



# ITALBRAND 2011



## TOP 100 ITALIAN BRANDS



# About the ItalBrand

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 Italy.

The main task of rating ItalBrand 2011 was to determine the 100 most expensive Italian 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 Italy or for Italian goods (services), although how much later they became known to the domestic or world markets. That geographical origin of brands from the Italy 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	Ferrari	5 520		Automotive
2	Gucci	4 615		Clothing & Fashion
3	Prada	4 439		Clothing & Fashion
4	Giorgio Armani	4 012		Clothing & Fashion
5	Martini	3 007		Alcohol
6	Dolce & Gabbana	2 587		Clothing & Fashion
7	Bulgari	2 241		Clothing & Fashion
8	Barilla	1 883		Foods
9	Chicco	1 742		Clothing & Fashion
10	Benetton	1 258		Clothing & Fashion
11	Generali	1 237		Insurance
12	Intesa Sanpaolo	1 148		Financial services
13	Diesel	1 082		Clothing & Fashion
14	Pirelli	1 023		Chemistry
15	Lamborghini	1 001		Automotive
16	UniCredit	950		Financial services
17	Nutella	922		Confectionary
18	Indesit	857		Household equipment
19	Versace	852		Clothing & Fashion
20	Maserati	842		Automotive




















# TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 S.Pellegrino	818		Drinks
22 Alfa Romeo	806		Automotive
23 Nastro Azzurro	770		Beer
24 Santal	765		Drinks
25 Galbani	761		Foods
26 Lavazza	697		Coffee
27 FIAT	678		Automotive
28 Zanussi	656		Household equipment
29 Lancia	593		Automotive
30 Ferrero	590		Foods
31 Valentino	586		Clothing & Fashion
32 Cinzano	518		Alcohol
33 Tiscali	511		Telecommunication
34 Lactis	509		Milk
35 San Benedetto	505		Drinks
36 Parmalat	499		Milk
37 Salvatore Ferragamo	497		Clothing & Fashion
38 Illy	488		Coffee
39 Telecom Italia	477		Telecommunication
40 De' Longhi	461		Household equipment
















# TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Aprilia	450		Automotive
42 Ichnusa	447		Beer
43 Fila	436		Clothing & Fashion
44 Moschino	417		Clothing & Fashion
45 Moretti	412		Beer
46 Ariston	404		Household equipment
47 Carnini	400		Foods
48 Lotto	398		Clothing & Fashion
49 Fendi	393		Clothing & Fashion
50 Agip	383		Oil & Fuels
51 Miu Miu	374		Clothing & Fashion
52 Peroni	371		Beer
53 Disaronno	370		Alcohol
54 Brioni	354		Clothing & Fashion
55 Mandarinina Duck	321		Clothing & Fashion
56 Campari	315		Alcohol
57 Diadora	311		Clothing & Fashion
58 Iveco	307		Automotive
59 Ducati	299		Automotive
60 Juventus	292		Sport

# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Mediobanca	286		Financial services
62 Gianfranco Ferré	271		Clothing & Fashion
63 Candy	240		Household equipment
64 Cerruti 1881	236		Clothing & Fashion
65 Motta	227		Foods
66 Roberto Cavalli	226		Clothing & Fashion
67 Divella	221		Foods
68 Acqua Panna	208		Drinks
69 Tic Tac	205		Confectionary
70 Keglevich	204		Alcohol
71 Colavita	202		Foods
72 Luxardo	198		Alcohol
73 Cascina verdesole	194		Foods
74 Deborah	190		Cosmetics
75 Nordica	189		Equipment
76 Centrale Latte Roma	188		Milk
77 Rummo	185		Foods
78 Ermenegildo Zegna	184		Clothing & Fashion
79 Massimo Zanetti	174		Coffee
80 Autogrill	167		HoReCa

# TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 Caffarel	163		Confectionary
82 Roma	159		Sport
83 Bottega Veneta	150	BOTTEGA VENETA	Clothing & Fashion
84 Lazzaroni	148		Foods
85 Sole	145		Foods
86 GAS	143		Clothing & Fashion
87 Kappa	139		Clothing & Fashion
88 Pavesi	138		Foods
89 Jacuzzi	133		Household equipment
90 Alitalia	132		Transport
91 Sparco	131		Equipment
92 Blumarine	130		Clothing & Fashion
93 Inter	129		Sport
94 Pupa	126		Cosmetics
95 Mulino Bianco	124		Foods
96 Geox	122		Clothing & Fashion
97 Célia	118		Milk
98 Inalca	117		Foods
99 MaxMara	116	MaxMara	Clothing & Fashion
100 Locatelli	115		Milk





# Conclusions

The rating ItalBrand 2011 is the 5<sup>th</sup> 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.

MPP Consulting  
Kiev, Ukraine  
+38-044-361-46-47

[www.mppconsulting.com.ua](http://www.mppconsulting.com.ua)  
[office@mppconsulting.com.ua](mailto:office@mppconsulting.com.ua)