



FRANBRAND 2011



TOP 100 FRENCH BRANDS

In every country the different brands have become popular in different ways. And no matter how well global brands known in this country, national brands have the greatest impact on consumers. And today these are the brands that becomes a major and very valuable assets, because a strong brand, regardless of its scale allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop and promote their products in foreign markets.

Also the business are increasingly confronted with a situation where the brand has become one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the cost of advertising is paid the most attention in mergers and acquisitions, as well as in public offerings of shares on stock markets or placing other types of securities in order to attract investment. And it is here necessary to solve the puzzle, when the company realizes the full value of their brand, but can not express it in concrete figures.

After several researches made, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of evaluation of national brands and in 2011 created the rating of the most expensive brands of France.

The main task of rating "FranBrand 2011" was to determine the 100 most expensive French brands, as well as their current real market value, based on the financial performance of companies using such brands (trademarks), as well as the positions of each company in the market and prospects for development both companies and their brands.

It is worth noting that the ranking only includes brands created in France or for French goods (services), although how much later they became known to the domestic or world markets. That geographical origin of brands from the France was the main criterion for selection of brands (trademarks), assessed in ratings.

* All rights to brands and trademarks mentioned or referred to in the ranting belong to their respective owners.

The methodology of the brand evaluation based on the evaluation of activity of companies brand-owners, and also takes into account several factors showing the market conditions that influence the brands, 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 on some factors like the actual trends for the company and its brand.

Brand value calculation formula:

$$V = Fc * (Iq * Gq * Tq * Cq) * Uid$$

V – brand value

Fc – composite financial index

Iq – investments index

Gq – geographical index

Tq – technique index

Cq - competitive index

Uid – unique ID





















It is worth noting that the brand value includes only the cost of the brand (name), excluding production facilities, infrastructure, patents, inventions and other tangible or intellectual property.

* Value of Brands in rating indicated in millions \$





















TOP 100 1 - 20

Brand	Value, mln.\$	Logo	Industry
1 Louis Vuitton	14 130		Clothing & Fashion
2 AXA	5 091		Insurance
3 Christian Dior	4 346		Clothing & Fashion
4 Crédit Agricole	3 905		Financial services
5 President	3 427		Foods
6 Hennessy	3 278		Alcohol
7 Auchan	3 059		Retail
8 L'Oréal	2 949		Cosmetics
9 Moët & Chandon	2 910		Alcohol
10 Chanel	2 832		Clothing & Fashion
11 BNP Paribas	2 555		Financial services
12 Total	2 485		Oil & Fuels
13 SFR	2 330		Telecommunications
14 Renault	2 135		Automotive
15 Michelin	2 018		Chemistry
16 Perrier	1 934		Drinks
17 Peugeot	1 898		Automotive
18 Carrefour	1 842		Retail
19 Tefal	1 764		Household equipment
20 Actimel	1 739		Foods




















TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21	Société Générale	1 593	 Financial services
22	Citroën	1 481	 Automotive
23	BiC	1 388	 Hygiene goods
24	Lactalis	1 312	 Foods
25	Crédit Lyonnais	1 294	 Financial services
26	Evian	1 201	 Drinks
27	Rémy Martin	1 198	 Alcohol
28	Courvoisier	1 095	 Alcohol
29	Alcatel	1 033	 Telecommunications
30	Activia	1 013	 Foods
31	Martell	1 000	 Alcohol
32	Canal+	992	 Media
33	Cif	913	 Household chemistry
34	Axe	899	 Cosmetics
35	Yves Rocher	881	 Cosmetics
36	Nina Ricci	874	 Cosmetics
37	YvesSaintLaurent	841	 Clothing & Fashion
38	Cartier	817	 Clothing & Fashion
39	Simply Market	804	 Retail
40	Dom Pérignon	801	 Alcohol





















TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Leroy Merlin	797		Retail
42 Bonduelle	793		Foods
43 E.Leclerc	772		Retail
44 Hermès	749		Clothing & Fashion
45 Veuve Clicquot Porsandin	733		Alcohol
46 Ricard	713		Alcohol
47 Badoit	710		Drinks
48 Air France	705		Transport
49 Airbus	703		Engineering
50 Bugatti	701		Automotive
51 Kronenbourg 1664	669		Beer
52 Lacoste	652		Clothing & Fashion
53 France Télécom	644		Telecommunications
54 Carte Noire	637		Coffee
55 Givenchy	630		Clothing & Fashion
56 Pernod	626		Alcohol
57 OMO	598		Household chemistry
58 Danone	588		Foods
59 Bouygues Telecom	557		Telecommunications
60 Garnier	553		Cosmetics

TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Fashion TV	550		Media
62 Miko	522		Foods
63 Franprix	515		Retail
64 Rowenta	503		Household equipment
65 Moulinex	501		Household equipment
66 Intermarché	495		Retail
67 Vichy	494		Cosmetics
68 Otard	478		Alcohol
69 Volvic	476		Drinks
70 Elf	459		Oil & Fuels
71 TV5	431		Media
72 Fischer	414		Beer
73 Gauloises	399		Tobacco
74 Krug	383		Alcohol
75 Perfect 1864	371		Alcohol
76 Le Monde	348		Media
77 Camus	340		Alcohol
78 Lancôme	338		Cosmetics
79 Monoprix	317		Retail
80 Capgemini	311		Consulting

TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 S.T.Dupont	304		Clothing & Fashion
82 Boucheron	301		Jewelry
83 Dragon Bleu	278		Alcohol
84 Alsa	275		Foods
85 Le Figaro	255		Media
86 Motul	237		Oil & Fuels
87 Sephora	201		Retail
88 Chloé	193		Clothing & Fashion
89 Cacharel	178		Clothing & Fashion
90 Leader Price	174		Retail
91 Ed	151		Retail
92 Doux	144		Foods
93 Chaumet	137		Jewelry
94 Netto	136		Retail
95 Père Dodu	133		Foods
96 Guerlain	132		Cosmetics
97 Cointreau	129		Alcohol
98 Céline	122		Clothing & Fashion
99 Écomarché	121		Retail
100 Breguet	120		Watches



Conclusions

The rating FranBrand 2011 is the 4th rating of the project TOP National Brands in 2011.

The issue of defining the most expensive national brands is not new, and consist not only in the complexity of the assessment, but in the presence of a single methodology that would unify the approach to this process regardless of the regional characteristics of each countries.

That is why our agency primarily goal was to create a common brand evaluation methodology that could be used to determine the real market value of any brand in any market.

Process of developing a methodology was started in 2006 and only four years later she was finally worked out in practice and has shown its real effectiveness. Thus, the use of this rating method of brand evaluation most accurately reflects options, forming the current market value of each brand, and allows us to create the rating of the most expensive national brands of any country.

We hope that this rating, as well as an evaluation technique will be in demand by companies and investors, and help more accurately and quickly determine the current real market value of each brand.

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