



Media 50 2024

The annual report on the most valuable and strongest Media brands
September 2024

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Brand Finance®



About Brand Finance

The world's leading brand valuation consultancy

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Bridging the gap between Marketing and Finance

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

Quantifying the financial value of brands

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

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.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

Foreword



David Haigh
Chairman & CEO,
Brand Finance

Brand valuation helps companies understand the value of their brand and how it contributes to the overall value of the company. This important understanding can inform decision-making related to marketing and branding efforts, as well as provide a benchmark for future performance. It can also be used to help attract investors and secure financing, as a strong brand can be a valuable asset.

Additionally, brand valuation can be useful in the event of a merger or acquisition, as it can help determine the value of the brand being acquired. Overall, brand valuation helps organisations understand the worth of their brand and how it fits into their overall business strategy.

A strong brand can lead to improved business returns in several ways. First, a strong brand can help a company differentiate itself from its competitors and establish a unique identity in the market, which can lead to increased customer loyalty and retention. This, in turn, can lead to higher sales and revenue. A strong brand can also help a company command a higher price for its products or services, as consumers are willing to pay more for a brand they perceive as high-quality and trustworthy.

In addition, a strong brand can help a company attract top talent, as employees may be more attracted to work for a well-known and reputable brand. Finally, a strong brand can provide a company with a competitive advantage and help it weather economic downturns or industry disruptions.

This year, Brand Finance has invested more in researching and understanding customer perception of brands across the world than ever before, with original research taking place in dozens of jurisdictions globally. The report you are reading is based on this extensive original research, with the findings representing a catalyst for further conversations.

If you want to help build a stronger brand, or if you want to better understand the value of your brand, please contact the Brand Finance team and I anytime. I look forward to the conversation and helping to build a more profitable future for your brand.



Request your own Brand Value Report

Brand Finance's Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to determine your brand's value, as well as brand equity research.

Each report includes expert recommendations for growing brand value, driving performance, and gaining insights into your position against peers.

enquiries@brandfinance.com

Gain Insight

Leverage strategic insights to enhance your brand's financial standing.

Strategic Guidance

Strategise effectively to position your brand as a market leader.

Benchmark Your Performance

Benchmark your brand against industry standards for a competitive edge in the corporate landscape.

Empower Your Marketing Team

Empower your marketing team with comprehensive knowledge about your brand's financial value.

Enhance Communication

Optimise communication channels by understanding and articulating your brand's financial significance.

Deepen Understanding

Deepen your financial acumen and make well-informed decisions for corporate success.



Get Full Access to our Global Data

Brand Finance's Global Brand Equity Monitor research utilises a comprehensive framework to track and measure the core building blocks that underpin strong brands, while delivering nuanced insights that direct strategy for understanding, maintaining and building brand strength.

Brands, and customer relationship with brands, are complex. As such they require **attention**, **direction** and **measured support** if they're to fulfil their potential. Our brand equity reports deliver expert insight and recommendations to power your brand strategies and valuation.

+6,000 brands

Original market research on global, market and sector leading brands.

41 countries

Comprehensive coverage for market specific learnings that inform decision making.

31 sectors

Benchmark your brand against competitors and leverage industry level insights to empower your strategy.

+150,000 respondents

Robust market representation for a global perspective.

8th consecutive year

Take a longer view to track and learn from fast growing brands, market disrupters, and market leaders.

Strategic Insight

Understand your brands standing in the market, what it's known for relative to the competition, and what drives customer decision making so you can create a roadmap for success.

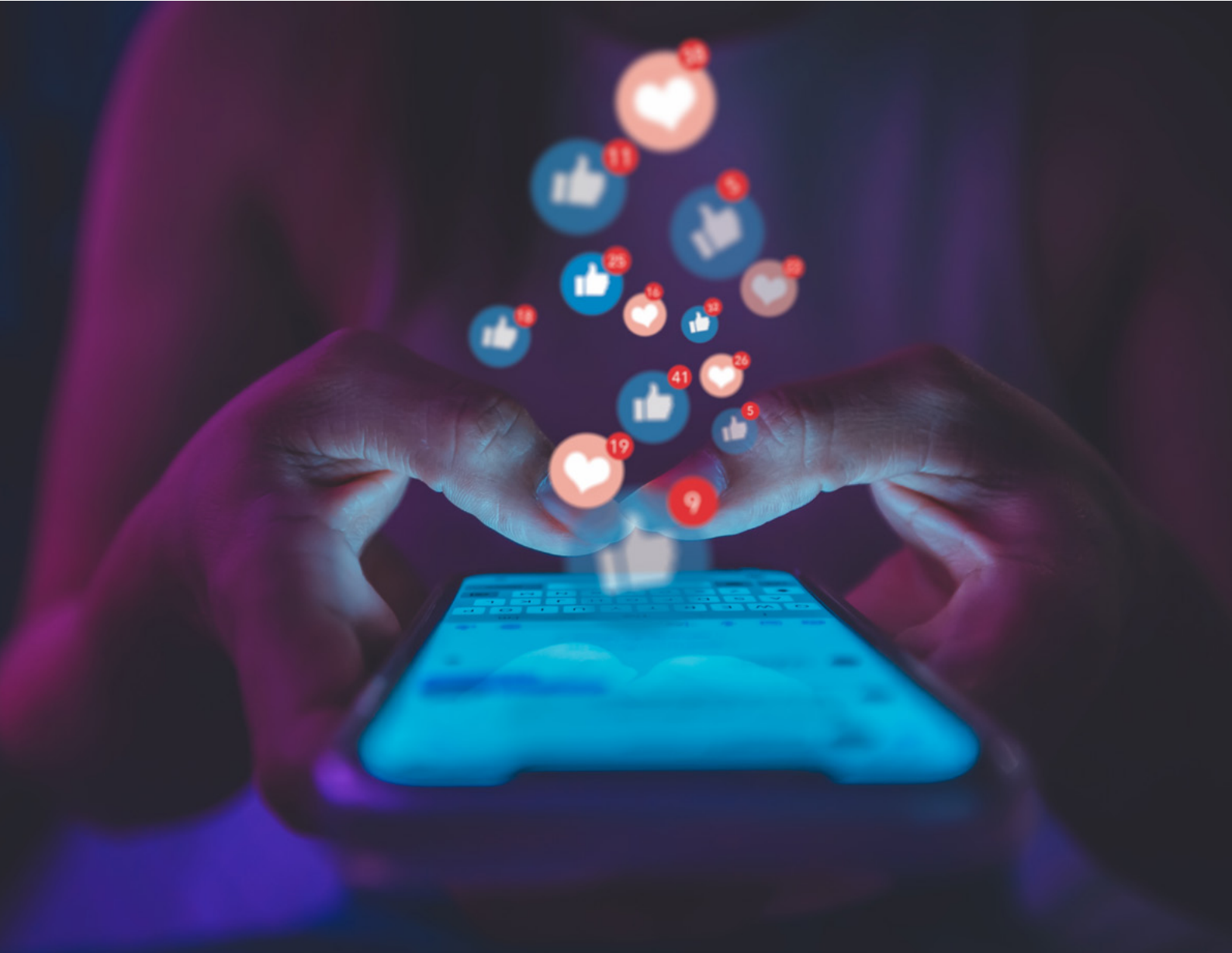
Ranking Analysis



Media is a tech sector now, as consumers move from broadcast to streamers

- + **Google** retains its title as the world's most valuable media brand, valued at \$333.4 billion
- + **TikTok/Douyin** sees supercharged brand value growth, retaining second place with a brand value of \$84.2 billion
- + **Weixin/WeChat** knocks **Google** off the top spot to become the world's strongest media brand, with a BSI of 94.3 out of 100
- + **Instagram** is the fastest-growing media brand, increasing its brand value by 49% to \$70 billion
- + Room for improvement: **Google** has the highest Sustainability Gap Value, at \$1.5 billion
- + TV brands lose brand value and strength as consumers move to online streamers and social media
- + **X (formerly Twitter)** drops out of the ranking, grappling with financial difficulties and Musk controversies

Ranking Analysis



The Brand Finance Media 50 2024 is the tenth iteration of the ranking of the world's most valuable media brands. The first – published in 2015 – was dominated by broadcast media operators: Walt Disney was ranked first, ahead of Fox, NBC, TimeWarner and CBS.

The ranking of the top 20 most valuable media brands of 2015 was primarily a listing of big production companies which specialised in making video, television and radio content.

The 2024 ranking is radically different from 2015: nine of the ten most valuable brands are focused

not on broadcasting, but on narrowcasting directly to individuals through the distribution of user-created media. This includes the most valuable media brands, **Google** (brand value up 19% to \$333.4 billion), **TikTok/Douyin** (brand value up 28% to \$84.2 billion), **Facebook** (brand value up 28% to \$75.7 billion) and **Instagram** (brand value up 48% to \$70.4 billion).

The one outlier amongst the top ten media brands is **Disney** (brand value down 6% to \$46.7 billion), which produces a considerable volume of its own original content, and operates **Disney+**, a significant online streaming platform.

Top 10 Most Valuable Media Brands 2024

© Brand Finance Plc. 2024

1 =	2 =	3 =	4 ▲	5 =
				
\$333.4 bn +19%	\$84.2 bn +28%	\$75.7 bn +28%	\$70.4 bn +48%	\$46.7 bn -6%
				

6 ▼	7 =	8 =	9 =	10 =
				
\$41.8 bn -17%	\$36.1 bn -5%	\$31.7 bn +7%	\$22.8 bn -6%	\$18.8 bn +21%
				

Google retains title as world’s most valuable media brand, valued at \$333.4 billion

Google is the world’s most valuable media brand for the fourth consecutive year, recording a 19% increase in brand value to USD333.4 billion. This increase stems from robust revenue growth reported by Alphabet, Google’s parent company. Alphabet’s revenues grew to USD307.4 billion in 2023, a 9% year-over-year increase.

Brand Finance research found that Google’s familiarity dipped marginally this year, but remains at extraordinarily high levels. Recommendation levels increased to even higher levels than last year, and other customer evaluations remained extremely high.

One key factor – which might become relevant with antitrust issues at stake – is that Brand Finance research found that Google’s brand is able to extract a significant volume premium.

As a result of Google’s extremely highly rated brand, customers are opting to use the product, to the extent that many consumers use ‘Google’ as a verb meaning ‘to search for something on the internet’. As such, Google boasts a strong brand strength index (BSI)

score of 92.5 out of 100 and an equivalent AAA+ rating – the highest accolade for brand strength awarded by Brand Finance.

That said, Google has navigated several shifts in its business landscape. The company is so large that it has reached complete saturation levels in some key markets, including digital search and online advertising. As a result, Google faces significant regulatory and judicial scrutiny shortly.



TikTok/Douyin sees supercharged brand value growth, retaining second place with a brand value of \$84.2 billion

TikTok/Douyin also recorded significant brand value growth in 2024, increasing its brand value by 28% to USD84.2 billion. In the West, TikTok has built an outstanding peer-to-peer marketing engine that allows consumers to easily share content with people who do not have TikTok accounts, serving as an effective form of user acquisition. Douyin - the Chinese-facing brand name known as TikTok

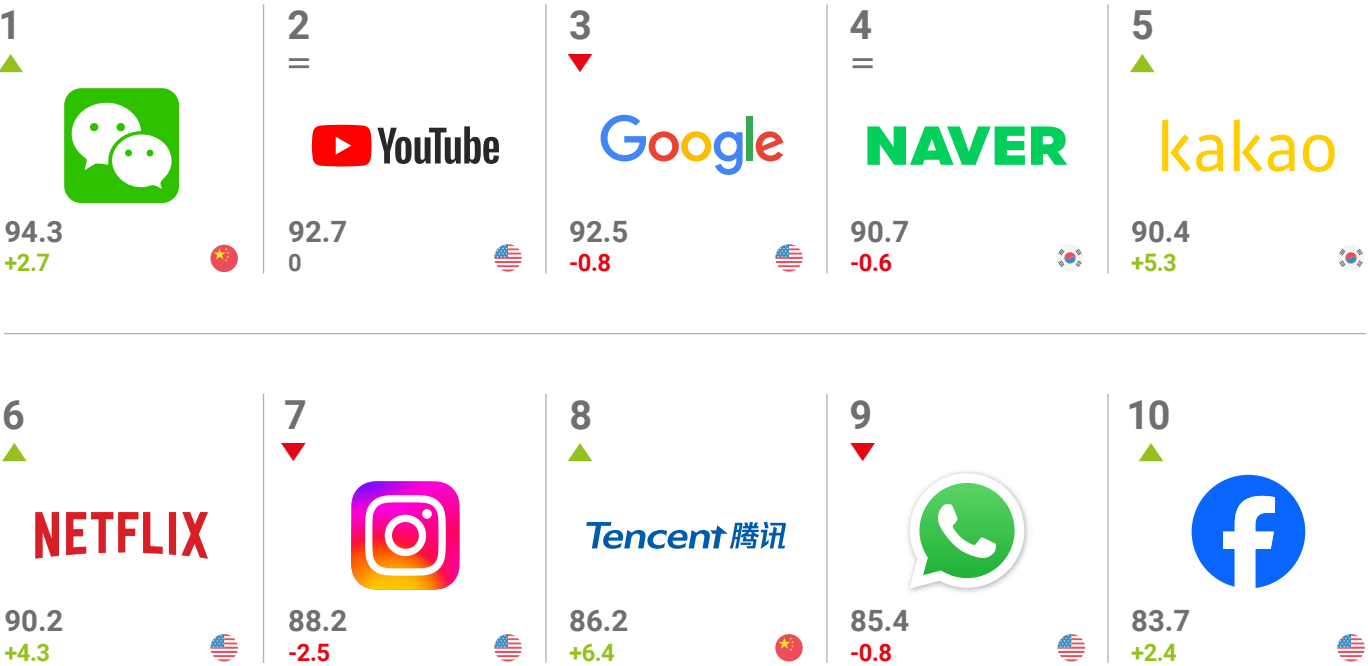
to Western audiences - has transformed beyond a media channel to establish a robust e-commerce platform akin to Amazon's in the West.

Brand Finance research indicates that TikTok's familiarity is growing as it nears market saturation. However, there has been a significant decline in brand recommendations. This drop is likely linked to concerns in Western markets about TikTok's ties to the Chinese Government and the associated publicity around data security issues.



Top 10 Strongest Media Brands 2024

© Brand Finance Plc. 2024



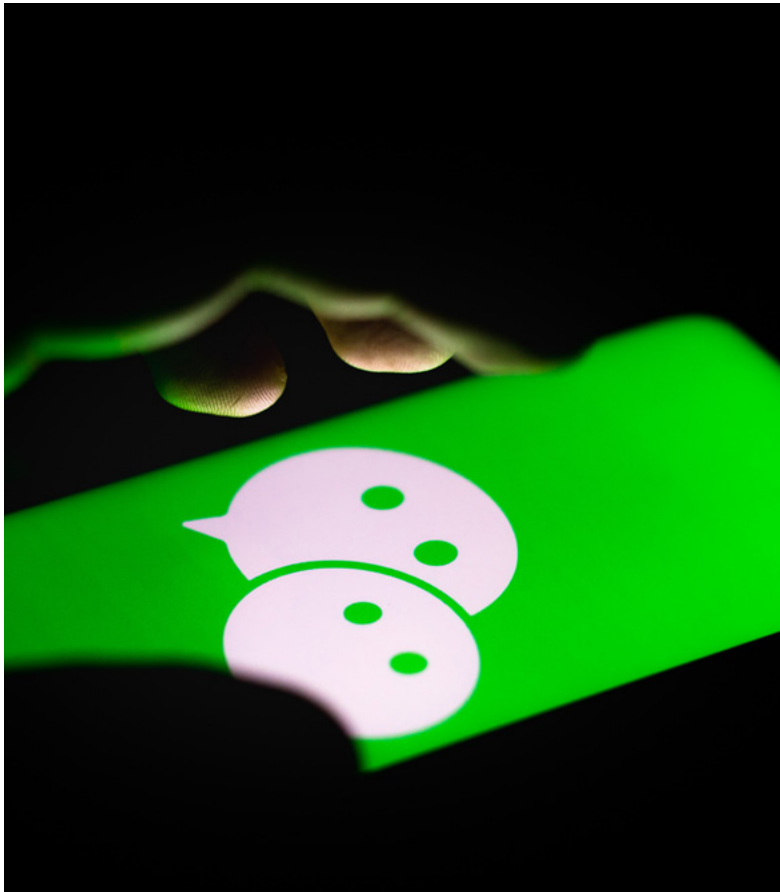
Weixin/WeChat knocks Google off the top spot to become the world's strongest media brand, with a BSI score of 94.3 out of 100

In 2024, **Weixin/WeChat** is the strongest media brand in the world, earning a brand strength index score of 94.3 out of 100, and an associated brand strength rating of AAA+.

Weixin/WeChat 's brand strength is underpinned by its essential, familiar, and trusted status in China - its dominant market. This unparalleled connection has solidified Weixin/WeChat 's position as an integral part of daily life for millions of users.

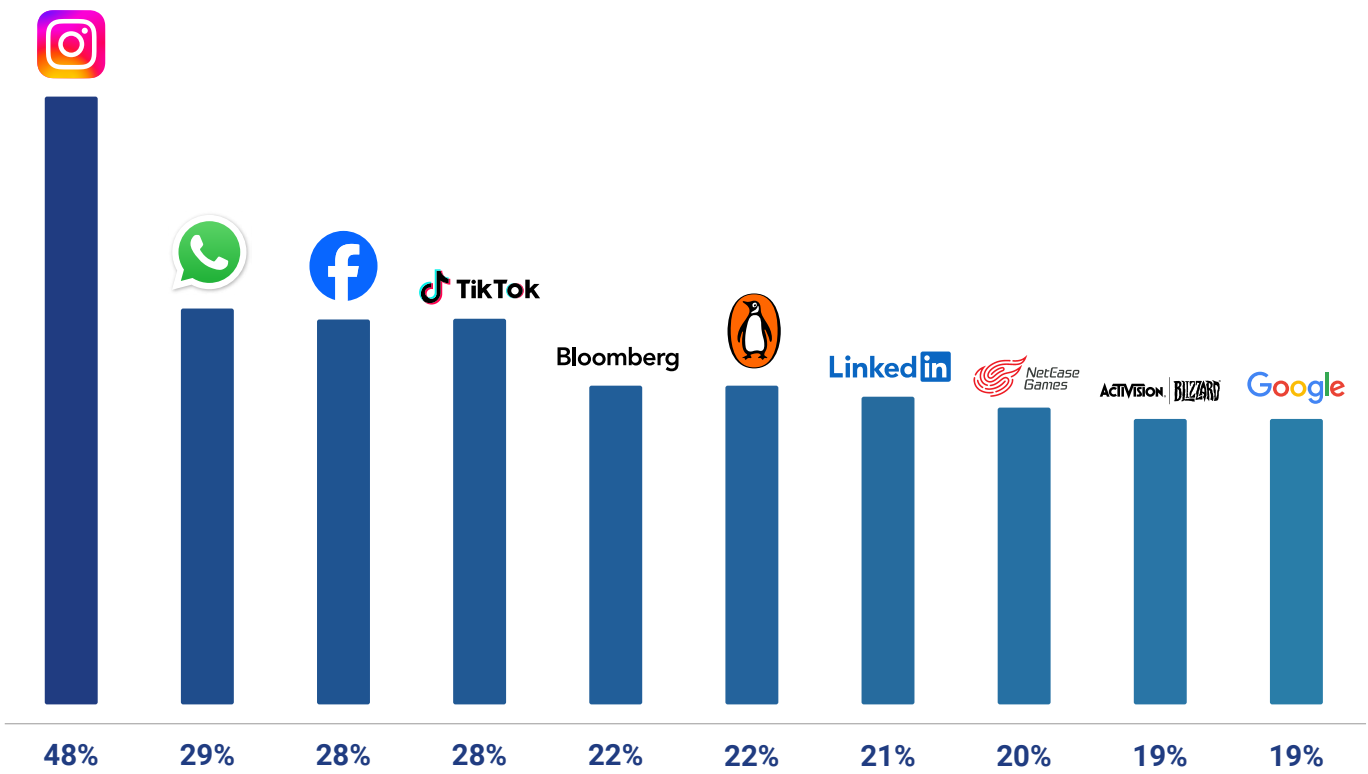
According to Brand Finance's latest brand tracking data, 81% of respondents surveyed in China are current users of the brand. However, like other Chinese brands Weixin/WeChat must contend with China's continued economic slowdown, which is predicted to continue this year and beyond.

This slowdown ultimately limits Weixin/WeChat 's financial potential and, consequently, its overall brand value. Weixin/WeChat 's brand value decreased by 17% this year to USD41.8 billion.



Brand Value Change 2023-2024 (%)

© Brand Finance Plc. 2024



Instagram is the fastest-growing media brand, increasing its brand value by 49% to USD70 billion

A significant increase in revenue and users has fuelled Instagram's strong brand value growth. The platform's enhanced ad targeting capabilities, engagement-driving features like Reels, and successful monetisation strategies have played crucial roles in its growth trajectory, further solidifying **Instagram's** position as a critical asset within Meta's portfolio.

Furthermore, the top three fastest-growing media brands in the 2024 ranking are all part of the Meta group. Meta experienced robust growth in 2023, driven by ongoing product innovations and AI-enhanced improvements.

WhatsApp has grown its brand value by 29% to USD10.4 billion to be named the second-fastest growing media brand, while **Facebook** follows behind with a 28% brand value increase to USD75.8 billion.



Top 10 Media Brands by Sustainability Perceptions Value

© Brand Finance Plc. 2024

1		2		3		4		5	
									
	Google		TikTok						
	\$22.48 bn E: 1.02 S: 1.05 G: 1.02		\$9.20 bn E: 0.99 S: 0.99 G: 0.99		\$7.95 bn E: 0.96 S: 0.95 G: 0.93		\$7.74 bn E: 1.00 S: 1.00 G: 0.98		\$5.20 bn E: 1.01 S: 1.01 G: 1.00
6		7		8		9		10	
									
			Tencent 腾讯		YouTube		NETFLIX		LinkedIn
	\$5.12 bn E: 1.10 S: 1.11 G: 1.12		\$4.07 bn E: 1.01 S: 1.03 G: 1.02		\$3.65 bn E: 1.04 S: 1.05 G: 1.03		\$2.60 bn E: 1.03 S: 1.03 G: 1.04		\$2.09 bn E: 1.00 S: 1.01 G: 1.00

USDxx = Sustainability Perceptions Value

x.x = Sustainability Perceptions Score / Sector Median



Room for improvement: Google has the highest Sustainability Gap Value, at USD1.5 billion

Brand Finance also utilises its Global Brand Equity Monitor (GBEM) research to compile its Sustainability Perceptions Index. The study determines the role of sustainability in driving consumer choice, which brands consumers believe to be most committed to sustainability, the proportion of brand value attributable to sustainability perceptions, and the value at risk or to be gained, based on the difference between sustainability perceptions and actual performance.

Brand Finance's perceptual research is analysed alongside CSRHub's ESG performance data to determine a brand's 'gap value'. This is the value at risk, or value to be gained, arising from the difference between sustainability perceptions and actual performance.

Google has the highest Sustainability Gap Value, at USD1.5 billion. Google is pursuing net-zero emissions across its operations and value chain by 2030, supported by its goal to operate on 24/7 carbon-free energy.

The company also leverages AI and innovation to drive advancements in climate technology and promotes sustainable choices through its products and partnerships. Our data suggests that **Google** could generate up to USD1.5 billion in additional value through enhanced communication of its endeavours and accomplishments in sustainability.

TV brands lose brand value and strength amid global entertainment industry challenges

In 2023, the global entertainment industry faced a significant crisis due to a major Hollywood strike. Thousands of Hollywood writers went on strike following a series of unsuccessful pay negotiations,

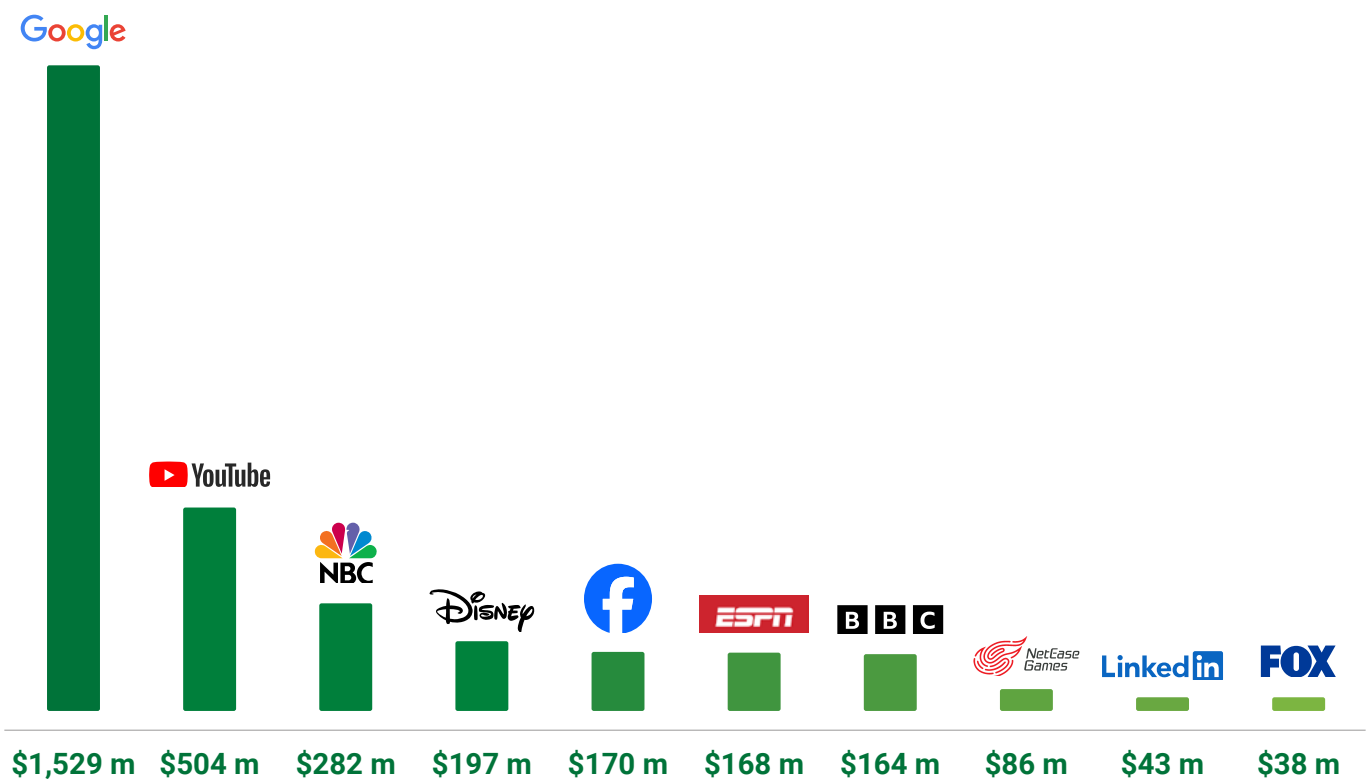
leading to the immediate halt of daytime and late-night talk-shows, premature season endings for many series, and delays for TV shows and films planned for 2024. Consequently, major US TV networks have seen a substantial decline in both their brand values and strengths, including **CBS** (brand value down 28% to USD5.3 billion) and **Fox** (brand value down 26% to USD7.4 billion).

UK-based networks have also suffered, with **Sky's** brand value falling by more than 19% to USD 8.4 billion and **ITV's** by 19% to USD 1.9 billion. While the outlook for the global entertainment industry remains uncertain, it remains to be seen whether these major brands can restore their brand values and strengths in the coming years.



Top 10 Sustainability Gap Values 2024 (Media Brands)

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X (formerly Twitter) drops out of the ranking, grappling with financial difficulties and Musk controversies

Having appeared in the Media 50 ranking since 2020, X (formerly Twitter) has dropped out of the ranking. The brand has seen an 83% drop in its brand value to USD673.3 million and a 12.7-point drop in its BSI score to 56.9/100. According to Fortune, X experienced a sharp decrease in ad revenue, falling to approximately USD600 million per quarter in 2023 from over USD1 billion per quarter in 2022. This is particularly significant given that ad sales account for about three-quarters of X’s total revenue.

This decline highlights advertisers' alleged unease with X’s content moderation under Musk’s leadership. His controversial statements and policy reversals have alienated many brand ambassadors, further exacerbating the brand’s financial struggles and weakening its global reputation. This is reflected in the brand’s lower scores in the reputation and recommendation metrics of Brand Finance’s research.



Brand Value Ranking (USDm)

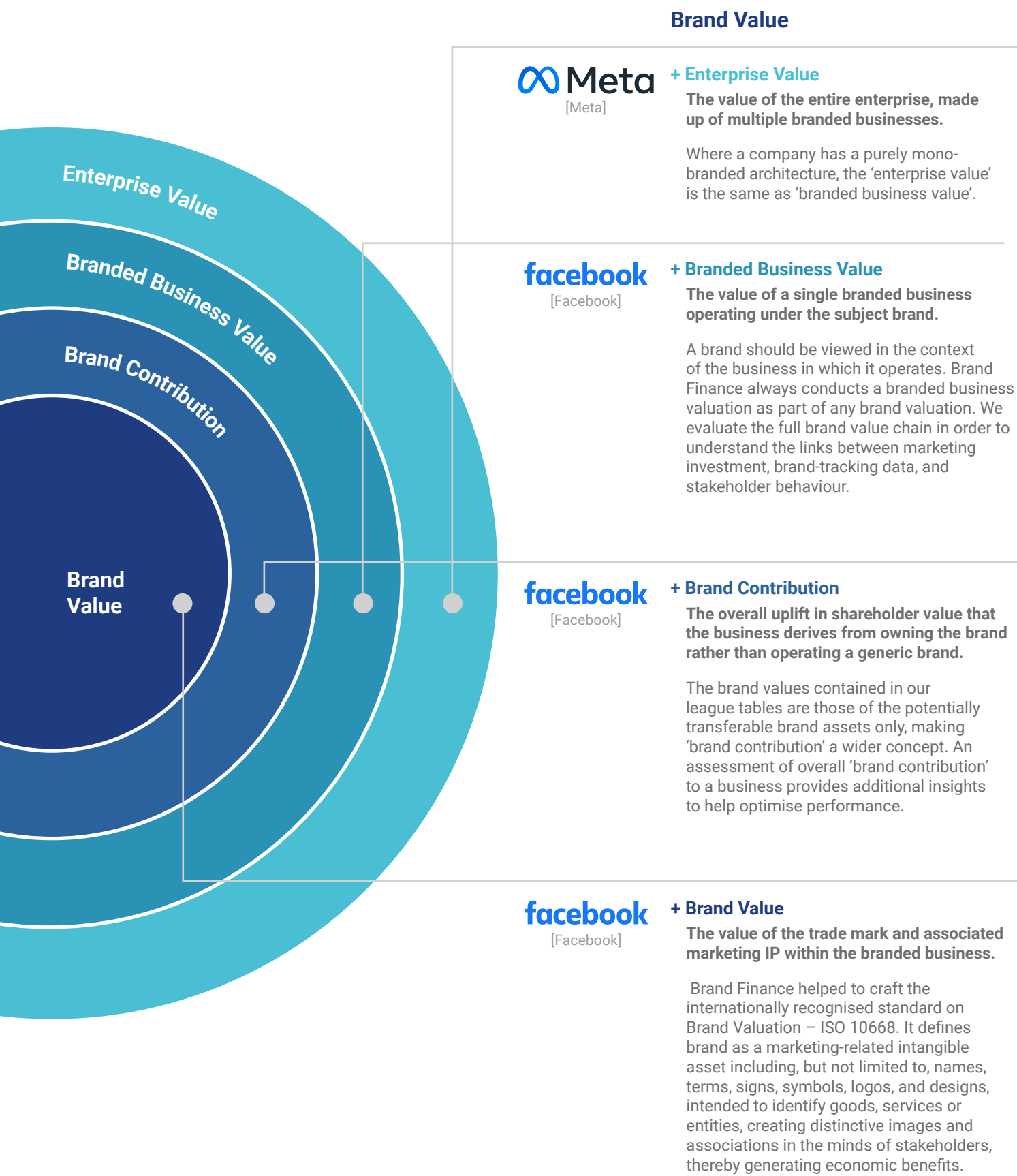
Top 50 most valuable Media brands 1-50

2024 Rank	2023 Rank		Brand	Country	2024 Brand Value	Brand Value Change	2023 Brand Value	2024 Brand Rating	2023 Brand Rating
1	1	=	Google	United States	\$333,441	+18.5%	\$281,382	AAA+	AAA+
2	2	=	TikTok/Douyin	China	\$84,199	+28.2%	\$65,696	AAA-	AAA-
3	3	=	Facebook	United States	\$75,716	+28.4%	\$58,971	AAA-	AAA-
4	6	▲	Instagram	United States	\$70,443	+48.5%	\$47,439	AAA	AAA+
5	5	=	Disney	United States	\$46,717	-5.6%	\$49,508	AAA-	AAA
6	4	▼	Weixin/WeChat	China	\$41,794	-16.8%	\$50,247	AAA+	AAA+
7	7	=	Tencent	China	\$36,055	-5.3%	\$38,059	AAA	AAA-
8	8	=	YouTube	United States	\$31,721	+6.8%	\$29,710	AAA+	AAA+
9	9	=	Netflix	United States	\$22,815	-5.5%	\$24,150	AAA+	AAA
10	10	=	LinkedIn	United States	\$18,812	+21.3%	\$15,507	AAA-	AAA-
11	12	▲	NetEase	China	🔒	🔒	🔒	🔒	🔒
12	11	▼	Universal	United States	🔒	🔒	🔒	🔒	🔒
13	17	▲	WhatsApp	United States	🔒	🔒	🔒	🔒	🔒
14	13	▼	Sky	United Kingdom	🔒	🔒	🔒	🔒	🔒
15	16	▲	NBC	United States	🔒	🔒	🔒	🔒	🔒
16	18	▲	Warner Bros	United States	🔒	🔒	🔒	🔒	🔒
17	15	▼	Yahoo! Group	Japan	🔒	🔒	🔒	🔒	🔒
18	14	▼	Fox	United States	🔒	🔒	🔒	🔒	🔒
19	25	▲	Bloomberg	United States	🔒	🔒	🔒	🔒	🔒
20	21	▲	Spotify	Sweden	🔒	🔒	🔒	🔒	🔒
21	24	▲	Activision Blizzard	United States	🔒	🔒	🔒	🔒	🔒
22	20	▼	ESPN	United States	🔒	🔒	🔒	🔒	🔒
23	26	▲	ABC	United States	🔒	🔒	🔒	🔒	🔒
24	23	▼	20th Television	United States	🔒	🔒	🔒	🔒	🔒
25	19	▼	CBS	United States	🔒	🔒	🔒	🔒	🔒
26	27	▲	Electronic Arts	United States	🔒	🔒	🔒	🔒	🔒
27	22	▼	Baidu	China	🔒	🔒	🔒	🔒	🔒
28	31	▲	BBC	United Kingdom	🔒	🔒	🔒	🔒	🔒
29	30	▲	ByteDance	China	🔒	🔒	🔒	🔒	🔒
30	32	▲	Kakao	South Korea	🔒	🔒	🔒	🔒	🔒
31	38	▲	Toutiao	China	🔒	🔒	🔒	🔒	🔒
32	33	▲	Thomson Reuters	Canada	🔒	🔒	🔒	🔒	🔒
33	28	▼	Dish Network	United States	🔒	🔒	🔒	🔒	🔒
34	36	▲	Discovery	United States	🔒	🔒	🔒	🔒	🔒
35	37	▲	HBO	United States	🔒	🔒	🔒	🔒	🔒
36	29	▼	Naver	South Korea	🔒	🔒	🔒	🔒	🔒
37	35	▼	SiriusXM	United States	🔒	🔒	🔒	🔒	🔒
38	40	▲	iQiyi	China	🔒	🔒	🔒	🔒	🔒
39	-	New	Hulu	United States	🔒	🔒	🔒	🔒	🔒
40	39	▼	Snapchat	United States	🔒	🔒	🔒	🔒	🔒
41	41	=	Youku	China	🔒	🔒	🔒	🔒	🔒
42	43	▲	Warner Music Group	United States	🔒	🔒	🔒	🔒	🔒
43	-	New	ROBLOX	United States	🔒	🔒	🔒	🔒	🔒
44	48	▲	Nexon	Japan	🔒	🔒	🔒	🔒	🔒
45	-	New	Roku	United States	🔒	🔒	🔒	🔒	🔒
46	50	▲	Penguin	United Kingdom	🔒	🔒	🔒	🔒	🔒
47	49	▲	Dianping	China	🔒	🔒	🔒	🔒	🔒
48	46	▼	MTV	United States	🔒	🔒	🔒	🔒	🔒
49	42	▼	ITV	United Kingdom	🔒	🔒	🔒	🔒	🔒
50	47	▼	IHEARTMEDIA	United States	🔒	🔒	🔒	🔒	🔒

Methodology



Definitions



Brand Valuation Methodology

Brand is defined as a bundle of trademarks and associated IP which can be used to take advantage of the perceptions of all stakeholders to provide a variety of economic benefits to the entity.

What is 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 6000 brands in over 41 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 x 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 credibility

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 Methodology

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.

Brand Strength Index



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. 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. Benchmarking and Final Scoring

In order to convert raw data into 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.

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
- + Research Analytics
- + Soft Power

Questions we can help answer:

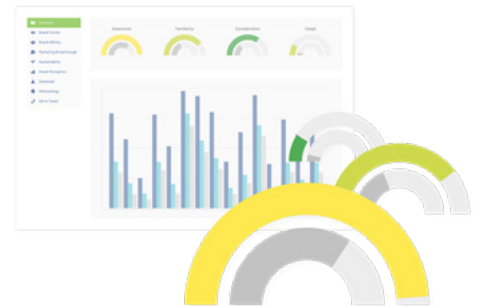
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?

Brand Insights

Make your brand's business case.

Benchmarking

In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.



Drivers Analysis

Statistical **correlation** analysis to understand what is important in driving Brand Consideration, Reputation, Brand Strength and Value.

Easy to deal with

Trustworthy

Excellent website & apps

Great Customer Service

Widely available

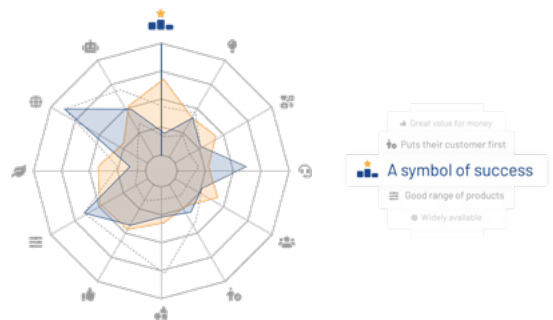
Great Value for..

Good Range of..

Open and honest

Brand Associations & Market Positioning

Diagnose Brand Strengths & Weaknesses – What is my brand known, and not known for? How do I leverage or optimise my brand position to grow brand value?



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

Questions we can help answer:

- 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

Questions we can help answer:

- 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 Sustainability

Understand perceptions and align them with performance.

Sustainability and ESG have never been more important considerations for marketers, finance professionals, and the brands they serve. Our sustainability services bring clarity, allowing you to make the right decisions to add value, protect yourself from risk, and do the right thing.

- + Perceptions Evaluation and Tracking
- + Sustainability ROI Analysis
- + Competitor Insights and Positioning Recommendations
- + Materiality Exercises
- + Stakeholder Engagement and Workshops
- + Sustainability Reporting and Disclosure Support

Questions we can help answer:

- How important is sustainability in driving the choices of customers, employees, and investors?
- Which sustainability issues are most relevant to my brand?
- How sustainable is my brand perceived to be versus competitors?
- What is the potential value of enhancing perceptions?
- Could value be at risk? If so, how much?
- How do I secure investment or budget allocation?
- How do I improve performance and perceptions?

Sponsorship Services

Maximise value from your sponsorships.

Sponsorships are often amongst the most extensive, influential, and expensive brand building activities a company can undertake. We use the same techniques applied in brand valuation, such as research, financial modelling, and strategic analysis. This approach helps marketing and finance managers to understand the effectiveness of sponsorships and maximise ROI.

Advertising equivalency, and traditional research interpretation of sponsorships, fails to adequately address key questions around brand building and value creation. Brand Finance takes a broader view to understand sponsorships in the context of achieving brand and business objectives.

- + Sponsorship Strategy
- + Partnership Opportunity Analysis
- + Return on Investment Analysis
- + Partnership Tracking
- + Sports Investment Due Diligence
- + Sponsorship Prospectus building
- + Activation Measurement & Strategy

Questions we can help answer:

- Can I develop a sponsorship strategy to match commercial objectives?
- Is the partnership a good fit?
- What is the short-term impact on business performance?
- What impacts there on long-term brand building metrics?
- What is my financial return from the sponsorship investment?
- Should the partnership be renewed, and if so, at what price?
- How does my sports partnership compare to the market?



Brand Dialogue Services

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).

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

- + Press Releases
- + Bespoke Publications, Blogs & Newsletters
- + Marketing Collateral Design
- + Social Media Content

Strategic Communications

- + Crisis Communications
- + Brand Positioning & Reputation
- + Corporate Social Responsibility
- + Geographic Branding

Brand Finance Network

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

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