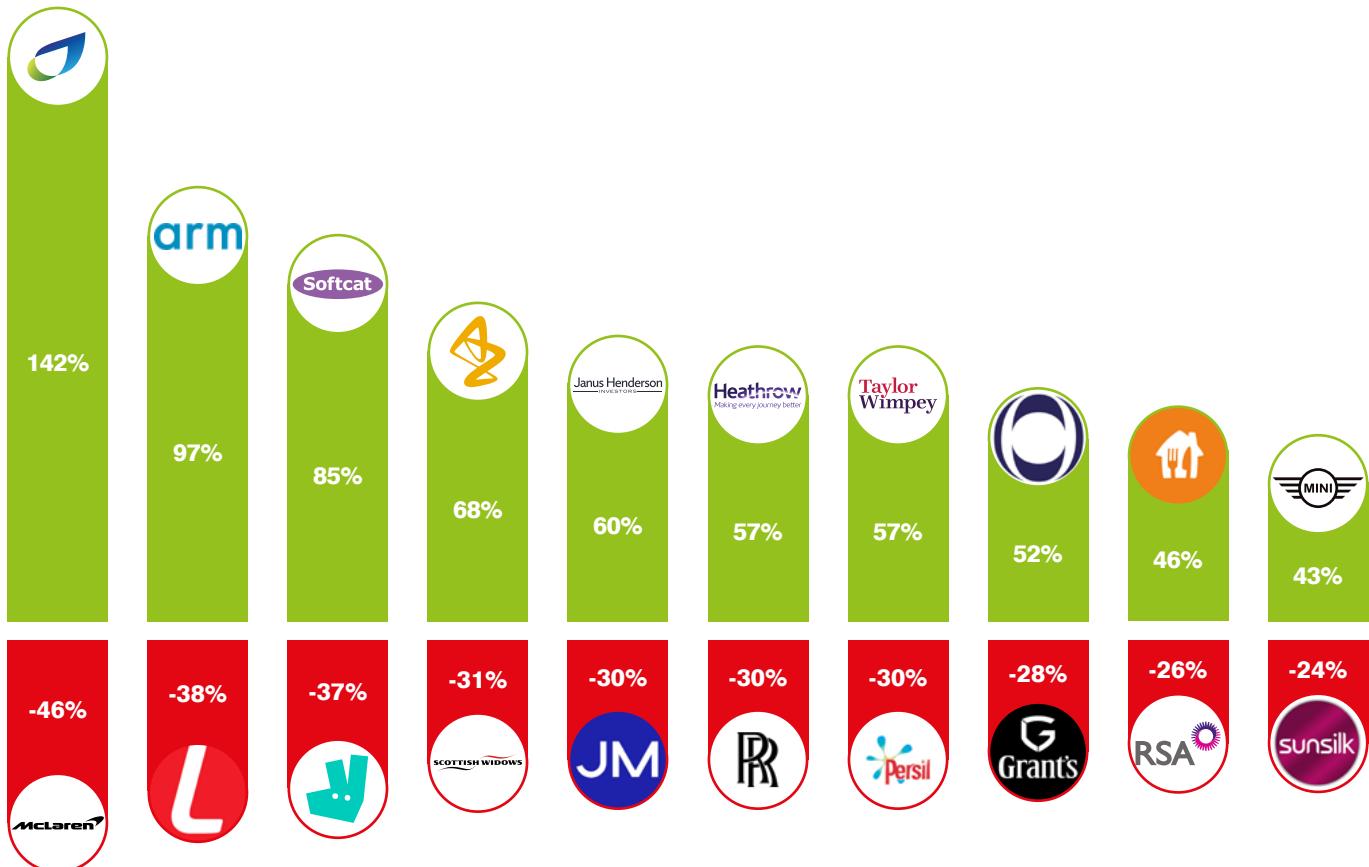
Over the last few years, CEO Jim Ratcliffe has focused on the importance of a brand to both provide a metaphorical strategic compass for the direction of the company internally, while also benefiting from the obvious external rewards of a strong reputation. As a result, the brand has increased 52% in value to £1.1 billion and is now 75th in the table. This strategy has been best demonstrated by INEOS's campaign of sport sponsorship to quickly raise the profile of the company while adopting the brand values that sports and their teams provide through such partnerships.

British motoring is accelerating as British marques switch to higher gears

A competitive exchange rate and the re-emergence of a post Brexit Britain has significantly boosted brand values in the British automotive sector. Changing export dynamics could affect consumer perceptions in foreign markets, so companies in the sector should carefully monitor changes to the strength of their brands in their key foreign markets.

Brand Value Change 2021-2022 (%)

© Brand Finance Plc 2022



Land Rover (brand value up 36% to £7.2 billion) remained the United Kingdom's most valuable motoring brand, and the nation's 9th most valuable brand overall. **MINI** (brand value up 43% to £2.7 billion) rose 17 places on the UK ranking to become the 32nd most valuable British brand. **Jaguar** in 47th position (brand value up 4% to £1.9 billion) remains just ahead of **Bentley** (brand value up 15% to £1.9 billion) in 50th position.

Just Eat Takeaway.com surges, Deliveroo struggles

Home delivery of food has increased substantially in the United Kingdom. **Just Eat Takeaway.com** (brand value up 46% to £3.3 billion) is now worth more than double **Deliveroo** (brand value down 37% to £1.4 billion), which may validate its focus on partnering with a wide range of local restaurants. Greggs (brand value up 40% to £0.6 billion) increased largely due to its exclusive delivery partnership with Just Eat Takeaway.com. Waitrose (brand value up 32% to £0.9 billion) grew in part due to increased delivery sales via their partnership with Deliveroo.





Brand Value by Sector

© Brand Finance Plc 2022



Sector	Brand Value (GBP bn)	% of total	Number of Brands
Oil & Gas	50.4	14.9%	2
Banking	42.4	12.5%	11
Retail	42.2	12.5%	19
Telecoms	41.5	12.2%	8
Commercial Services	33.2	9.8%	14
Auto	17.2	5.1%	8
Other	111.8	33.0%	88
Total	338.8	100.0%	150

Brand Value Ranking.

Top 150 most valuable British 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	Shell	Oil & Gas	£36,514	+12.7%	£32,398	AAA-	AAA
2	3	EY	Commercial Services	£17,002	+9.1%	£15,591	AAA+	AAA+
3	4	Vodafone	Telecoms	£14,266	-3.6%	£14,796	AA	AA+
4	2	BP	Oil & Gas	£13,897	-15.4%	£16,421	AA	AA
5	5	HSBC	Banking	£13,168	+0.6%	£13,086	AA	AA
6	6	Tesco	Retail	£9,494	+23.5%	£7,685	AAA-	AA+
7	8	Sky	Telecoms	£8,744	+26.3%	£6,923	AAA-	AAA-
8	7	Barclays	Banking	£8,198	+18.0%	£6,945	A+	AA-
9	9	Land Rover	Automobiles	£7,236	+36.2%	£5,314	AA+	AA
10	12	Asda	Retail	£5,388	+8.7%	£4,958	AAA-	AA+
11	10	Aviva	Insurance	£	£	£	£	£
12	13	Standard Chartered	Banking	£	£	£	£	£
13	18	Lloyds Bank	Banking	£	£	£	£	£
14	11	3	Telecoms	£	£	£	£	£
15	14	BT	Telecoms	£	£	£	£	£
16	19	NatWest	Banking	£	£	£	£	£
17	31	AstraZeneca	Pharma	£	£	£	£	£
18	20	Sainsbury's	Retail	£	£	£	£	£
19	16	O2	Telecoms	£	£	£	£	£
20	17	Dove	Cosmetics	£	£	£	£	£
21	15	BAE Systems	Aerospace & Defence	£	£	£	£	£
22	24	JD Sports	Retail	£	£	£	£	£
23	23	Burberry	Apparel	£	£	£	£	£
24	39	Just Eat Takeaway.com	Logistics	£	£	£	£	£
25	26	GSK	Pharma	£	£	£	£	£
26	36	Legal & General	Insurance	£	£	£	£	£
27	27	bet365	Leisure & Tourism	£	£	£	£	£
28	22	BBC	Media	£	£	£	£	£
29	29	Morrisons	Retail	£	£	£	£	£
30	33	ITV	Media	£	£	£	£	£
31	21	Unilever	Food	£	£	£	£	£
32	49	MINI	Automobiles	£	£	£	£	£
33	25	FTSE Russel	Commercial Services	£	£	£	£	£
34	45	EE	Telecoms	£	£	£	£	£
35	32	Rothmans	Tobacco	£	£	£	£	£
36	34	Compass Group	Commercial Services	£	£	£	£	£
37	37	Rio Tinto	Mining, Iron & Steel	£	£	£	£	£
38	30	Boots	Retail	£	£	£	£	£
39	46	Lipton	Soft Drinks	£	£	£	£	£
40	48	Marks & Spencer	Retail	£	£	£	£	£
41	56	Rolls-Royce	Aerospace & Defence	£	£	£	£	£
42	43	Halifax	Banking	£	£	£	£	£
43	35	Aon	Insurance	£	£	£	£	£
44	42	WTW	Commercial Services	£	£	£	£	£
45	47	Nationwide Building Society	Banking	£	£	£	£	£
46	38	BUPA	Insurance	£	£	£	£	£
47	51	Jaguar	Automobiles	£	£	£	£	£
48	52	Johnnie Walker	Spirits	£	£	£	£	£
49	44	Cadbury	Food	£	£	£	£	£
50	55	Bentley	Automobiles	£	£	£	£	£

Brand Value Ranking.

Top 150 most valuable British brands 51-100

2022 Rank	2021 Rank	Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
51	54	↑ Virgin Media	Telecoms	↗	↗	↗	↗	↗
52	60	↑ Openreach	Telecoms	↗	↗	↗	↗	↗
53	41	↓ Dunhill	Tobacco	↗	↗	↗	↗	↗
54	28	↓ Scottish Widows	Insurance	↗	↗	↗	↗	↗
55	64	↑ IHS Markit	Commercial Services	↗	↗	↗	↗	↗
56	59	↑ The Co-operative	Retail	↗	↗	↗	↗	↗
57	57	← British Airways	Airlines	↗	↗	↗	↗	↗
58	50	↓ Next	Apparel	↗	↗	↗	↗	↗
59	73	↑ ASOS	Retail	↗	↗	↗	↗	↗
60	62	↑ BrewDog	Beers	↗	↗	↗	↗	↗
61	65	↑ Anglo American	Mining, Iron & Steel	↗	↗	↗	↗	↗
62	67	↑ B&M	Retail	↗	↗	↗	↗	↗
63	40	↓ Deliveroo	Logistics	↗	↗	↗	↗	↗
64	68	↑ National Grid	Utilities	↗	↗	↗	↗	↗
65	-	New Refinitiv	Commercial Services	↗	↗	↗	↗	↗
66	66	← LexisNexis	Commercial Services	↗	↗	↗	↗	↗
67	71	↑ Smith & Nephew	Pharma	↗	↗	↗	↗	↗
68	63	↓ Costa	Restaurants	↗	↗	↗	↗	↗
69	74	↑ Tate & Lyle	Food	↗	↗	↗	↗	↗
70	81	↑ John Lewis	Retail	↗	↗	↗	↗	↗
71	-	New Computacenter	Tech	↗	↗	↗	↗	↗
72	70	↓ Hanson	Engineering & Construction	↗	↗	↗	↗	↗
73	76	↑ Bunzl	Logistics	↗	↗	↗	↗	↗
74	79	↑ Travis Perkins	Retail	↗	↗	↗	↗	↗
75	106	↑ INEOS	Chemicals	↗	↗	↗	↗	↗
76	112	↑ Taylor Wimpey	Real Estate	↗	↗	↗	↗	↗
77	94	↑ Sports Direct	Retail	↗	↗	↗	↗	↗
78	75	↓ Intercontinental	Hotels	↗	↗	↗	↗	↗
79	61	↓ RSA	Insurance	↗	↗	↗	↗	↗
80	58	↓ Rolls-Royce (Automobiles)	Automobiles	↗	↗	↗	↗	↗
81	77	↓ Penguin	Media	↗	↗	↗	↗	↗
82	99	↑ Schroders	Banking	↗	↗	↗	↗	↗
83	131	↑ ARM	Tech	↗	↗	↗	↗	↗
84	88	↑ Elsevier	Commercial Services	↗	↗	↗	↗	↗
85	90	↑ B&Q	Retail	↗	↗	↗	↗	↗
86	80	↓ Twinings	Soft Drinks	↗	↗	↗	↗	↗
87	84	↓ Easyjet	Airlines	↗	↗	↗	↗	↗
88	53	↓ McLaren	Automobiles	↗	↗	↗	↗	↗
89	146	↑ British Gas	Utilities	↗	↗	↗	↗	↗
90	107	↑ Waitrose	Retail	↗	↗	↗	↗	↗
91	85	↓ Crowne Plaza	Hotels	↗	↗	↗	↗	↗
92	95	↑ William Hill	Leisure & Tourism	↗	↗	↗	↗	↗
93	93	← Aptiv	Auto Components	↗	↗	↗	↗	↗
94	96	↑ Sage	Tech	↗	↗	↗	↗	↗
95	87	↓ Barratt Developments	Engineering & Construction	↗	↗	↗	↗	↗
96	-	New Dulux	Paint	↗	↗	↗	↗	↗
97	69	↓ Johnson Matthey	Chemicals	↗	↗	↗	↗	↗
98	100	↑ SSE	Utilities	↗	↗	↗	↗	↗
99	102	↑ Premier Inn	Hotels	↗	↗	↗	↗	↗
100	108	↑ Dettol	Cosmetics	↗	↗	↗	↗	↗

Brand Value Ranking.

Top 150 most valuable British brands 101-150

2022 Rank	2021 Rank	Brand	Sector	2022 Brand Value	Brand Value Change	2021 Brand Value	2022 Brand Rating	2021 Brand Rating
101	89	↓ Informa	Commercial Services	-\$	-\$	-\$	-\$	-\$
102	101	↓ Rentokil Initial	Commercial Services	-\$	-\$	-\$	-\$	-\$
103	78	↓ Aston Martin	Automobiles	-\$	-\$	-\$	-\$	-\$
104	72	↓ Persil / Omo	Cosmetics	-\$	-\$	-\$	-\$	-\$
105	115	↑ DS Smith	Engineering & Construction	-\$	-\$	-\$	-\$	-\$
106	91	↓ Magnum	Food	-\$	-\$	-\$	-\$	-\$
107	92	↓ Pearson	Media	-\$	-\$	-\$	-\$	-\$
108	117	↑ Iceland	Retail	-\$	-\$	-\$	-\$	-\$
109	82	↓ Sunsilk	Cosmetics	-\$	-\$	-\$	-\$	-\$
110	122	↑ FremantleMedia	Media	-\$	-\$	-\$	-\$	-\$
111	128	↑ SkyBet	Leisure & Tourism	-\$	-\$	-\$	-\$	-\$
112	111	↓ Ovaltine	Soft Drinks	-\$	-\$	-\$	-\$	-\$
113	120	↑ Persimmon	Engineering & Construction	-\$	-\$	-\$	-\$	-\$
114	104	↓ Intertek	Commercial Services	-\$	-\$	-\$	-\$	-\$
115	126	↑ Virgin Money	Banking	-\$	-\$	-\$	-\$	-\$
116	119	↑ Ocado	Retail	-\$	-\$	-\$	-\$	-\$
117	110	↓ Reebok	Apparel	-\$	-\$	-\$	-\$	-\$
118	86	↓ Grant's	Spirits	-\$	-\$	-\$	-\$	-\$
119	137	↑ Greggs	Restaurants	-\$	-\$	-\$	-\$	-\$
120	103	↓ Babcock	Engineering Services	-\$	-\$	-\$	-\$	-\$
121	97	↓ G4S	Commercial Services	-\$	-\$	-\$	-\$	-\$
122	116	↓ Ballantine's	Spirits	-\$	-\$	-\$	-\$	-\$
123	124	↑ Vauxhall	Automobiles	-\$	-\$	-\$	-\$	-\$
124	123	↓ Bank of Scotland	Banking	-\$	-\$	-\$	-\$	-\$
125	132	↑ Lysol	Cosmetics	-\$	-\$	-\$	-\$	-\$
126	83	↓ Ladbrokes	Leisure & Tourism	-\$	-\$	-\$	-\$	-\$
127	149	↑ Janus Henderson	Banking	-\$	-\$	-\$	-\$	-\$
128	98	↓ Wetherspoons	Restaurants	-\$	-\$	-\$	-\$	-\$
129	113	↓ Balfour Beatty	Engineering & Construction	-\$	-\$	-\$	-\$	-\$
130	138	↑ Royal Mail	Logistics	-\$	-\$	-\$	-\$	-\$
131	109	↓ Arriva	Logistics	-\$	-\$	-\$	-\$	-\$
132	114	↓ Finish	Cosmetics	-\$	-\$	-\$	-\$	-\$
133	-	New Pru	Insurance	-\$	-\$	-\$	-\$	-\$
134	125	↓ Scottish Power	Utilities	-\$	-\$	-\$	-\$	-\$
135	105	↓ Chivas Regal	Spirits	-\$	-\$	-\$	-\$	-\$
136	-	New Heathrow Airport	Airports	-\$	-\$	-\$	-\$	-\$
137	-	New Softcat	Tech	-\$	-\$	-\$	-\$	-\$
138	121	↓ TRESemmé	Cosmetics	-\$	-\$	-\$	-\$	-\$
139	134	↓ Coral	Leisure & Tourism	-\$	-\$	-\$	-\$	-\$
140	130	↓ Kit Kat	Food	-\$	-\$	-\$	-\$	-\$
141	129	↓ BetFair	Leisure & Tourism	-\$	-\$	-\$	-\$	-\$
142	143	↑ Hays	Commercial Services	-\$	-\$	-\$	-\$	-\$
143	142	↓ Jet2.com	Airlines	-\$	-\$	-\$	-\$	-\$
144	118	↓ Glenfiddich	Spirits	-\$	-\$	-\$	-\$	-\$
145	140	↓ Screwfix	Retail	-\$	-\$	-\$	-\$	-\$
146	148	↑ Currys	Retail	-\$	-\$	-\$	-\$	-\$
147	144	↓ Lifebuoy	Cosmetics	-\$	-\$	-\$	-\$	-\$
148	-	New First	Logistics	-\$	-\$	-\$	-\$	-\$
149	133	↓ Capita	Commercial Services	-\$	-\$	-\$	-\$	-\$
150	136	↓ Kingsmill	Food	-\$	-\$	-\$	-\$	-\$

Brand Spotlight.



Shell.



Rank

1



Brand Value

£36.5bn +13%

Rank

19



Brand Strength

80.9 -4.3

Interview with Dean Aragon.



Dean Aragon
CEO & Vice-Chairman,
Shell Brands
International AG

Shell is the Most Valuable Oil & Gas brand in the world with a brand value increase of 19.6%. How do you explain this growth and maintaining its leading position in the sector?

The Shell brand has been built over 100 years through the effort of colleagues all working towards earning trust and preference from customers, stakeholders and staff. Few brands compare with the diversity, scale and ubiquity of Shell branded products and services, foremost of which are our Shell retail stations, Shell V-Power fuel and Shell Helix lubricants, which are important demonstrations of quality and innovation. The way forward is guided by our purpose: 'to power progress together by providing more and cleaner energy solutions', which shapes our strategy to become a Net Zero Emissions energy business by 2050. Hence, moving forward, we will increasingly widen the deployment of the Shell brand into cleaner energy areas: Shell Energy for homes, Shell Recharge for EV and Shell Hydrogen. Marketing and customer/audience engagement is a big priority, enabled by a large social media following – the strongest in our industry and award-winning brand campaigns under the banner of #MakeTheFuture or Shell Eco-marathon.

Shell is the Most Valuable British brand. Corporate Headquarters were relocated to London this year, joining the Brand HQ. How do you think HQ location impacts brand perceptions- particularly among employees?

Shell has a long history in the Netherlands and our close bond with the country will not change. This includes a strong commitment, and significant investments towards accelerating the energy transition. To mention one: we are about to officially open our Energy Transition Campus Amsterdam, an innovative campus where great minds come together to tackle the world's biggest energy challenges. We are a global company and this shift of our tax residency will benefit Shell as a company as part of wider simplification. Shell has its early beginnings in Victorian era London and is now one of the most innovative energy companies in the world. Shell UK recently unveiled plans to invest £20-25 billion in the UK energy system over the next 10 years, (subject to board approval and supporting policy) aiming to propel the UK closer to net zero and help to ensure security of supply whilst stimulating economic growth and jobs. More than 75% of this is intended for low and zero-carbon products and services, including offshore wind, hydrogen, carbon capture utilisation and storage (CCUS) and electric mobility.

What role can and should brands like Shell play in the global energy transition?

Shell has a vital role to play. Our CEO Ben van Beurden recently said we must "Go faster, be bolder" in setting the pace as we work to become a net-zero emissions energy business by 2050, towards the goal of the UN Paris Agreement on climate change. Becoming a net-zero emissions energy business means that we are reducing emissions from our operations, and from the fuels and other energy products we sell to our customers. It also means capturing and storing any remaining emissions using technology or balancing them with offsets. We are transforming our business to meet our target, providing more low-carbon energy such as charging for electric vehicles, hydrogen and electricity generated by solar and wind power. We are also working with our customers as they make changes too, including in sectors that are difficult to decarbonise such as aviation, shipping, road freight and industry. Our powering progress strategy will help us deliver on these ambitions and play our part in one of the greatest challenges facing our generation.

Global Soft Power Index.

The effect of a country's national image on its home-grown brands and the economy as a whole is now widely acknowledged. In a global marketplace, it is one of the most important assets of any state, encouraging inward investment, adding value to exports, and attracting tourists and skilled migrants.

For over 15 years, Brand Finance has been publishing the annual Nation Brands report – a study into the world's 100 most valuable and strongest nation brands.

Building on this experience, Brand Finance has now produced the Global Soft Power Index – the world's most comprehensive research study on perceptions of 100 nation brands from around the world.

The Global Soft Power Index surveys the opinions of the general public as well as specialist audiences, with responses gathered from over 75,000 people across more than 100 countries. The Global Soft Power Index 2022 report is the third iteration of this study, which Brand Finance hopes to conduct annually.

Global Soft Power Index 2022.

 1 ▲ 6 UNITED STATES Score 70.7 +14.8	 2 ▲ 3 UNITED KINGDOM Score 64.9 +7.0	 3 ▼ 1 GERMANY Score 64.6 +2.4	 4 ▲ 8 CHINA Score 64.2 +9.9	 5 ▼ 2 JAPAN Score 63.5 +2.9
 6 ▲ 7 FRANCE Score 60.6 +5.3	 7 ▼ 4 CANADA Score 59.5 +2.3	 8 ▼ 5 SWITZERLAND Score 56.6 +0.3	 9 ▲ 13 RUSSIA* Score 56.1 +5.5	 10 ▲ 19 ITALY Score 54.7 +6.4
 11 ▲ 22 SPAIN Score 53.0 +5.6	 12 ▼ 11 SOUTH KOREA Score 52.9 +1.6	 13 ▼ 10 AUSTRALIA Score 52.7 +0.5	 14 ▼ 9 SWEDEN Score 52.3 +0.1	 15 ▲ 17 UNITED ARAB EMIRATES Score 52.0 +3.6
 16 ▼ 12 NETHERLANDS Score 50.6 +0.1	 17 ▼ 14 NORWAY Score 49.7 -0.4	 18 ▼ 15 DENMARK Score 48.8 -0.6	 19 ▲ 21 BELGIUM Score 48.5 +0.8	 20 ← 20 SINGAPORE Score 48.5 +0.6
 21 ▼ 16 NEW ZEALAND Score 48.4 -0.9	 22 ▲ 27 TURKEY Score 47.8 +5.4	 23 ▲ 25 ISRAEL Score 47.6 +3.9	 24 ← 24 SAUDI ARABIA Score 47.1 +2.9	 25 ▼ 18 FINLAND Score 47.1 -1.2

* Research conducted in the autumn of 2021 - does not account for the impact of Russia's invasion of Ukraine.

 26 ← 26 QATAR	 27 ↓ 23 AUSTRIA	 28 ↑ 35 BRAZIL	 29 ↑ 36 INDIA	 30 ↓ 29 IRELAND
Score 45.8 +3.5	Score 43.4 -3.3	Score 43.4 +5.3	Score 43.2 +5.6	Score 41.9 +1.3
 31 ↑ 34 Egypt	 32 ↓ 28 PORTUGAL	 33 ↓ 31 GREECE	 34 ↑ 37 SOUTH AFRICA	 35 ↓ 33 THAILAND
Score 41.6 +3.3	Score 41.0 +0.2	Score 40.4 +0.6	Score 40.2 +3.1	Score 40.2 +1.5
 36 ↑ 42 KUWAIT	 37 ↓ 30 ICELAND	 38 ↑ 41 ARGENTINA	 39 ← 39 MALAYSIA	 40 ↓ 38 POLAND
Score 39.1 +3.3	Score 38.6 -1.3	Score 38.5 +2.5	Score 38.5 +1.5	Score 38.2 +1.2
 41 ↓ 32 LUXEMBOURG	 42 ↑ 44 MEXICO	 43 ↑ 49 CROATIA	 44 ↓ 40 CZECH REPUBLIC	 45 ↓ 43 HUNGARY
Score 37.6 -1.4	Score 37.5 +3.2	Score 35.4 +1.7	Score 35.3 -1.0	Score 35.2 +0.5
 46 ↑ 48 MOROCCO	 47 ↓ 45 INDONESIA	 48 ↑ 52 COLOMBIA	 49 ↑ 51 OMAN	 50 ↑ 57 ROMANIA
Score 34.9 +1.1	Score 34.8 +0.5	Score 34.7 +1.2	Score 34.6 +1.0	Score 34.4 +2.2

 51 ▲ 61 UKRAINE	 52 NEW MALDIVES	 53 ▲ 58 CUBA	 54 ▲ 60 PANAMA	 55 ◀ 55 CHILE
Score 34.2 +2.2	Score 34.0 -	Score 34.0 +1.8	Score 33.9 +1.8	Score 33.8 +0.4
 56 ▼ 50 JORDAN	 57 NEW GEORGIA	 58 NEW CYPRUS	 59 ▼ 47 VIETNAM	 60 ▼ 53 PHILIPPINES
Score 33.5 -0.2	Score 33.4 -	Score 33.3 -	Score 33.3 -0.5	Score 33.2 -0.2
 61 ▲ 73 DOMINICAN REPUBLIC	 62 ▲ 66 BULGARIA	 63 ▼ 62 IRAN	 64 ▼ 46 SLOVENIA	 65 NEW MALTA
Score 32.9 +2.0	Score 32.9 +1.3	Score 32.7 0.9	Score 32.6 -1.5	Score 32.5 -
 66 ▼ 56 URUGUAY	 67 ▲ 68 COSTA RICA	 68 ▼ 65 BAHRAIN	 69 ▲ 82 NIGERIA	 70 ▲ 77 JAMAICA
Score 32.3 -0.8	Score 32.1 +0.7	Score 32.0 +0.3	Score 32.0 +2.8	Score 32.0 +1.8
 71 NEW MAURITIUS	 72 NEW BOSNIA & HERZEGOVINA	 73 ▼ 70 SRI LANKA	 74 NEW RWANDA	 75 ▼ 74 ALGERIA
Score 31.9 -	Score 31.8 -	Score 31.8 +0.7	Score 31.4 -	Score 31.4 +1.1

 76 ▲ 84 TUNISIA Score 31.3 +2.3	 77 ▼ 72 AZERBAIJAN Score 31.3 +0.3	 78 ▼ 67 SERBIA Score 31.2 -0.2	 79 ▼ 71 LEBANON Score 31.2 +0.1	 80 ▼ 64 PARAGUAY Score 31.1 -0.6
 81 ▼ 76 IRAQ Score 31.1 +0.9	 82 ▼ 59 PERU Score 31.0 -1.1	 83 ▼ 63 PAKISTAN Score 31.0 -0.8	 84 ▼ 69 SLOVAKIA Score 30.9 -0.4	 85 ▼ 81 UZBEKISTAN Score 30.7 +1.5
 86 ▲ 93 GHANA Score 30.3 +2.2	 87 ▼ 79 LITHUANIA Score 30.1 +0.3	 88 ▼ 75 KAZAKHSTAN Score 30.0 -0.2	 89 ▲ 92 VENEZUELA Score 30.0 +1.8	 90 NEW Score 30.0 -
 91 ▼ 54 ESTONIA Score 29.9 -3.5	 92 ▼ 85 BOLIVIA Score 29.9 +0.9	 93 NEW Score 29.7 -	 94 NEW Score 29.6 -	 95 ▲ 96 KENYA Score 29.5 +1.8
 96 ▼ 86 COTE D'IVOIRE Score 29.4 +0.5	 97 NEW Score 29.3 -	 98 ▼ 91 ECUADOR Score 29.3 +1.0	 99 ▼ 80 LATVIA Score 29.3 -0.5	 100 ▼ 89 CAMBODIA Score 29.3 +0.7

Global Soft Power Index 2022.

 101 ↓ 97 TANZANIA Score 29.1 +1.6	 102 ↓ 95 NEPAL Score 29.1 +1.1	 103 ↓ 83 ETHIOPIA Score 29.1 -0.1	 104 NEW ALBANIA Score 29.1 -	 105 ↓ 78 BANGLADESH Score 29.0 -1.0
 106 NEW LAOS Score 28.9 -	 107 ↓ 87 ZAMBIA Score 28.8 +0.3	 108 ↓ 90 MYANMAR Score 28.6 0.0	 109 NEW BOTSWANA Score 28.5 -	 110 ↓ 98 SENEGAL Score 28.4 +0.9
 111 ↓ 101 GUATEMALA Score 28.2 +2.1	 112 ↓ 88 CAMEROON Score 27.9 -0.7	 113 ↓ 99 TURKMENISTAN Score 27.7 +0.4	 114 ↓ 100 ANGOLA Score 27.7 +0.8	 115 ↓ 94 UGANDA Score 27.3 -0.7
 116 ↓ 105 DEM. REP. CONGO Score 27.1 +1.9	 117 ↓ 104 MOZAMBIQUE Score 26.5 +1.1	 118 ↓ 102 HONDURAS Score 26.5 +0.5	 119 NEW SUDAN Score 26.0 -	 120 ↓ 103 TRINIDAD AND TOBAGO Score 25.3 -0.3



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'.



+ Branded Business Value

The value of a single branded business operating under the subject brand.

A brand should be viewed in the context of the business in which it operates. Brand Finance always conducts a branded business valuation as part of any brand valuation. We evaluate the full brand value chain in order to understand the links between marketing investment, brand-tracking data, and stakeholder behaviour.



+ Brand Contribution

The overall uplift in shareholder value that the business derives from owning the brand rather than operating a generic brand.

The brand values contained in our league tables are those of the potentially transferable brand assets only, making 'brand contribution' a wider concept. An assessment of overall 'brand contribution' to a business provides additional insights to help optimise performance.



+ Brand Value

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

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

Brand 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.



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)



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.



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%.



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**.



Widely recognised factors deployed by marketers to create brand loyalty and market share.

Perceptions of the brand among different stakeholder groups, with customers being the most important.

Quantitative market and financial measures representing the success of the brand in achieving price and volume premium.

Attribute Selection and Weighting

1



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

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

Data Collection

2



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

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

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

Benchmarking and Final Scoring



3

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.

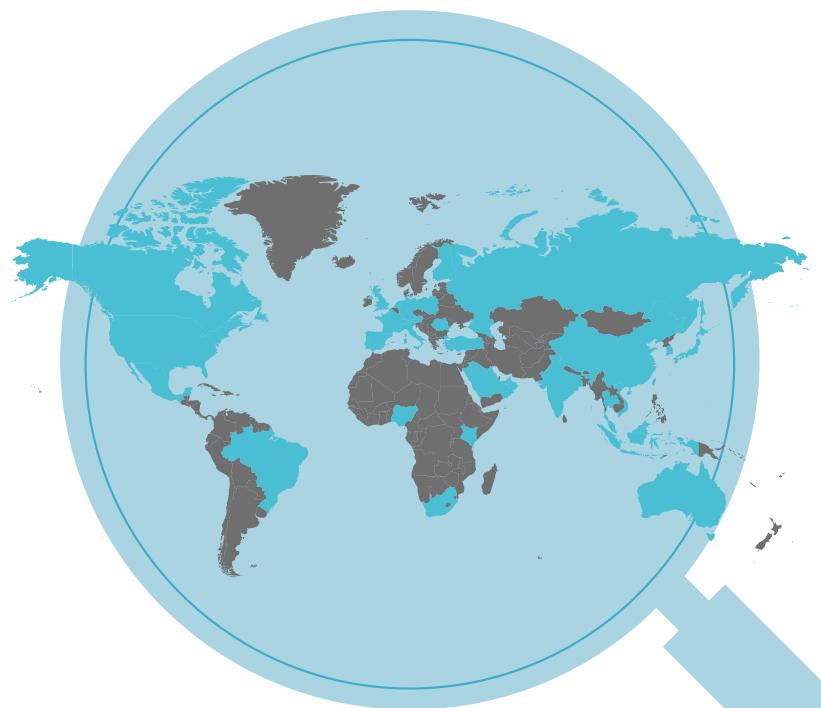
Each brand is assigned a Brand Strength Index (BSI) score out of 100, which feeds into the brand value calculation. Based on the score, each brand is assigned a corresponding rating up to AAA+ in a format similar to a credit rating.

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 more than 29 sectors with approximately 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.

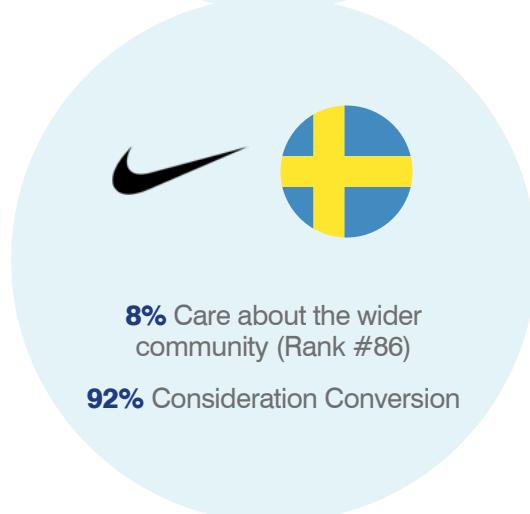
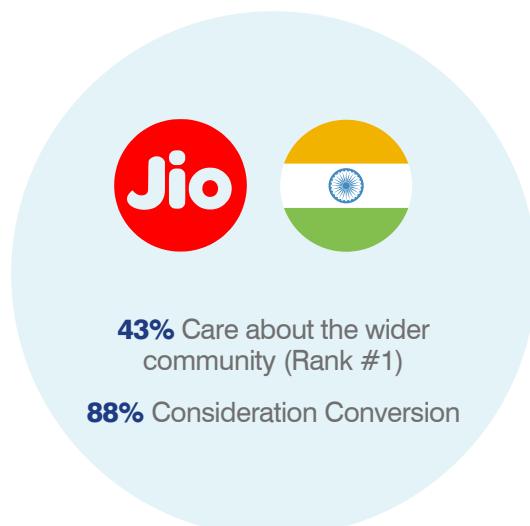
Who's the coolest cat?

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



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 scorer among non-luxury brands is.... **Burger King**.

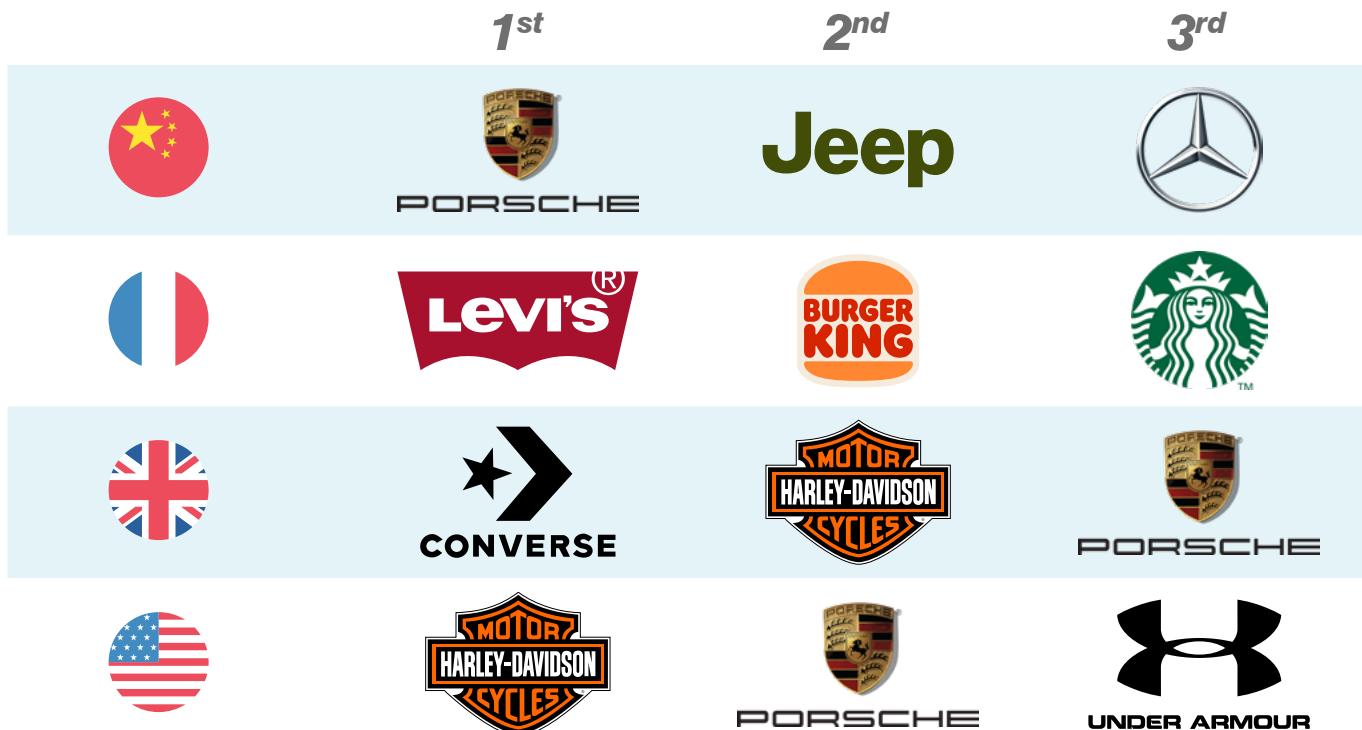
Get your brand talked-about

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



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



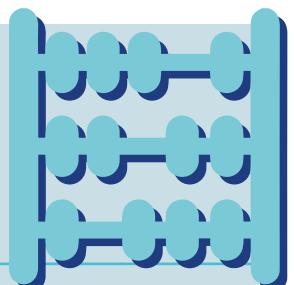
- + Are we building our brands' strength effectively?
- + How do I track and develop my brand equity?
- + How strong are my competitors' brands?
- + Are there any holes in my existing brand tracker?
- + What do different stakeholders think of my brand?

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



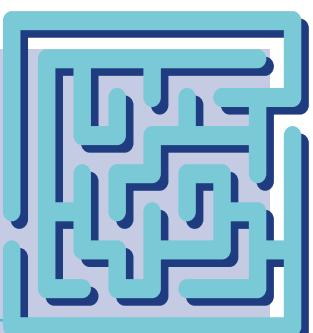
- + How much is my brand worth?
- + How much should I invest in marketing?
- + How much damage does brand misuse cause?
- + Am I tax compliant with the latest transfer pricing?
- + How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open

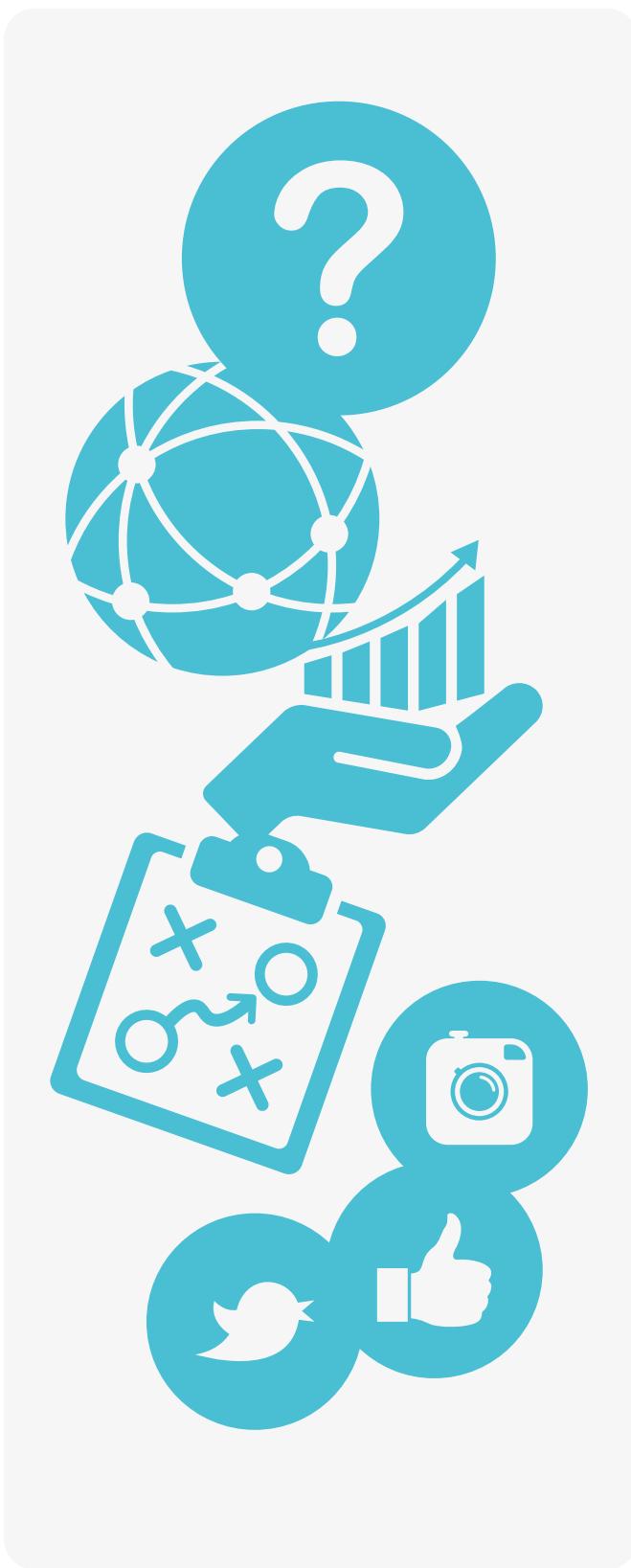
Once you understand the value of your brand, you can use it as tool to understand the business impacts of strategic branding decisions in terms of real financial returns.

- + 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 your brand's marketing materials, communications, annual reports, sales documents, recruitment purposes, social media channels and website.



Brand Finance®
Awards

TOP 150
BRITISH
BRAND



Brand Finance®
Awards

MOST VALUABLE
BRITISH
BRAND



Brand Finance®
Awards

STRONGEST
BRITISH
BRAND



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



Bespoke Events – Organise a report launch, award ceremony or celebratory event, coordinate event opportunities and spearhead communications to ensure a good return on investment.



Digital Infographics – Design infographics visualising your brand's performance for use across your brand's social media platforms or on other digital materials.



Trophies & Certificates – Provide a trophy and/or a hand written certificate personally signed by the Brand Finance Chairman to recognise your brand's performance of that year.



Brand Spotlight – Publish contributed brand article or an interview with your brand leader, in the relevant Brand Finance sector report, offered to the Brand Finance network and press.



Media Support – Offer editorial support in reviewing or copywriting your press release, pitching your content to top journalists across the world, 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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