



Food & Drink 2018

The annual report on the most valuable food and soft drink brands
June 2018

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.

About Brand Finance.

Brand Finance is the world's leading independent brand valuation and strategy 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
- Technical Credibility
- Transparency
- Expertise.

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



For more information, please visit our website:

www.brandfinance.com

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For further information on Brand Finance®'s services and valuation experience, please contact your local representative:

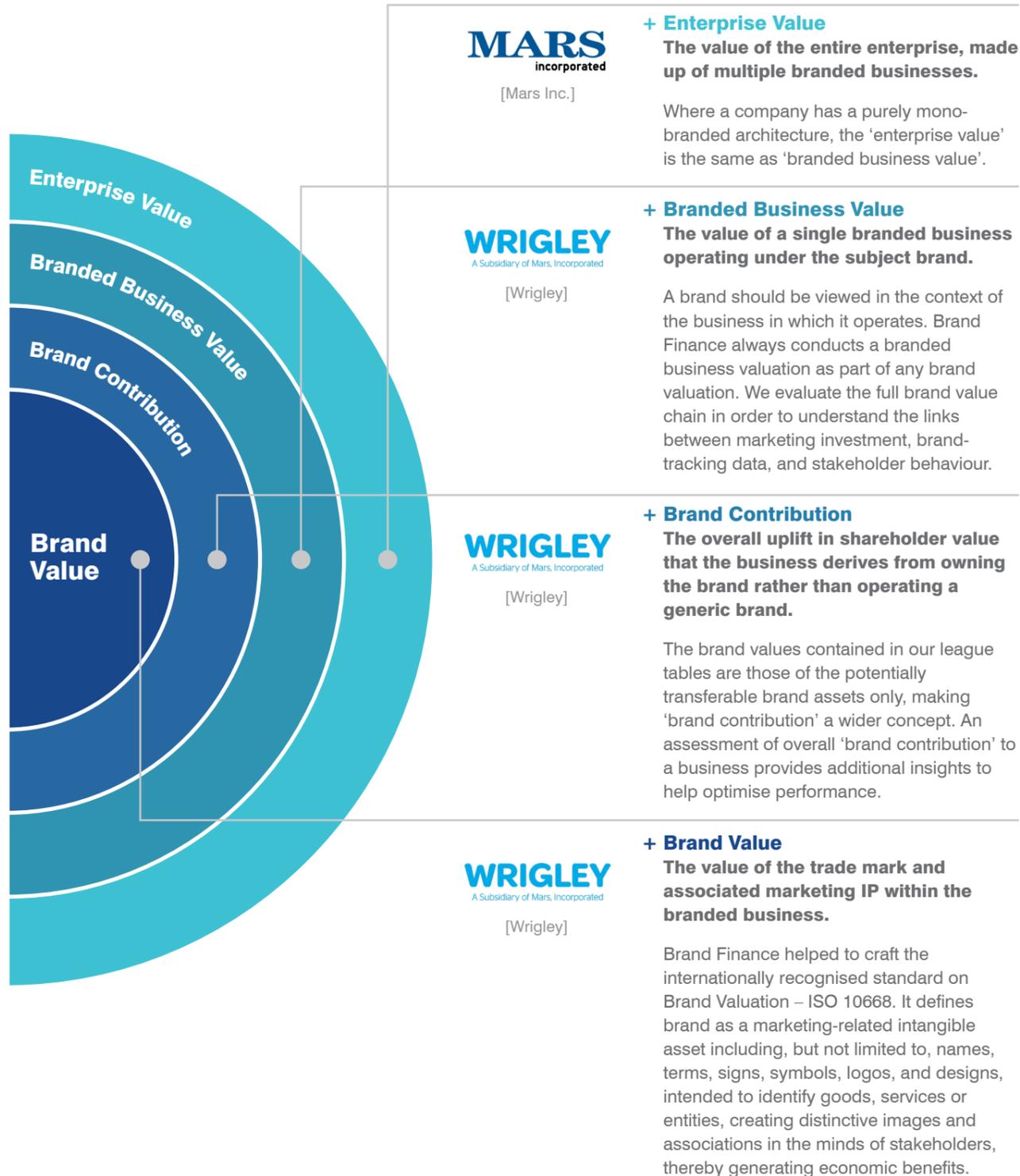
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Definitions.

Brand Value



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.



Executive Summary.



Nestlé and Coca-Cola reign supreme

Nestlé and Coca-Cola have yet again dominated brand rankings in their respective industries, each keeping runners-up at a healthy distance of over US\$10 billion.

Valued at US\$19.4 billion, Nestlé again claimed the title of the world's most valuable food brand, more than double the value of second-ranked Danone (US\$9.1 billion). Nestlé's brand value registered virtually no change from last year, with revenues performing at only a satisfactory level. This was caused by challenging sales in both North and South American markets.

Despite a 5% decrease to US\$30.4 billion, Coca-Cola once more came in first among the world's most valuable soft drink brands, over US\$10 billion ahead of Pepsi (US\$20.0 billion). While the global market for its core product is shrinking, Coca-Cola is actively leveraging its brand with less sugar-laden products such as Coca-Cola Zero Sugar. Diet options are helping to support overall forecast-revenue stability despite health-conscious consumers turning away from traditional sugary drinks.

With producers and analysts used to the lack of change among the food and drink industry leaders, performance of emerging market brands is likely to cause a stir. We are already starting to see this from brands like Yili. The value of China's largest dairy brand jumped ahead of international leaders such as Kellogg's, Kraft, and Heinz.

David Haigh
CEO, Brand Finance

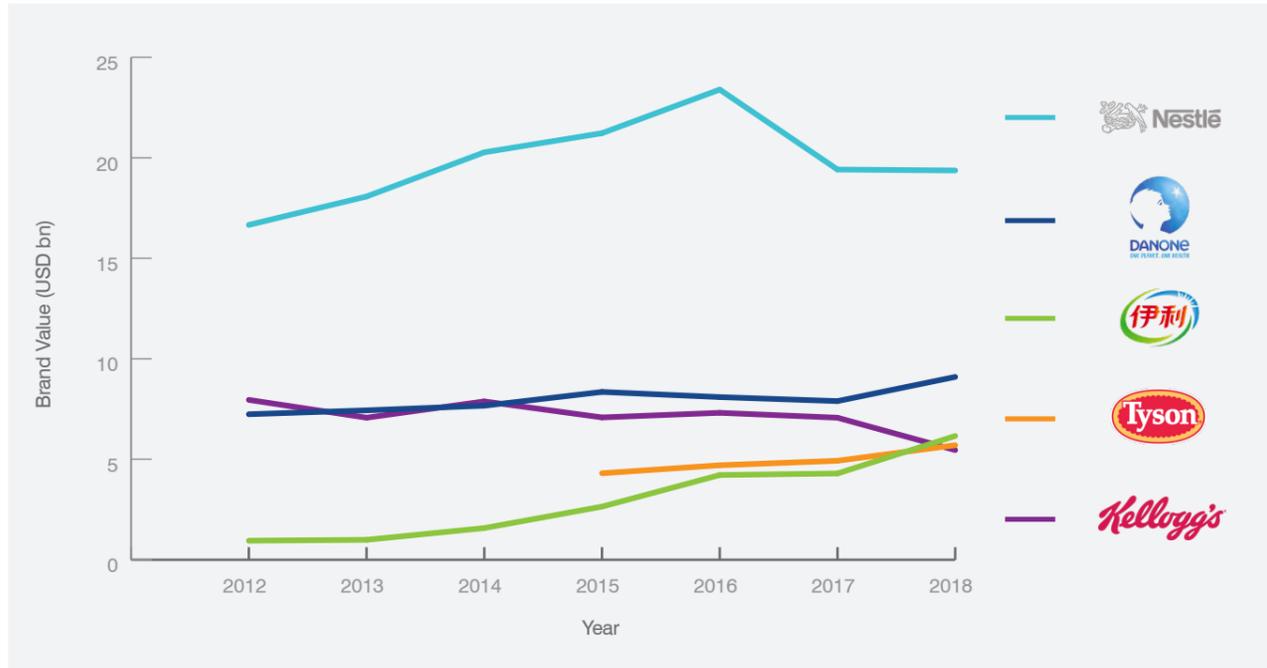
Top 10 Most Valuable Food Brands

	1	Rank 2018: 1 2017: 1 →	BV 2018: \$19,370m BV 2017: \$19,416m 0%	Brand Rating: AAA-
	2	Rank 2018: 2 2017: 2 →	BV 2018: \$9,098m BV 2017: \$7,894m 15%	Brand Rating: AAA-
	3	Rank 2018: 3 2017: 8 ↑	BV 2018: \$6,158m BV 2017: \$4,294m 43%	Brand Rating: AAA-
	4	Rank 2018: 4 2017: 6 ↑	BV 2018: \$5,700m BV 2017: \$4,925m 16%	Brand Rating: AA-
	5	Rank 2018: 5 2017: 3 ↓	BV 2018: \$5,457m BV 2017: \$7,068m -23%	Brand Rating: AA+
	6	Rank 2018: 6 2017: 4 ↓	BV 2018: \$4,885m BV 2017: \$5,631m -13%	Brand Rating: AAA-
	7	Rank 2018: 7 2017: 9 ↑	BV 2018: \$4,786m BV 2017: \$4,150m 15%	Brand Rating: AA-
	8	Rank 2018: 8 2017: 7 ↓	BV 2018: \$4,354m BV 2017: \$4,373m 0%	Brand Rating: AA+
	9	Rank 2018: 9 2017: 5 ↓	BV 2018: \$3,848m BV 2017: \$5,292m -27%	Brand Rating: AAA-
	10	Rank 2018: 10 2017: 10 →	BV 2018: \$3,843m BV 2017: \$4,088m -6%	Brand Rating: AA-

Top 10 Most Valuable Soft Drink Brands

	1	Rank 2018: 1 2017: 1 →	BV 2018: \$30,378m BV 2017: \$31,885m -5%	Brand Rating: AAA
	2	Rank 2018: 2 2017: 2 →	BV 2018: \$20,035m BV 2017: \$18,470m 8%	Brand Rating: AAA
	3	Rank 2018: 3 2017: 3 →	BV 2018: \$7,641m BV 2017: \$6,738m 13%	Brand Rating: AAA
	4	Rank 2018: 4 2017: 4 →	BV 2018: \$5,316m BV 2017: \$5,364m -1%	Brand Rating: AAA-
	5	Rank 2018: 5 2017: 5 →	BV 2018: \$4,922m BV 2017: \$4,573m 8%	Brand Rating: AAA-
	6	Rank 2018: 6 2017: 6 →	BV 2018: \$4,419m BV 2017: \$4,372m 1%	Brand Rating: AAA-
	7	Rank 2018: 7 2017: 9 ↑	BV 2018: \$3,669m BV 2017: \$2,790m 31%	Brand Rating: AA
	8	Rank 2018: 8 2017: 7 ↓	BV 2018: \$3,337m BV 2017: \$2,994m 11%	Brand Rating: AA+
	9	Rank 2018: 9 2017: 11 ↑	BV 2018: \$3,328m BV 2017: \$2,552m 30%	Brand Rating: AA+
	10	Rank 2018: 10 2017: 13 ↑	BV 2018: \$2,603m BV 2017: \$2,399m 9%	Brand Rating: AAA-

Food 50 - Brand Value Over Time



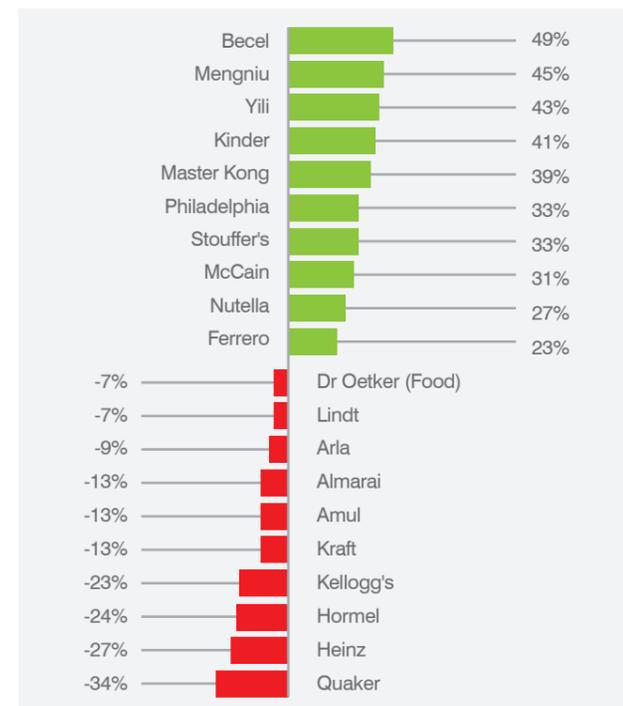
Yili milking brand potential

Dairy is one of the strongest performing sectors in the food industry registering an average 13% brand value growth year on year versus 4% for the table as a whole.

Within the sector, the Chinese market is the most dynamic in the world, set to overtake the US as the largest market for dairy products by 2022. This phenomenon is due to rising affluence and improved accessibility of products in China's lower tier cities. As Chinese consumers increasingly prefer dairy products which are more premium, with health benefits and innovative flavours, leading brands such as Yili focus on the changing demand and product innovation.

Thanks to this dynamic, Yili stands out as best-performing among the 10 most valuable food brands in the world, rising to 3rd place from 8th in 2017 following an eye-watering 43% growth to US\$6.2 billion brand value. This is off the back of fast revenue growth and high profitability, meaning it is now a darling of investors.

Food 50 Brand Value Change 2017-2018 (%)



The brand is dominant in the Chinese market but has a clear potential for expansion into non-dairy categories or internationally as many major Chinese brands take advantage of the Belt and Road initiative to bolster growth abroad.

Although Yili is ahead of Danone in terms of brand potential, the French giant still boasts a more valuable brand, growing above the average for the industry at 15% year on year. Its performance was mainly driven by good sales.

Also noteworthy is the performance of Mengniu, another Chinese dairy brand growing at a similar pace as Yili, up 45% year on year, but from a lower base, with their brand value now established at US\$3.4 billion.

Lavazza's shot to the top

While the top six soft drink brands retained the same ranks as last year, brands further down the table have seen much more change. Energy drink brand Monster registered fastest growth in the top 10 (up 31% to US\$3.7 billion), closely followed by Dr Pepper's

Top 5 Most Valuable Dairy Brands



Top 3 Dairy Brands - Brand Potential

	Yili	Danone	Mengniu
Analyst Recommendation	9.6	7.5	8.0
Forecast Revenue Growth	10.0	8.4	8.8
Forecast Margin	7.2	8.5	6.0
Brand Potential	89.2	81.3	76.3
	1	2	3



performance (up 30% to US\$3.3 billion). At the same time, popular brands Fanta (down 12% to US\$2.6 billion) and 7-Up (down 3% to US\$2.2 billion) fell out from the top 10 this year.

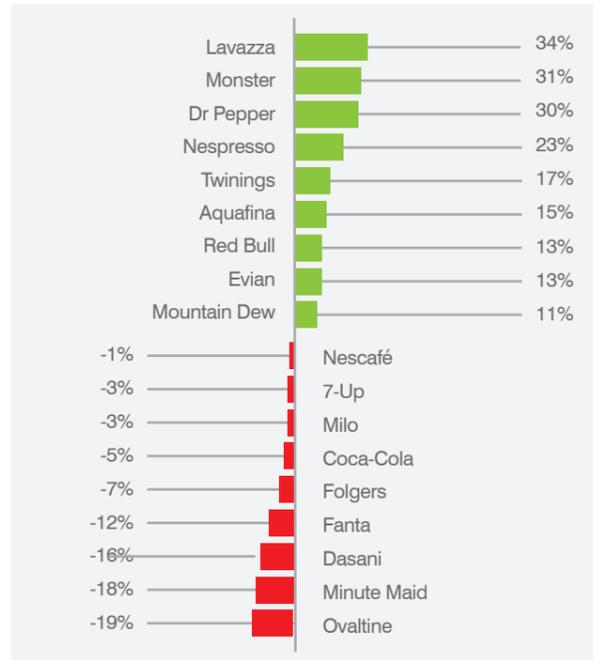
However, fastest-growing in this year's Brand Finance Soft Drinks 25 league table is Italian coffee brand Lavazza. Up 34% to US\$1.2 billion, it moved up from the penultimate 24th to 17th rank in 2018.

Popular in and outside of Italy, Lavazza owes the surge to organic brand growth in all its markets, while ambitious acquisitions have also boosted the group's income. Steadily increasing, consolidated revenues reached €2.0 billion in 2017, up 6.3% from the previous year.

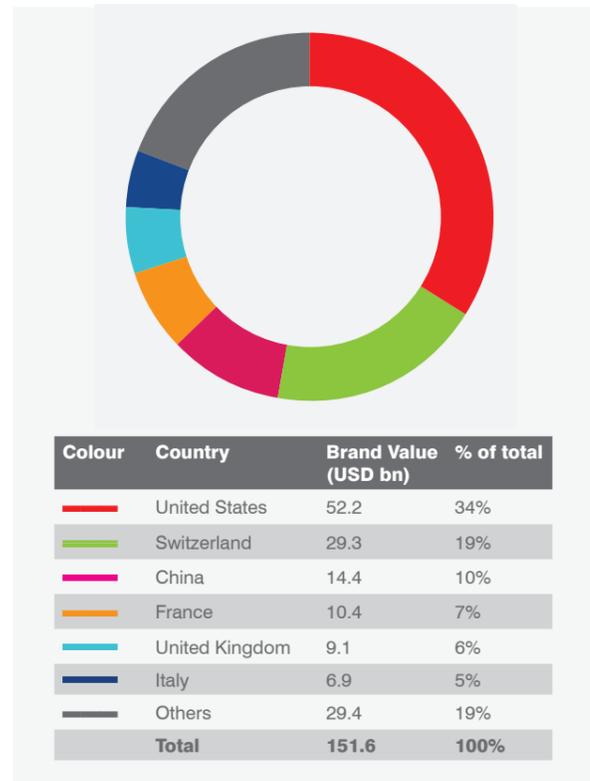
Ferrero's best-performing portfolio

Although Pepsi (up 8% to US\$20.0 billion) is second to Coca-Cola in terms of brand value, the ranks are reversed in the portfolios league table. Valued at US\$55.1

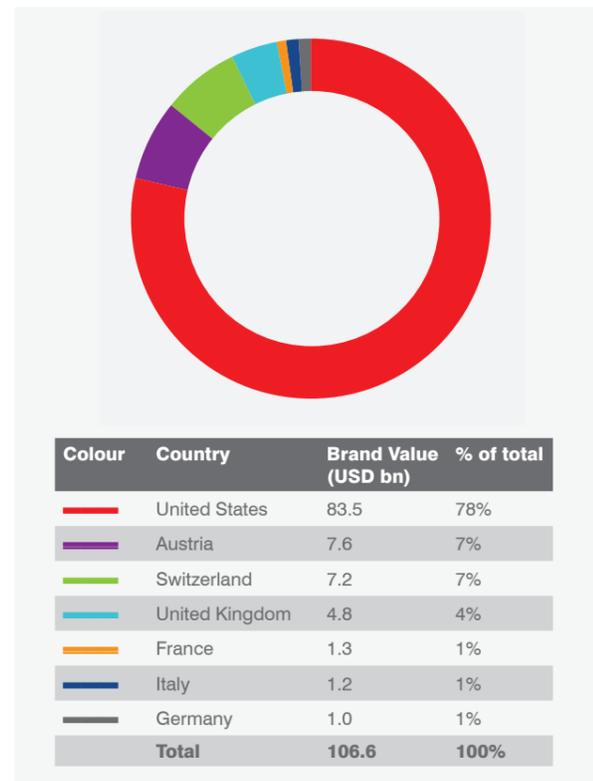
Soft Drinks 25 Brand Value Change 2017-2018



Food 50 - Brand Value by Country



Soft Drinks 25 - Brand Value by Country



billion, PepsiCo's brand portfolio is greater than that of The Coca-Cola Company, worth US\$45.0 billion. More valuable than either of those two is the brand portfolio of the Swiss giant Nestlé (US\$63.2 billion) despite recording a 6% year on year decrease.

Mirroring Lavazza's success in the drinks brand ranking, Italy's Ferrero boasts the best-performing food and drink brand portfolio, up 29% to US\$8.7 billion this year. All of Ferrero's major brands recorded significant year on year growth, with three making the Brand Finance Food 50 league table. Ranked 16th, Kinder is Ferrero's most valuable and fastest-growing brand (up 41% to US\$3.1 billion), while Nutella is a new entrant to the ranking, claiming the 38th spot.

Despite the strong growth, Italian food and drink brands still carry little weight globally compared to American or Swiss competitors. The country accounts for only 5% and 1% of the total value in the Brand Finance Food 50 and Soft Drinks 25 league tables.

The smaller size of Italian brands is partially due to the lack of consideration given to brand strategy. Most Italian entrepreneurs are very attentive to product quality but underestimate the importance of brand perception that often drives consumer choices.

Massimo Pizzo
Managing Director, Brand Finance Italy



Top 10 Most Valuable Food & Drink Brand Portfolios



Brand Finance Food 50 (USD m).

Top 50 most valuable food brands 1-50

Rank 2018	Rank 2017	Brand name	Country	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
1	1	Nestlé	Switzerland	19,370	0%	19,416	AAA-	AAA-
2	2	Danone	France	9,098	+15%	7,894	AAA-	AA+
3	8	Yili	China	6,158	+43%	4,294	AAA-	AAA-
4	6	Tyson	United States	5,700	+16%	4,925	AA-	AA
5	3	Kellogg's	United States	5,457	-23%	7,068	AA+	AAA-
6	4	Kraft	United States	4,885	-13%	5,631	AAA-	AAA-
7	9	Wrigley's	United States	4,786	+15%	4,150	AA-	A+
8	7	Unilever	United Kingdom	4,354	0%	4,373	AA+	AA+
9	5	Heinz	United States	3,848	-27%	5,292	AAA-	AAA-
10	10	S-26	Switzerland	3,843	-6%	4,088	AA-	AA-
11	17	McCain	Canada	🔒	🔒	🔒	🔒	🔒
12	11	Lay's	United States	🔒	🔒	🔒	🔒	🔒
13	20	Mengniu	China	🔒	🔒	🔒	🔒	🔒
14	12	Arla	Denmark	🔒	🔒	🔒	🔒	🔒
15	13	Uni-President	China (Taiwan)	🔒	🔒	🔒	🔒	🔒
16	23	Kinder	Italy	🔒	🔒	🔒	🔒	🔒
17	27	Master Kong	China	🔒	🔒	🔒	🔒	🔒
18	18	Wilmar	Singapore	🔒	🔒	🔒	🔒	🔒
19	14	Oscar Mayer	United States	🔒	🔒	🔒	🔒	🔒
20	16	Amul	India	🔒	🔒	🔒	🔒	🔒
21	25	Hershey's	United States	🔒	🔒	🔒	🔒	🔒
22	19	Almarai	Saudi Arabia	🔒	🔒	🔒	🔒	🔒
23	21	Campbell's	United States	🔒	🔒	🔒	🔒	🔒
24	33	Ferrero	Italy	🔒	🔒	🔒	🔒	🔒
25	22	Bimbo	Mexico	🔒	🔒	🔒	🔒	🔒
26	28	Mars	United States	🔒	🔒	🔒	🔒	🔒
27	31	Yoplait	United States	🔒	🔒	🔒	🔒	🔒
28	24	Want Want	China	🔒	🔒	🔒	🔒	🔒
29	29	Yakult	Japan	🔒	🔒	🔒	🔒	🔒
30	35	Knorr	Netherlands	🔒	🔒	🔒	🔒	🔒
31	37	Cadbury	United Kingdom	🔒	🔒	🔒	🔒	🔒
32	39	Kikkoman	Japan	🔒	🔒	🔒	🔒	🔒
33	15	Quaker	United States	🔒	🔒	🔒	🔒	🔒
34	32	Ajinomoto	Japan	🔒	🔒	🔒	🔒	🔒
35	43	Philadelphia	United States	🔒	🔒	🔒	🔒	🔒
36	47	Stouffer's	Switzerland	🔒	🔒	🔒	🔒	🔒
37	26	Hormel	United States	🔒	🔒	🔒	🔒	🔒
38	New	Nutella	Italy	🔒	🔒	🔒	🔒	🔒
39	36	Dr Oetker (Food)	Germany	🔒	🔒	🔒	🔒	🔒
40	38	Lindt	Switzerland	🔒	🔒	🔒	🔒	🔒
41	New	Halls	United States	🔒	🔒	🔒	🔒	🔒
42	New	Doritos	United States	🔒	🔒	🔒	🔒	🔒
43	42	Tate & Lyle	United Kingdom	🔒	🔒	🔒	🔒	🔒
44	New	illumina	Switzerland	🔒	🔒	🔒	🔒	🔒
45	New	McCormick	United States	🔒	🔒	🔒	🔒	🔒
46	New	Becel	United Kingdom	🔒	🔒	🔒	🔒	🔒
47	45	Enfamil	United States	🔒	🔒	🔒	🔒	🔒
48	48	Barry Callebaut	Switzerland	🔒	🔒	🔒	🔒	🔒
49	New	Cheetos	United States	🔒	🔒	🔒	🔒	🔒
50	New	Nutrilon	France	🔒	🔒	🔒	🔒	🔒

Brand Finance Soft Drinks 25 (USD m).

Top 25 most valuable soft drink brands 1-25

Rank 2018	Rank 2017	Brand name	Country	Brand value (USD m) 2018	% change	Brand value (USD m) 2017	Brand rating 2018	Brand rating 2017
1	1	Coca-Cola	United States	30,378	-5%	31,885	AAA	AAA
2	2	Pepsi	United States	20,035	+8%	18,470	AAA	AAA
3	3	Red Bull	Austria	7,641	+13%	6,738	AAA	AAA
4	4	Nescafé	Switzerland	5,316	-1%	5,364	AAA-	AAA-
5	5	Gatorade	United States	4,922	+8%	4,573	AAA-	AAA-
6	6	Sprite	United States	4,419	+1%	4,372	AAA-	AA+
7	9	Monster	United States	3,669	+31%	2,790	AA	AA-
8	7	Mountain Dew	United States	3,337	+11%	2,994	AA+	AA+
9	11	Dr Pepper	United States	3,328	+30%	2,552	AA+	AAA-
10	13	Tropicana	United States	2,603	+9%	2,399	AAA-	AAA-
11	8	Fanta	United States	🔒	🔒	🔒	🔒	🔒
12	12	Lipton	United Kingdom	🔒	🔒	🔒	🔒	🔒
13	10	7-Up	United States	🔒	🔒	🔒	🔒	🔒
14	14	Folgers	United States	🔒	🔒	🔒	🔒	🔒
15	17	Twinings	United Kingdom	🔒	🔒	🔒	🔒	🔒
16	18	Evian	France	🔒	🔒	🔒	🔒	🔒
17	24	Lavazza	Italy	🔒	🔒	🔒	🔒	🔒
18	19	Mirinda	United States	🔒	🔒	🔒	🔒	🔒
19	23	Aquafina	United States	🔒	🔒	🔒	🔒	🔒
20	20	Milo	Switzerland	🔒	🔒	🔒	🔒	🔒
21	16	Minute Maid	United States	🔒	🔒	🔒	🔒	🔒
22	NEW	Jacobs	Germany	🔒	🔒	🔒	🔒	🔒
23	21	Dasani	United States	🔒	🔒	🔒	🔒	🔒
24	22	Ovaltine	United Kingdom	🔒	🔒	🔒	🔒	🔒
25	New	Nespresso	Switzerland	🔒	🔒	🔒	🔒	🔒

Top 5 Strongest Food Brands

	BSI Score 83.4
	BSI Score 82.1
	BSI Score 82.0
	BSI Score 80.7
	BSI Score 80.5

Top 5 Strongest Soft Drink Brands

	BSI Score 89.3
	BSI Score 85.7
	BSI Score 85.1
	BSI Score 84.6
	BSI Score 82.7

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.

Understand Your Brand's Value.

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
- + Insurance
- + Banks
- + Telecoms

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

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What are the benefits of a Brand Value Report?



Insight

Provide insight as to how the brand is performing vs. key competitors on underlying measures and drivers of brand value and brand strength.



Strategy

Understand where brand value is being generated by region and channel in order to identify areas of opportunity that warrant further investigation.



Benchmarking

Track year-on-year changes to brand value and set long-term objectives against which high-level brand performance can be benchmarked.



Education

Provide a platform of understanding which the company can use to educate employees on the importance of the brand.



Communication

Communicate your brand's success to shareholders, customers, and other strategically selected audiences.



Understanding

Understand and appreciate the value of your brand as an asset of the business.

Consulting Services.

1. Valuation: What are my intangible assets worth?

Valuations may be conducted for technical purposes and to set a baseline against which potential strategic brand scenarios can be evaluated.

- + Branded Business Valuation
- + Trademark Valuation
- + Intangible Asset Valuation
- + Brand Contribution

2. Analytics: How can I improve marketing effectiveness?

Analytical services help to uncover drivers of demand and insights. Identifying the factors which drive consumer behaviour allows an understanding of how brands create bottom-line impact.

- Market Research Analytics +
- Return on Marketing Investment +
- Brand Audits +
- Brand Scorecard Tracking +

3. Strategy: How can I increase the value of my branded business?

Strategic marketing services enable brands to be leveraged to grow businesses. Scenario modelling will identify the best opportunities, ensuring resources are allocated to those activities which have the most impact on brand and business value.

- Brand Governance +
- Brand Architecture & Portfolio Management +
- Brand Transition +
- Brand Positioning & Extension +

4. Transactions: Is it a good deal? Can I leverage my intangible assets?

Transaction services help buyers, sellers, and owners of branded businesses get a better deal by leveraging the value of their intangibles.

- + M&A Due Diligence
- + Franchising & Licensing
- + Tax & Transfer Pricing
- + Expert Witness

MARKETING

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

FINANCE

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

TAX

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

LEGAL

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

Communications Services.

We offer a variety of services to help communicate your brand's success.

Your Brand Value
Explain and discuss your brand's performance in more depth.

Press Release
Assist with the creation of a press release communicating your brand's success.

CEO Quote
Supply a quote in recognition of your brand's performance for you to use in external and internal communications.

Social Media
Coordinate with your social media activity to communicate your brand's success more effectively.

Awards
Produce an accolade plaque and hand-written certificates, personally signed by our CEO, to recognise your brand's performance.

Advertising
Allow full use of the Brand Finance logo on your ad designs and create a bespoke digital endorsement stamp for your website and investor relations use.

Brand Finance[®]

Strongest Global Brand 2018

Your Brand

Example digital endorsement stamp for use on your website as well as in investor relations and advertising, to recognise your brand's performance.



BRAND EXCHANGE[®]

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Brand Dialogue[®]



Value-Based Communications

We execute strategic communications programmes to optimise the value of your business and to enhance brand perception among stakeholders.

SERVICES

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

For more information, contact enquiries@brand-dialogue.co.uk or visit www.brand-dialogue.co.uk

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Contact us.

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