



SWISSBRAND 2011

A black and white photograph of a Swiss landscape. In the foreground, a calm lake reflects the sky. In the middle ground, a large, white stone building with a prominent tower and multiple gables sits on the shore. The background features steep, forested mountains and a range of snow-capped peaks under a clear sky.

TOP 50 SWISS BRANDS



About the SwissBrand

Regardless the globalization, every country always has its own national brands that sometimes could be much stronger and more popular inside the country, than well known international brands.

Today the brand is often the biggest and very valuable assets, because the very strong and popular brand regardless of its scale and age allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop at the global markets.

In our times the business are increasingly faced the situation when the brand becomes one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the most attention is paid to the brand value 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. In this case it is necessary to solve the puzzle, when the company realizes the full value of its brand, but can not express it in concrete figures.

After many researches, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of the national brands evaluation. Using the developed methodology in 2011 the rating of the most valuable brands of Switzerland was created.

The main task of the ranking SwissBrand 2011 was to determine the 50 most expensive Swiss 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 Switzerland or for Swiss goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Switzerland was the main criterion for selection of brands (trademarks), assessed in rating.

* All rights to brands and trademarks mentioned or referred to in the ranking 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 factors 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 – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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 50 1 - 18

	Brand	Value, mln.\$	Logo	Industry
1	Nestlé	7 940		Foods
2	Nescafé	5 673		Coffee
3	Pantene	3 128		Cosmetics
4	Rolex	2 156		Watches
5	Toblerone	1 935		Confectionary
6	Omega	1 733		Watches
7	Milka	1 437		Confectionary
8	UBS	1 306		Financial services
9	Credit Suisse	1 242		Financial services
10	Logitech	1 127		Electronics
11	Maggi	967		Foods
12	Patek Philippe	922		Watches
13	Lindt	825		Confectionary
14	Ulysse Nardin	779		Watches
15	ABB	750		Equipment
16	Swatch	592		Watches
17	Tissot	563		Watches
18	EFG	521		Financial services



TOP 50 19 - 36

	Brand	Value, mln.\$	Logo	Industry
19	Piaget	513		Watches
20	Vacheron Constantin	477		Watches
21	Longines	406		Watches
22	Baloise	338		Financial services
23	Franck Muller	336		Watches
24	Zurich Cantonal Bank	324		Financial services
25	Davidoff	314		Tobacco
26	Syngenta	273		Chemistry
27	Breitling	243		Watches
28	Elevit	236		Pharmacy
29	IWC	224		Watches
30	Feldschlösschen	221		Beer
31	Panalpina	213		Transport
32	Jaeger-LeCoultre	202		Watches
33	Hublot	199		Watches
34	Bally	196		Clothing & Fashion
35	Blancpain	188		Watches
36	deGrisogono	183		Jewelry



TOP 50 37 - 50

	Brand	Value, mln.\$	Logo	Industry
37	Xellent	181		Alcohol
38	Chopard	179		Watches
39	Mövenpick	177		HoReCa
40	Audemars Piguet	176		Watches
41	Zenith	174		Watches
42	Unser Bier	166		Beer
43	Migros	164		Retail
44	Franke	162		Household equipment
45	Victorinox	161		Tools
46	Hürlimann	160		Beer
47	Girard-Perregaux	159		Watches
48	Ebel	158		Watches
49	Valaisanne	157		Beer
50	Novartis	156		Pharmacy



Conclusions

The rating SwissBrand 2011 is the 13-th rating in 2011 published under the project TOP National Brands.

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 individual countries.

That is why the primarily goal was to create a single universal methodology to assess the brands that can be used to determine the real market value of any brand in any market.

Process of developing the 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 evaluation reflects most accurately the elements forming the current market value of each brand, and allows us to create the rating of the most expensive national brands in a single 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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