



NL BRAND 2012

TOP 100
DUTCH BRANDS

During the last 10 years we could find significant changes in global business model. Most powerful industries in many countries around the world has changed in terms of the most powerful and important of its components – a Brand. So now from the competition at pricing level they started to fight at the brand level. This critical change forced to consider a brand as one of the main components of a successful business for many companies, both internationally and locally, within their own country.

As a result, now we are understanding the brand not from the point of view of a standard / classic business attribute, but as a valuable intangible asset that takes a value for the business, as well as of value to clients / customers.

Since 2006, MPP Consulting agency has started the development of methods for determining the potential market value of brands, which would allow to carry out an estimate of the cost of the brand in any country with the maximum number of factors that could influence the assessment.

Methodology developed by MPP Consulting agency was tested for some years at Ukrainian market since 2007. In 2010 the researches of the value of the brand was spread to other countries. This ranking «NLBrand 2012» is the first ranking of the Dutch brands, compiled by our agency under the Top National Brands project.

* Value of brands in ranking indicated in millions \$US

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	Brand	Value	Industry
1	Shell	20933	Oil & Fuels
2	Philips	12850	Electronics
3	ING	7955	Financial services
4	Heineken	7130	Brewing
5	Rabobank	6980	Financial services
6	Spar	5124	Retail
7	Unilever	3360	Household chemistry
8	Dove	1268	Hygiene goods
9	Douwe Egberts	1118	Coffee
10	KPN	1093	Telecommunication
11	TNT	1026	Logistics
12	Aegon	991	Insurance
13	Mentos	944	Confectionary
14	Media Markt	933	Retail
15	Grolsch	919	Brewing
16	Nutricia	872	Foods
17	KLM	823	Transport
18	Bavaria	760	Brewing
19	Pickwick	617	Tea
20	Delta Lloyd	593	Insurance
21	Fortis	584	Financial services
22	Amstel	524	Brewing
23	Calvé	517	Foods
24	Gall & Gall	501	Retail
25	DAF	495	Automotive

	Brand	Value	Industry
26	Leerdammer	490	Milk
27	ABN AMRO	471	Financial services
28	Etos	438	Retail
29	Achmea	423	Financial services
30	Albert Heijn	399	Retail
31	Lebara	377	Telecommunication
32	Ahold	358	Retail
33	Coop	248	Retail
34	Eureko	231	Insurance
35	Randstad	229	Business services
36	EMTÉ	218	Retail
37	Akzo Nobel	206	Chemistry
38	De Ruijter	202	Confectionary
39	De Kuyper	196	Alcohol
40	Campina	193	Foods
41	Nutrilon	188	Foods
42	C1000	177	Retail
43	Postbank	163	Financial services
44	Brunel	158	Telecommunication
45	SNS Bank	155	Financial services
46	De Friesland	144	Insurance
47	Endemol	138	Media
48	C&A	137	Clothing & Fashion
49	Ziggo	132	Telecommunication
50	Cup-a-Soup	126	Foods

	Brand	Value	Industry
51	Kruidvat	123	Retail
52	Essent	121	Energy
53	TomTom	119	Electronics
54	Plus Markt	117	Retail
55	Friesland Bank	115	Financial services
56	Xenos	111	Retail
57	Praxis	108	Retail
58	Ketel One	107	Alcohol
59	Conimex	105	Foods
60	CZ	104	Insurance
61	Nutreco	102	Foods
62	Wolters Kluwer	101	Publishing
63	Draka	99	Construction materials
64	Bol.com	98	Retail
65	Digros	97	Retail
66	Vredestein	96	Chemistry
67	Jumbo	95	Retail
68	Bruna	92	Retail
69	Bols Liqueurs	91	Alcohol
70	ASN Bank	89	Financial services
71	Leaseplan	88	Financial services
72	Senseo	87	Coffee
73	OHRA	86	Financial services
74	V&D	85	Retail
75	Hunkemöller	84	Retail

	Brand	Value	Industry
76	Aalberts Industries	82	Insurance
77	NXP	81	Electronics
78	Vopak	80	Energy
79	Spyker	79	Automotive
80	Arcadis	78	Professional services
81	Van Lanschot Bankiers	76	Financial services
82	Reed Elsevier	74	Media
83	Ditzo	73	Financial services
84	Heijmans	72	Construction materials
85	Interpolis	71	Insurance
86	Domo	70	Retail
87	Verkade	69	Foods
88	Hema	67	Retail
89	Menzis	66	Financial services
90	Zilveren Kruis	64	Financial services
91	Telegraaf	63	Media
92	ANWB	62	Travel
93	De Bijenkorf	61	Retail
94	Remia	60	Foods
95	Efteling	59	Travel
96	Marktplaats.nl	58	Services
97	Unox	57	Foods
98	Wehkamp	56	Retail
99	Wieckse	55	Alcohol
100	Bolletje	54	Foods

The methodology of the brand evaluation is based on the evaluation of activity of the companies brand-owners, and also takes into account several factors that reflects the market conditions that could influence the brand, all possible threats and perspectives for industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position on market, consumer value of brand, as well as a factors of actual trends for company and its brand.

Brand value calculation formula: **$V = Fc * (Iq * Gq * Tq * Cq) * Uid$**

V – brand value

Fc – composite financial index

Iq – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

The brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property. All values are indicated in millions \$US.

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