



# KORBRAND 2012

## TOP 50

# KOREAN 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 South Korea. Current ranking «KorBrand 2012» is the second ranking of the Korean 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	Samsung	35560	Electronics
2	Hyundai	8775	Automotive
3	LG	7710	Electronics
4	KIA	2620	Automotive
5	Kumho	1225	Chemistry
6	Hankook	975	Chemistry
7	ZIC	690	Oil & Fuels
8	KEB	644	Financial services
9	SK Telecom	532	Telecommunication
10	KT	510	Telecommunication
11	Asiana Airlines	441	Transport
12	Shinsegae	426	Retail
13	Milkis	418	Beverages
14	Korean Air	388	Transport
15	Cass	377	Brewing
16	Orion	374	Confectionary
17	Busan Bank	357	Financial services
18	Daewoo	331	Electronics
19	Kookmin Bank	315	Financial services
20	Arirang	307	Media
21	Heungkuk	298	Insurance
22	SsangYong	295	Automotive
23	Shinhan Bank	257	Financial services
24	Hanjin	241	Logistics
25	Nexen	226	Chemistry

	Brand	Value	Industry
26	Interpark	219	Retail
27	POSCO	215	Metallurgy
28	Hynix	203	Electronics
29	Sokenbicha	190	Beverages
30	Kyobo	180	Insurance
31	Glaceau	165	Beverages
32	Seoul Milk	156	Foods
33	Hansol	151	Electronics
34	IBK	149	Financial services
35	Laneige	140	Cosmetics
36	Hitejinro	138	Alcohol
37	Crown	137	Confectionary
38	Hollys Coffee	127	Foods
39	Bohae	122	Brewing
40	Sukbong Toast	119	Foods
41	KBS	116	Media
42	CJ	108	Media
43	IOPE	107	Cosmetics
44	Skin Food	106	Cosmetics
45	Mamonde	105	Cosmetics
46	Wooribank	104	Financial services
47	YTN	103	Media
48	Ottogi	102	Foods
49	Hana Bank	101	Financial services
50	Arirang Torirang	100	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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