

# Tech 100 2019

**The annual report on the most valuable and strongest tech brands**

June 2019

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# About Brand Finance.

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

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 20 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

We pride ourselves on four key strengths:  
+ Independence + Transparency  
+ Technical Credibility + Expertise

We put thousands of the world's biggest brands to the test every year, evaluating which are the strongest and most valuable.

Brand Finance helped craft the internationally recognised standard on Brand Valuation – ISO 10668, and the recently approved standard on Brand Evaluation – ISO 20671.



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# Request Your Brand Value Report.

A Brand Value Report provides a complete breakdown of the assumptions, data sources, and calculations used to arrive at your brand's value.

Each report includes expert recommendations for growing brand value to drive business performance and offers a cost-effective way to gaining a better understanding of your position against competitors.

## What is a Brand Value Report?

### Brand Valuation Summary

- + Internal understanding of brand
- + Brand value tracking
- + Competitor benchmarking
- + Historical brand value

### Brand Strength Index

- + Brand strength tracking
- + Brand strength analysis
- + Management KPIs
- + Competitor benchmarking

### Royalty Rates

- + Transfer pricing
- + Licensing/franchising negotiation
- + International licensing
- + Competitor benchmarking

### Cost of Capital

- + Independent view of cost of capital for internal valuations and project appraisal exercises

### Customer Research

- |             |             |
|-------------|-------------|
| + Utilities | + Tech      |
| + Insurance | + Auto      |
| + Banks     | + Hotels    |
| + Telecoms  | + Beers     |
| + Airlines  | + Oil & Gas |

For more information regarding our Brand Value Reports, please contact:

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## What are the benefits of a Brand Value Report?



Insight



Strategy



Benchmarking



Education



Communication



Understanding

# Brand Valuation Methodology.

Brand Finance calculates the values of the brands in its league tables using the Royalty Relief approach – a brand valuation method compliant with the industry standards set in ISO 10668.

This involves estimating the likely future revenues that are attributable to a brand by calculating a royalty rate that would be charged for its use, to arrive at a 'brand value' understood as a net economic benefit that a licensor would achieve by licensing the brand in the open market.

### The steps in this process are as follows:

- 1 Calculate brand strength using a balanced scorecard of metrics assessing Marketing Investment, Stakeholder Equity, and Business Performance. Brand strength is expressed as a Brand Strength Index (BSI) score on a scale of 0 to 100.
- 2 Determine royalty range for each industry, reflecting the importance of brand to purchasing decisions. In luxury, the maximum percentage is high, in extractive industry, where goods are often commoditised, it is lower. This is done by reviewing comparable licensing agreements sourced from Brand Finance's extensive database.
- 3 Calculate royalty rate. The BSI score is applied to the royalty range to arrive at a royalty rate. For example, if the royalty range in a sector is 0-5% and a brand has a BSI score of 80 out of 100, then an appropriate royalty rate for the use of this brand in the given sector will be 4%.
- 4 Determine brand-specific revenues by estimating a proportion of parent company revenues attributable to a brand.
- 5 Determine forecast revenues using a function of historic revenues, equity analyst forecasts, and economic growth rates.
- 6 Apply the royalty rate to the forecast revenues to derive brand revenues.
- 7 Brand revenues are discounted post-tax to a net present value which equals the brand value.

### Disclaimer

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



# Foreword.



**David Haigh**  
CEO, Brand Finance

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

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

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

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

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

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

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

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

# US and Asian brands dominate rankings of world's most valuable technology brands.

- + US tech giants take top 5 spots, Amazon is world's most valuable technology brand with monumental US\$187.9billion brand value
- + Apple, Google and Microsoft defend spots as brand values continue to surge
- + China's WeChat breaks into top 10 as world's strongest tech brand, more Chinese brands rising through ranks
- + New entrants from digital space: Twitter and Instagram gaining traction, as online shopping portal Taobao is most valuable new entrant
- + Baidu owned iQiyi fastest-growing, rising 326% to impressive brand value of US\$4.3 billion
- + Facebook losing brand strength, recording Brand Strength Index (BSI) score of 82.9 out of 100 and AAA rating
- + IT Services brands log growth: TCS, Accenture, Capgemini, Wipro and IBM all see growth in brand value

# Brand Value Analysis.



## Amazon leads tech titans

Amazon strengthens and maintains its position as the world's most valuable technology brand. Brand value surges 25% to a record US\$187.9 billion, over US\$30 billion more than 2<sup>nd</sup> place Apple. Notoriously strong for service, last year, Amazon recorded its most successful Prime Day to date, with consumers purchasing more than 100 million products. This was shortly followed by the brand crossing the US\$1 trillion threshold on Wall Street for the first time in its history. And due to an ever-diversifying portfolio, it seems no industry is safe from the threat and power of Amazon.

The Amazon brand is well-positioned for further growth but the presence of Chinese brands this year is most impressive and certainly not to be ignored.

## Chinese brands flex muscle

While the top 5 most valuable tech brands are dominated by brands from the USA, the remaining 5 within the top 10 are from China and South Korea, asserting the dominance and competitiveness of the Asian players.

New entrant **Taobao** (brand value US\$46.6 billion) is the most valuable, breaking into the top 10 for the first time. The Chinese online shopping website is headquartered in Hangzhou and owned by **Alibaba**. It is one of the world's biggest e-commerce websites, offering its almost 620 million monthly active users a marketplace to facilitate consumer-to-consumer (C2C)

**Amazon is leaving no stone unturned as it relentlessly extends into new sectors, however its technological might still overshadows rivals to retain the status of the world's most valuable tech brand.**

David Haigh  
CEO, Brand Finance

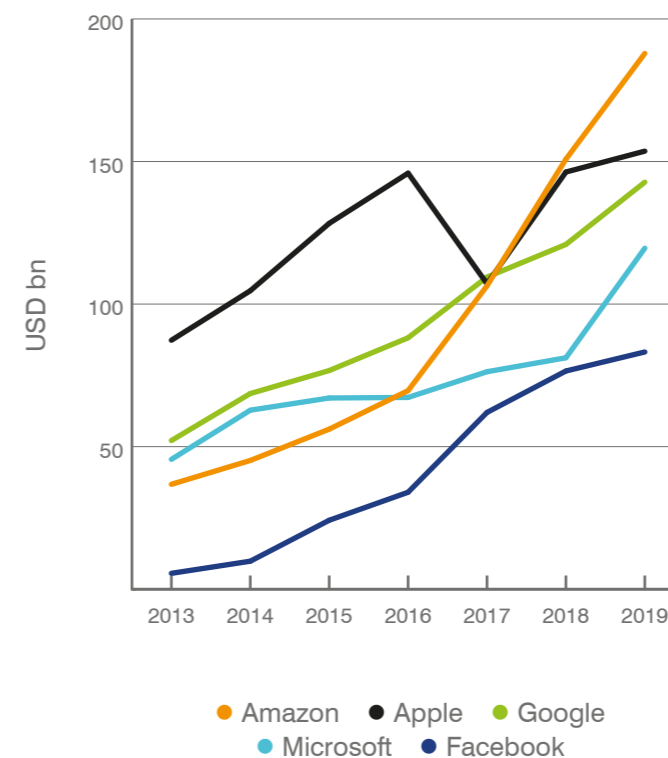
retail by providing a platform for small businesses and individual entrepreneurs to open online stores.

At US\$50.7 billion, China's **WeChat** is a rising star, having lifted its brand value 126% over the previous year. Its influence is reflected in the impressive way in which the brand has successfully created a digital ecosystem for its 1 billion Chinese users who use the platform every day to instant message, read, shop, hire cabs, and more.

WeChat has broken into the top 10 for the first time, making it worthy of its strongest brand accolade, improving on last year with an upgrade to the elite AAA+ brand strength rating and a corresponding 90.4 out of 100 Brand Strength Index (BSI) score. Whilst China's burgeoning middle class makes it attractive to continue strengthening the brand domestically, the massive growth experienced by brands as they pursue international business is also appealing.

Another tech brand relying on the domestic customer base has made the most of the immense growth in demand for streaming content within the country. **iQiyi**

## Brand Value over Time



## Top 10 Most Valuable Brands

	<b>1</b>	← 1		2019: \$187,905m 2018: \$150,811m	+24.6%
	<b>2</b>	← 2		2019: \$153,634m 2018: \$146,311m	+5.0%
	<b>3</b>	← 3		2019: \$142,755m 2018: \$120,911m	+18.1%
	<b>4</b>	← 4		2019: \$119,595m 2018: \$81,163m	+47.4%
	<b>5</b>	↑ 6		2019: \$83,202m 2018: \$76,526m	+8.7%
	<b>6</b>	↓ 5		2019: \$74,909m 2018: \$77,744m	-3.6%
	<b>7</b>	↑ 8		2019: \$62,278m 2018: \$38,046m	+63.7%
	<b>8</b>	↑ 12		2019: \$50,707m 2018: \$22,415m	+126.2%
	<b>9</b>	↓ 7		2019: \$49,701m 2018: \$40,774m	+21.9%
	<b>10</b>	— NEW		2019: \$46,628m 2018: -	-

is not just China's but the world's fastest-growing brand this year, up 326% to US\$4.3 billion. The Baidu-owned online video platform is China's answer to Netflix and hosts over 500 million monthly active users.

### More likes for digital and social media brands

**Netflix** is rising through the ranks, with its brand value growing by a whopping 105% over the past year to \$21.2 billion, Netflix is set to play the lead role in home entertainment, building a disruptive business as a universally accessible narrowcaster and in this way effectively challenging traditional broadcasting brands.

**YouTube** (brand value up 46% to \$37.8 billion), another rapidly growing digital media brand, retains its spot in 11th place. Like Netflix, YouTube is building a broad platform for video content, in an effort to leverage its brand from merely peer-to-peer video creation and sharing to also include a growing premium and professional video library.

**Twitter** (brand value \$3.2 billion), the American online news and social networking services on which users post and interact with messages known as "tweets" is a new entrant to the tech ranking as the world's 90th most valuable brand.

Another successful social media platform is new entrant **Instagram**, the photo and video sharing social networking platform owned by Facebook, which recorded a brand value of US\$16.7 billion. The service has over 1 billion active monthly users and with the rising popularity of Instagram influencers, is also becoming the most attractive portal for digital marketing spends and bringing in impressive advertising engagement revenue.

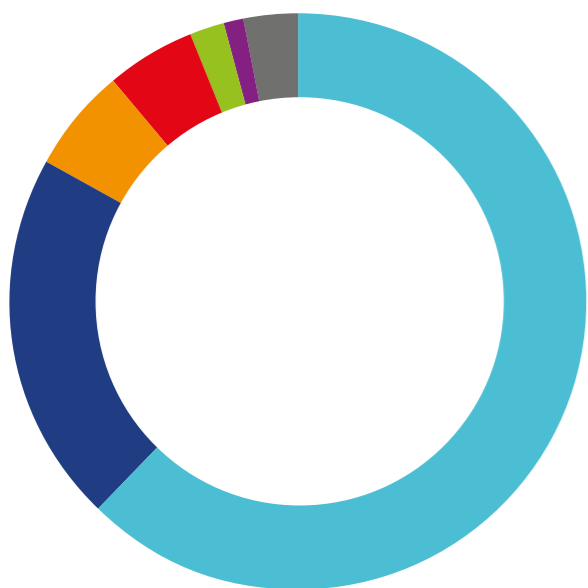
Although rising up from sixth to fifth place, social networking site **Facebook** (brand value up 8.7% to US\$83.2 billion) has recorded a drop in its brand strength, its AAA+ status from last year slipping down to AAA in 2019. Facebook's corresponding Brand Strength Index (BSI) score has decreased to 82.9 out of 100.

### IT Services brands log growth

Not to be ignored are the notable performances in the technology rankings clocked in by IT Services brands **TCS, Accenture, Capgemini, Wipro** and **IBM** who have all seen growth in brand value since last year.

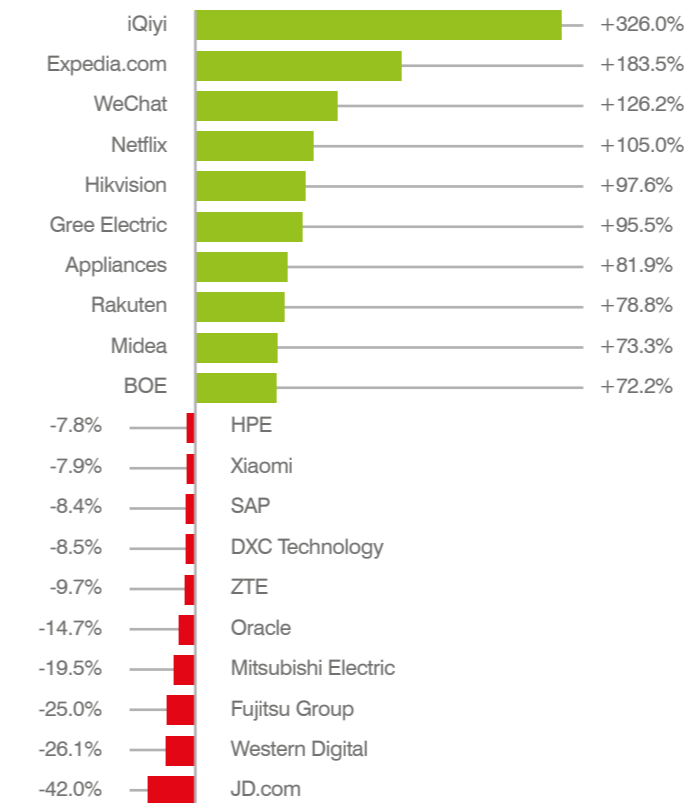
Valued at US\$26.3 billion, Accenture has grown rapidly by 56.5% since last year, a testament to its continued innovation across AI, advanced analytics and growing cybersecurity practice. The professional services and IT

### Brand Value by Country



Country	Brand Value (USD bn)	% of total
United States	1,139	63.2%
China	379	21.0%
South Korea	109	6.0%
Japan	86	4.8%
India	28	1.6%
Germany	16	0.9%
Other	47	2.6%
<b>Total</b>	<b>1,803</b>	<b>100.0%</b>

### Brand Value Change 2018-2019 (%)



Services brand has made waves in the industry for its pioneering work into how companies can best achieve a smooth blockchain transformation.

Growing in brand value by 23% to US\$12.8 billion is India's largest IT services conglomerate, **Tata Consultancy Services (TCS)**, bolstered by a disciplined focus on the market's increased demand for digital services. TCS has positioned itself as a leader in providing a superior all-round customer experience, leveraging artificial intelligence and robotic automation across its transformation programs. TCS is also to be commended as the first Indian IT services brand to achieve success in the Japanese market; the Mumbai-based brand has expanded its operations in Japan and overseen a merger of three brands to create Tata Consultancy Services Japan.

**Wipro** (up 25% to US\$4.0 billion) is to be commended for its significant investments in digital transformation capabilities, niche acquisitions, and a recent brand refresh, which have propelled it up the rankings to 81<sup>st</sup> most valuable technology brand this year.

### Top 10 Strongest Brands

	<b>1</b> ↑ 9		2019: <b>90.4</b> AAA+ 2018: <b>85.3</b> AAA	<b>+5.1</b>
	<b>2</b> ↑ 6		2019: <b>90.3</b> AAA+ 2018: <b>88.9</b> AAA	<b>+1.4</b>
	<b>3</b> ↑ 5		2019: <b>88.8</b> AAA 2018: <b>89.6</b> AAA+	<b>-0.8</b>
	<b>4</b> ← 4		2019: <b>88.7</b> AAA 2018: <b>90.4</b> AAA+	<b>-1.7</b>
	<b>5</b> ↓ 1		2019: <b>87.3</b> AAA 2018: <b>93.0</b> AAA+	<b>-5.6</b>
	<b>6</b> ↓ 3		2019: <b>86.9</b> AAA 2018: <b>90.6</b> AAA+	<b>-3.7</b>
	<b>7</b> ← 7		2019: <b>86.6</b> AAA 2018: <b>87.3</b> AAA	<b>-0.7</b>
	<b>8</b> ← 8		2019: <b>86.5</b> AAA 2018: <b>86.5</b> AAA	<b>+0.0</b>
	<b>9</b> ↑ 48		2019: <b>85.8</b> AAA 2018: <b>75.3</b> AA+	<b>+10.5</b>
	<b>10</b> - NEW		2019: <b>84.8</b> AAA 2018: -	-

# Sector Reputation Analysis.

## How brand reputation matters

Comparing brand reputation across sectors is a valuable process. Brand categories are converging in different ways, with new technologies disrupting many industries. No banking, utility or oil and gas brand should take comfort in being the 'best of a bad bunch' – a poor reputation across the entire sector leaves brands vulnerable to challenges.

## Tech brands show resilience

Consumers hold tech brands in high regard despite scandals tarnishing reputation of some industry giants. The sector ranks joint-third out of the 10 industries covered in Brand Finance's original market research, with a score of 7.0 out of 10 globally, much higher than that for banking, 3<sup>rd</sup> telecoms, and utility brands.

Brands such as PayPal, Google, and Amazon are seen as reputable overall, and offering good quality services. The sector ranks highest for being innovative, as would be expected – but perhaps more remarkable is the continued trust consumers have in most tech brands (only 5% globally distrust Google).











There are exceptions of course, but the mistrust that consumers have developed towards Facebook (6.8) and Uber (6.1) has not eroded the reputation of the sector as a whole. All metrics considered, tech brands hold the highest overall stakeholder equity among the researched sectors.

## Banks and telcos lag behind










Banking brands and telecoms providers continue to struggle to earn the respect of consumers, taking the bottom places for reputation globally (both 6.2). In banking, reputation is recovering only slowly since the days of the global financial crisis. The sector generally appears vulnerable to encroachment.

Telecoms providers are in a similar fix – rated lowest not only for reputation and only just above banks for quality of service (3.4 out of 5). Brands in other sectors are more likely to be seen as 'consumer champions', and telecoms brands need to address this reputational challenge.

## Sectors Ranked by Reputation

	<b>1</b> Hotels	<b>7.3</b> <sub>/10</sub>
	<b>2</b> Autos	<b>7.1</b> <sub>/10</sub>
	<b>3=</b> Tech	<b>7.0</b> <sub>/10</sub>
	<b>3=</b> Beers	<b>7.0</b> <sub>/10</sub>
	<b>5=</b> Oil & Gas	<b>6.8</b> <sub>/10</sub>
	<b>5=</b> Airlines	<b>6.8</b> <sub>/10</sub>
	<b>7</b> Insurance	<b>6.6</b> <sub>/10</sub>
	<b>8</b> Utilities	<b>6.5</b> <sub>/10</sub>
	<b>9=</b> Banks	<b>6.2</b> <sub>/10</sub>
	<b>9=</b> Telecoms	<b>6.2</b> <sub>/10</sub>

## Top Sectors per Metric

METRIC	TOP SECTOR
Reputation	 HOTELS
Consideration conversion	 TECH
Innovation	 TECH
Trust	 HOTELS
Quality	 HOTELS
Value	 BEERS
Loyalty	 BEERS
Recommendation (NPS)	 AUTOS
OVERALL STAKEHOLDER EQUITY	 TECH

## Autos keep up in the race

Auto is another sector facing disruption by new technologies, but here the brands appear more resilient. Brand reputation is high (7.1), led by premium German brands.

Crucially, auto brands also rate high for being innovative (at 27% second only to tech globally). From a branding standpoint, the auto leaders can hold their own if they continue to embrace new technologies.

## Hotels boast five-star rating

The hotel sector boasts the highest global score for reputation (7.3). Premium hotel brands are held in especially high regard, but the mass chains also score well. Next to reputation, hotels rank highest among all sectors on quality of service and trust, but value is also delivered.

**A strong brand reputation is a valuable asset for any business, driving higher customer acquisition, satisfaction, loyalty, and advocacy. The net result is that high stakeholder equity is a significant contributor to a solid brand strength and in effect supports business growth and profitability.**

**Steven Thomson**  
Insights Director, Brand Finance

# Brand Finance Tech 100 (USD m).

## Top 100 most valuable tech brands 1-50

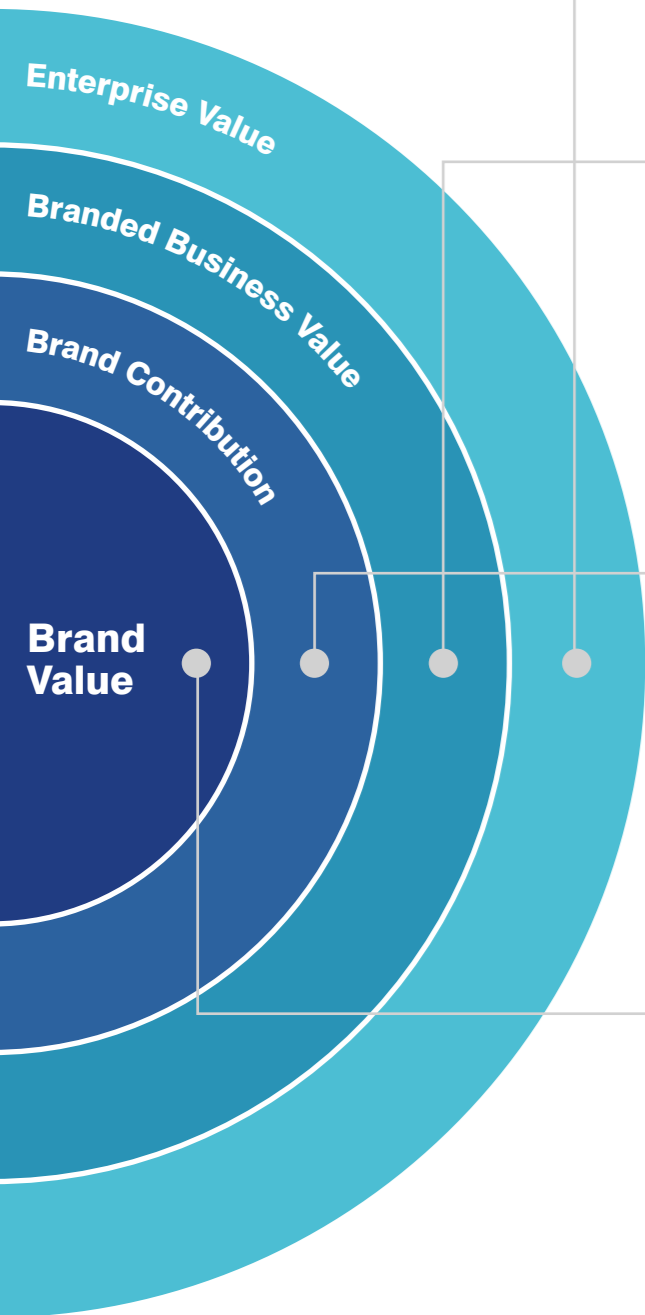
2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
1	1	← Amazon	United States	\$187,905	+24.6%	\$150,811	AAA-	AAA-
2	2	← Apple	United States	\$153,634	+5.0%	\$146,311	AAA	AAA+
3	3	← Google	United States	\$142,755	+18.1%	\$120,911	AAA	AAA+
4	4	← Microsoft	United States	\$119,595	+47.4%	\$81,163	AAA	AAA+
5	6	↑ Facebook	United States	\$83,202	+8.7%	\$76,526	AAA-	AAA+
6	5	↓ Samsung	South Korea	\$74,909	-3.6%	\$77,744	AAA	AAA+
7	8	↑ Huawei	China	\$62,278	+63.7%	\$38,046	AAA-	AAA-
8	12	↑ WeChat	China	\$50,707	+126.2%	\$22,415	AAA+	AAA
9	7	↓ Tencent (QQ)	China	\$49,701	+21.9%	\$40,774	AAA	AAA
10	-	New Taobao	China	\$46,628	-	-	AAA-	-
11	11	← YouTube	United States	🔒	🔒	🔒	🔒	🔒
12	-	New Tmall	China	🔒	🔒	🔒	🔒	🔒
13	9	↓ IBM	United States	🔒	🔒	🔒	🔒	🔒
14	13	↓ Intel	United States	🔒	🔒	🔒	🔒	🔒
15	18	↑ Accenture	United States	🔒	🔒	🔒	🔒	🔒
16	10	↓ Oracle	United States	🔒	🔒	🔒	🔒	🔒
17	21	↑ Dell Technologies	United States	🔒	🔒	🔒	🔒	🔒
18	20	↑ Uber	United States	🔒	🔒	🔒	🔒	🔒
19	16	↓ Cisco	United States	🔒	🔒	🔒	🔒	🔒
20	25	↑ Netflix	United States	🔒	🔒	🔒	🔒	🔒
21	14	↓ Baidu	China	🔒	🔒	🔒	🔒	🔒
22	19	↓ LG Group	South Korea	🔒	🔒	🔒	🔒	🔒
23	-	New Instagram	United States	🔒	🔒	🔒	🔒	🔒
24	17	↓ SAP	Germany	🔒	🔒	🔒	🔒	🔒
25	27	↑ Alibaba	China	🔒	🔒	🔒	🔒	🔒
26	24	↓ TCS	India	🔒	🔒	🔒	🔒	🔒
27	43	↑ Midea	China	🔒	🔒	🔒	🔒	🔒
28	23	↓ Sony	Japan	🔒	🔒	🔒	🔒	🔒
29	22	↓ NetEase	China	🔒	🔒	🔒	🔒	🔒
30	29	↓ Panasonic	Japan	🔒	🔒	🔒	🔒	🔒
31	28	↓ booking.com	United States	🔒	🔒	🔒	🔒	🔒
32	15	↓ JD.com	China	🔒	🔒	🔒	🔒	🔒
33	26	↓ Canon	Japan	🔒	🔒	🔒	🔒	🔒
34	32	↓ HP	United States	🔒	🔒	🔒	🔒	🔒
35	34	↓ Nokia	Finland	🔒	🔒	🔒	🔒	🔒
36	39	↑ TSMC	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
37	37	← eBay	United States	🔒	🔒	🔒	🔒	🔒
38	33	↓ 3M	United States	🔒	🔒	🔒	🔒	🔒
39	40	↑ Cognizant	United States	🔒	🔒	🔒	🔒	🔒
40	36	↓ Adobe	United States	🔒	🔒	🔒	🔒	🔒
41	55	↑ SK Hynix	South Korea	🔒	🔒	🔒	🔒	🔒
42	64	↑ Hikvision	China	🔒	🔒	🔒	🔒	🔒
43	42	↓ Yahoo! Group	Japan	🔒	🔒	🔒	🔒	🔒
44	51	↑ Broadcom	United States	🔒	🔒	🔒	🔒	🔒
45	52	↑ Airbnb	United States	🔒	🔒	🔒	🔒	🔒
46	31	↓ Philips	Netherlands	🔒	🔒	🔒	🔒	🔒
47	53	↑ Salesforce	United States	🔒	🔒	🔒	🔒	🔒
48	-	New Youku	China	🔒	🔒	🔒	🔒	🔒
49	70	↑ Gree Electric Appliances	China	🔒	🔒	🔒	🔒	🔒
50	35	↓ HPE	United States	🔒	🔒	🔒	🔒	🔒

## Top 100 most valuable tech brands 51-100

2019 Rank	2018 Rank	Brand	Country	2019 Brand Value	Brand Value Change	2018 Brand Value	2019 Brand Rating	2018 Brand Rating
51	44	↓ Qualcomm	United States	🔒	🔒	🔒	🔒	🔒
52	38	↓ Nintendo	Japan	🔒	🔒	🔒	🔒	🔒
53	47	↓ Activision Blizzard	United States	🔒	🔒	🔒	🔒	🔒
54	72	↑ Nvidia	United States	🔒	🔒	🔒	🔒	🔒
55	56	↑ Haier	China	🔒	🔒	🔒	🔒	🔒
56	48	↓ Infosys	India	🔒	🔒	🔒	🔒	🔒
57	50	↓ Playstation	Japan	🔒	🔒	🔒	🔒	🔒
58	65	↑ LinkedIn	United States	🔒	🔒	🔒	🔒	🔒
59	45	↓ Xiaomi	China	🔒	🔒	🔒	🔒	🔒
60	68	↑ Lenovo	China	🔒	🔒	🔒	🔒	🔒
61	61	← Capgemini	France	🔒	🔒	🔒	🔒	🔒
62	57	↓ Thermo Fisher Scientific	United States	🔒	🔒	🔒	🔒	🔒
63	41	↓ Western Digital	United States	🔒	🔒	🔒	🔒	🔒
64	49	↓ DXC Technology	United States	🔒	🔒	🔒	🔒	🔒
65	66	↑ Emerson Electric	United States	🔒	🔒	🔒	🔒	🔒
66	69	↑ Micron Technology	United States	🔒	🔒	🔒	🔒	🔒
67	62	↓ Texas Instruments	United States	🔒	🔒	🔒	🔒	🔒
68	46	↓ Mitsubishi Electric	Japan	🔒	🔒	🔒	🔒	🔒
69	77	↑ ctrip.com	China	🔒	🔒	🔒	🔒	🔒
70	76	↑ VMWARE	United States	🔒	🔒	🔒	🔒	🔒
71	74	↑ Applied Materials	United States	🔒	🔒	🔒	🔒	🔒
72	58	↓ HCL	India	🔒	🔒	🔒	🔒	🔒
73	-	New iQiyi	China	🔒	🔒	🔒	🔒	🔒
74	-	New Ntt Data	Japan	🔒	🔒	🔒	🔒	🔒
75	78	↑ Sharp	Japan	🔒	🔒	🔒	🔒	🔒
76	80	↑ Fiserv	United States	🔒	🔒	🔒	🔒	🔒
77	67	↓ FIS	United States	🔒	🔒	🔒	🔒	🔒
78	63	↓ Electronic Arts	United States	🔒	🔒	🔒	🔒	🔒
79	75	↓ Cerner	United States	🔒	🔒	🔒	🔒	🔒
80	83	↑ Xbox	United States	🔒	🔒	🔒	🔒	🔒
81	85	↑ Wipro	India	🔒	🔒	🔒	🔒	🔒
82	82	← QVC	United States	🔒	🔒	🔒	🔒	🔒
83	88	↑ Weibo	China	🔒	🔒	🔒	🔒	🔒
84	73	↓ Atos	France	🔒	🔒	🔒	🔒	🔒
85	81	↓ Spotify	Sweden	🔒	🔒	🔒	🔒	🔒
86	89	↑ Amadeus	Spain	🔒	🔒	🔒	🔒	🔒
87	-	New Samsung SDS	South Korea	🔒	🔒	🔒	🔒	🔒
88	86	↓ Kyocera	Japan	🔒	🔒	🔒	🔒	🔒
89	99	↑ Naver	South Korea	🔒	🔒	🔒	🔒	🔒
90	-	New Twitter	United States	🔒	🔒	🔒	🔒	🔒
91	79	↓ ZTE	China	🔒	🔒	🔒	🔒	🔒
92	-	New Rakuten	Japan	🔒	🔒	🔒	🔒	🔒
93	-	New BOE	China	🔒	🔒	🔒	🔒	🔒
94	91	↓ ASML	Netherlands	🔒	🔒	🔒	🔒	🔒
95	-	New Murata	Japan	🔒	🔒	🔒	🔒	🔒
96	71	↓ Fujitsu Group	Japan	🔒	🔒	🔒	🔒	🔒
97	90	↓ Seagate Technology	United States	🔒	🔒	🔒	🔒	🔒
98	-	New Expedia.com	United States	🔒	🔒	🔒	🔒	🔒
99	-	New Netapp	United States	🔒	🔒	🔒	🔒	🔒
100	98	↓ Nidec	Japan	🔒	🔒	🔒	🔒	🔒



# Definitions.



## Brand Value



[Google]

**+ 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'.



[YouTube]

**+ 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.



[YouTube]

**+ 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.



[YouTube]

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

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

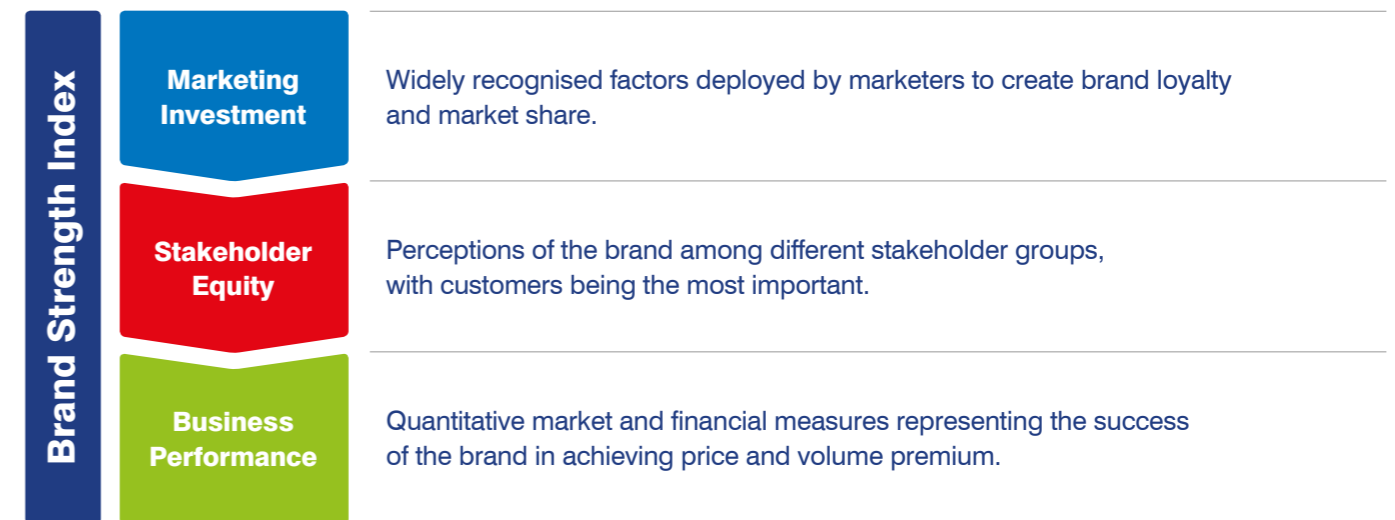
## Brand Strength

**Brand Strength is the efficacy of a brand's performance on intangible measures, relative to its competitors.**

In order to determine the strength of a brand, we look at Marketing Investment, Stakeholder Equity, and the impact of those on Business Performance.

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

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



**Marketing Investment**

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

**Stakeholder Equity**

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

**Business Performance**

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

### Marketing Investment

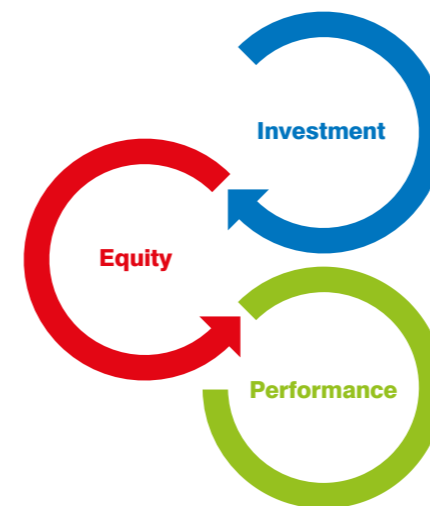
- A brand that has high Marketing Investment but low Stakeholder Equity may be on a path to growth. This high investment is likely to lead to future performance in Stakeholder Equity which would in turn lead to better Business Performance in the future.
- However, high Marketing Investment over an extended period with little improvement in Stakeholder Equity would imply that the brand is unable to shape customers' preference.

### Stakeholder Equity

- The same is true for Stakeholder Equity. If a company has high Stakeholder Equity, it is likely that Business Performance will improve in the future.
- However, if the brand's poor Business Performance persists, it would suggest that the brand is inefficient compared to its competitors in transferring stakeholder sentiment to a volume or price premium.

### Business Performance

- Finally, if a brand has a strong Business Performance but scores poorly on Stakeholder Equity, it would imply that, in the future, the brand's ability to drive value will diminish.
- However, if it is able to sustain these higher outputs, it shows that the brand is particularly efficient at creating value from sentiment compared to its competitors.



# Consulting Services.





MARKETING



FINANCE



TAX



LEGAL

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

We provide financiers and auditors with an independent assessment on all forms of brand and intangible asset valuations.

We help brand owners and fiscal authorities to understand the implications of different tax, transfer pricing, and brand ownership arrangements.

We help clients to enforce and exploit their intellectual property rights by providing independent expert advice in- and outside of the courtroom.

# Brand Evaluation Services.



## How are brands perceived in my category?

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

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

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

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

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

## How can I improve return on marketing investment?

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

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

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

# Communications Services.

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



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



**TOP 100  
TECH  
BRAND**



**MOST VALUABLE  
TECH  
BRAND**



**STRONGEST  
TECH  
BRAND**



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



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



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



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



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



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

## Brand Dialogue<sup>®</sup>



### Value-Based Communications

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, marketing and social media.

#### SERVICES

- Research and Insights
- Integrated Communications Planning
- Project Management and Campaign Execution
- Content and Channel Strategy
- Communications Workshops

For more information, contact [enquiries@brand-dialogue.co.uk](mailto:enquiries@brand-dialogue.co.uk) or visit [www.brand-dialogue.co.uk](http://www.brand-dialogue.co.uk)

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