



DEBRAND 2011



TOP 100 GERMAN BRANDS



About the DeBrand

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 thw 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 much research, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project evaluation of national brands and in 2011 created the rating of the most expensive brands of Germany.

The main task of rating "DeBrend 2011" was to determine the 100 most expensive German 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 Germany or for German goods (services), although how much later they became known to the domestic or world markets. That geographical origin of brands from the Germany 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 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 – 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 Mercedes-Benz	25 500		Automotive
2 BMW	20 000		Automotive
3 Audi	15 620		Automotive
4 Porsche	10 000		Automotive
5 Volkswagen	6 500		Automotive
6 Allianz	5 940		Insurance
7 Bosch	5 055		Equipment
8 Siemens	4 610		Household equipment
9 METRO	4 115		Retail
10 T-Mobile	3 880		Telecommunication
11 Deutsche Bank	3 620		Financial services
12 Opel	3 200		Automotive
13 Adidas	3 113		Clothing & Fashion
14 Continental	2 980		Chemistry
15 Nivea	2 350		Cosmetics
16 Puma	2 262		Clothing & Fashion
17 Krombacher	2 105		Beer
18 Bitburger	1 955		Beer
19 Lidl	1 912		Retail
20 Oettinger	1 890		Beer

TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 Hugo Boss	1 770		Clothing & Fashion
22 Beck's	1 630		Beer
23 SAP	1 560		IT
24 Aldi	1 485		Retail
25 Warsteiner	1 300		Beer
26 REWE	1 233		Retail
27 Lufthansa	1 225		Transport
28 Real	1 190		Retail
29 DHL	1 145		Logistics
30 Commerzbank	1 077		Financial services
31 Haribo	1 020		Foods
32 Deutsche Telekom	1 001		Telecommunication
33 Persil	995		Household equipment
34 Praktiker	912		Retail
35 Granini	877		Drinks
36 Tchibo	852		Coffee
37 Braun	814		Household equipment
38 E.ON	811		Energy
39 Liqui Moly	810		Oil & Fuels
40 Jacobs	790		Coffee

TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Löwenbräu	770		Beer
42 MAN	680		Automotive
43 Henkel	671		Chemistry
44 Deutsche Post	623		Logistics
45 Dr. Oetker	619		Foods
46 Wella	583		Cosmetics
47 Montblanc	518		Clothing & Fashion
48 Aral	505		Oil & Fuels
49 Schwarzkopf	501		Cosmetics
50 Maybach	500		Automotive
51 Paulaner	498		Beer
52 Hasseröder	493		Beer
53 Varta	472		Equipment
54 Miele	445		Household equipment
55 Liebherr	444		Machinery
56 Jägermeister	415		Alcohol
57 AEG	405		Household equipment
58 BASF	403		Chemistry
59 Bayer	401		Pharmacy
60 Fa	400		Household chemistry

TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Kühne	394		Foods
62 Sarotti	389		Confectionary
63 Florena	388		Cosmetics
64 Norma	377		Retail
65 Knorr	355		Foods
66 Holsten	333		Beer
67 AMG	319		Automotive
68 TUI	313		Tourism
69 Fulda	302		Chemistry
70 Brabus	300		Automotive
71 Aigner	299		Clothing & Fashion
72 Kärcher	292		Equipment
73 Osram	290		Equipment
74 Recaro	275		Equipment
75 Smart	268		Automotive
76 Stihl	260		Equipment
77 ThyssenKrupp	252		Machinery
78 Bayern Munchen	244		Sport
79 GfK	222		Consulting
80 Dallmayr	200		Coffee

TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 Südzucker	199		Foods
82 Blend-A-Med	196		Cosmetics
83 Tom Tailor	194		Clothing & Fashion
84 Escada	192		Clothing & Fashion
85 Neoplan	188		Automotive
86 Ritter Sport	185		Confectionary
87 Selters	177		Drinks
88 Apollinaris	175		Drinks
89 Reisen	169		Confectionary
90 Radeberger	140		Beer
91 Fuchs	131		Oil & Fuels
92 Schalke 04	122		Sport
93 Faber-Castell	120		Equipment
94 Niederegger	117		Confectionary
95 Glashütte	113		Watches
96 Cirquent	111		Consulting
97 Kuemmerling	109		Alcohol
98 Nero	108		IT
99 Metabo	106		Equipment
100 Blaupunkt	105		Electronics



Conclusions

The rating DeBrand 2011 is the 3rd 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 individual countries.

That is why our agency is 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 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 estimating the brands 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 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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