



ITALBRAND 2012

TOP 100
ITALIAN 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 2010 the researches of the value of the brand was spread to other countries, including Italy. Current ranking «ItalBrand 2012» is the third ranking of the Italian 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 | Ferrari | 5752 | Automotive |
| 2 | Prada | 4771 | Clothing & Fashion |
| 3 | Giorgio Armani | 4597 | Clothing & Fashion |
| 4 | Gucci | 4428 | Clothing & Fashion |
| 5 | Martini | 3780 | Alcohol |
| 6 | Bulgari | 2344 | Clothing & Fashion |
| 7 | Dolce & Gabbana | 2301 | Clothing & Fashion |
| 8 | Barilla | 2028 | Foods |
| 9 | Chicco | 1646 | Clothing & Fashion |
| 10 | Generali | 1347 | Insurance |
| 11 | Benetton | 1221 | Clothing & Fashion |
| 12 | Diesel | 1103 | Clothing & Fashion |
| 13 | Lamborghini | 1082 | Automotive |
| 14 | Intesa Sanpaolo | 1063 | Financial services |
| 15 | Pirelli | 1054 | Chemistry |
| 16 | Indesit | 1043 | Household equipment |
| 17 | UniCredit | 1008 | Financial services |
| 18 | S.Pellegrino | 1002 | Beverages |
| 19 | Nutella | 901 | Confectionary |
| 20 | Maserati | 884 | Automotive |
| 21 | Galbani | 817 | Foods |
| 22 | Nastro Azzuro | 800 | Brewing |
| 23 | Versace | 795 | Clothing & Fashion |
| 24 | Santal | 777 | Beverages |
| 25 | FIAT | 773 | Automotive |

| | Brand | Value | Industry |
|----|---------------------|-------|---------------------|
| 26 | Lavazza | 736 | Coffee |
| 27 | Zanussi | 704 | Household equipment |
| 28 | Moretti | 690 | Brewing |
| 29 | Ferrero | 605 | Foods |
| 30 | Alfa Romeo | 580 | Automotive |
| 31 | Ichnusa | 559 | Brewing |
| 32 | Moschino | 553 | Clothing & Fashion |
| 33 | Parmalat | 534 | Milk |
| 34 | Valentino | 532 | Clothing & Fashion |
| 35 | Tiscali | 530 | Telecommunication |
| 36 | Lancia | 515 | Automotive |
| 37 | Illy | 505 | Coffee |
| 38 | Ariston | 496 | Household equipment |
| 39 | San Benedetto | 494 | Beverages |
| 40 | Lactis | 492 | Milk |
| 41 | De' Longhi | 488 | Household equipment |
| 42 | Fila | 487 | Clothing & Fashion |
| 43 | Cinzano | 477 | Alcohol |
| 44 | Salvatore Ferragamo | 455 | Clothing & Fashion |
| 45 | Peroni | 442 | Brewing |
| 46 | Fendi | 413 | Clothing & Fashion |
| 47 | Aprilia | 403 | Automotive |
| 48 | Telecom Italia | 397 | Telecommunication |
| 49 | Hotpoint | 389 | Household equipment |
| 50 | Carnini | 385 | Foods |

| | Brand | Value | Industry |
|----|---------------------|-------|---------------------|
| 51 | Mandarina Duck | 380 | Clothing & Fashion |
| 52 | Lotto | 363 | Clothing & Fashion |
| 53 | Campari | 337 | Alcohol |
| 54 | Ducati | 334 | Automotive |
| 55 | Agip | 331 | Oil & Fuels |
| 56 | Disaronno | 328 | Alcohol |
| 57 | Brioni | 306 | Clothing & Fashion |
| 58 | Juventus | 303 | Sport |
| 59 | Iveco | 292 | Automotive |
| 60 | Miu Miu | 291 | Clothing & Fashion |
| 61 | Diadora | 283 | Clothing & Fashion |
| 62 | Luxardo | 244 | Alcohol |
| 63 | Autogrill | 236 | HoReCa |
| 64 | Roberto Cavalli | 234 | Clothing & Fashion |
| 65 | Candy | 221 | Household equipment |
| 66 | Tic Tac | 217 | Confectionary |
| 67 | Deborah | 212 | Cosmetics |
| 68 | Keglevich | 208 | Alcohol |
| 69 | Centrale Latte Roma | 205 | Milk |
| 70 | Divella | 204 | Foods |
| 71 | Cascina verdesole | 202 | Foods |
| 72 | Motta | 201 | Foods |
| 73 | Gianfranco Ferré | 199 | Clothing & Fashion |
| 74 | Colavita | 196 | Foods |
| 75 | Nordica | 194 | Equipment |

| | Brand | Value | Industry |
|-----|-------------------|-------|---------------------|
| 76 | Rummo | 193 | Foods |
| 77 | Cerruti 1881 | 192 | Clothing & Fashion |
| 78 | Ermenegildo Zegna | 173 | Clothing & Fashion |
| 79 | Kappa | 155 | Clothing & Fashion |
| 80 | Roma | 151 | Sport |
| 81 | Jacuzzi | 150 | Household equipment |
| 82 | GAS | 149 | Clothing & Fashion |
| 83 | Pupa | 148 | Cosmetics |
| 84 | Mulino Bianco | 146 | Foods |
| 85 | Inalca | 144 | Foods |
| 86 | Bottega Veneta | 142 | Clothing & Fashion |
| 87 | Caffarel | 141 | Confectionary |
| 88 | Alitalia | 139 | Transport |
| 89 | Abarth | 135 | Automotive |
| 90 | Inter | 133 | Sport |
| 91 | Locatelli | 125 | Milk |
| 92 | Célia | 123 | Milk |
| 93 | Banca MPS | 121 | Financial services |
| 94 | Officine Panerai | 119 | Clothing & Fashion |
| 95 | Molinari | 111 | Alcohol |
| 96 | Sparco | 110 | Equipment |
| 97 | Beretta | 109 | Weapon |
| 98 | Perugina | 108 | Confectionary |
| 99 | Meseta | 107 | Coffee |
| 100 | Carapelli | 106 | Foods |

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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