SwissBrand 2012

Top 50 Swiss 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 – Brand. So, 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 2011 the researches of the value of the brand was spread to other countries, including Switzerland. Current ranking «SwissBrand 2012» is the second ranking of the Swiss 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	Nestlé	8233	Foods
2	Nescafé	5320	Coffee
3	Pantene	3308	Cosmetics
4	Rolex	2095	Watches
5	Toblerone	1977	Confectionary
6	Milka	1643	Confectionary
7	Omega	1512	Watches
8	Credit Suisse	1186	Financial services
9	Logitech	1065	Electronics
10	UBS	1042	Financial services
11	ABB	1011	Equipment
12	Lindt	913	Confectionary
13	Patek Philippe	868	Watches
14	Ulysse Nardin	790	Watches
15	Swatch	640	Watches
16	Rado	551	Watches
17	Tissot	506	Watches
18	Vacheron Constantin	452	Watches
19	Longines	412	Watches
20	Migros	392	Retail
21	Bâloise	350	Financial services
22	Franck Muller	312	Watches
23	Davidoff	301	Tobacco
24	Victorinox	284	Tools
25	Zurich Cantonal Bank	276	Financial services

	Brand	Value	Industry
26	Bally	237	Clothing & Fashion
27	Breitling	230	Watches
28	Feldschlösschen	229	Brewing
29	Syngenta	221	Chemistry
30	Valaisanne	203	Brewing
31	Jaeger-LeCoultre	199	Watches
32	deGrisogono	193	Jewelry
33	Unser Bier	191	Brewing
34	Mövenpick	189	HoReCa
35	IWC	186	Watches
36	Hürlimann	177	Brewing
37	Hublot	165	Watches
38	Audemars Piguet	151	Watches
39	Xellent	148	Alcohol
40	Ebel	143	Watches
41	Franke	137	Household equipment
42	Chopard	133	Watches
43	Blancpain	130	Watches
44	Zenith	127	Watches
45	Novartis	122	Pharmacy
46	Panalpina	119	Logistics
47	Emmi	102	Milk
48	TAG Heuer	101	Watches
49	Adecco	99	Business services
50	Kuehne + Nagel	98	Logistics

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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