

**POLBRAND**



**POLBRAND 2012**

**TOP 100  
POLISH 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 – a Brand. So now 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 brand evaluation covered other countries. This ranking «PolBrand 2012» is the third ranking of the Polish 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	Belvedere	1335	Alcohol
2	PZU	1176	Insurance
3	Orlen	1063	Oil & Fuels
4	Żubrówka	622	Alcohol
5	E.Wedel	537	Confectionary
6	Żywiec	495	Brewing
7	Absolwent	449	Alcohol
8	Era	431	Telecommunication
9	Tyskie	383	Brewing
10	Mlekovita	377	Milk
11	Sobieski	367	Alcohol
12	PKO	335	Financial services
13	Wawel	304	Confectionary
14	Biedronka	294	Retail
15	Lech	288	Brewing
16	Pudliszki	287	Foods
17	Lubella	265	Foods
18	Polmos	221	Alcohol
19	Luksusowa	207	Alcohol
20	Pekao	201	Financial services
21	Soplica	199	Alcohol
22	Hortex	195	Foods
23	Łaciate	191	Milk
24	Wyborowa	190	Alcohol
25	Tatra	187	Brewing

	Brand	Value	Industry
26	Kasztelan	184	Brewing
27	Tymbark	183	Beverages
28	Lukas Bank	175	Financial services
29	Nałęczowianka	166	Beverages
30	Bella	156	Hygiene goods
31	Piątnica	155	Milk
32	Harnaś	153	Brewing
33	Reserved	147	Clothing & Fashion
34	Warka	143	Brewing
35	Morliny	141	Foods
36	Jutrzenka	140	Confectionary
37	Winiary	136	Foods
38	Olej Kujawski	135	Foods
39	Dębowe Mocne	131	Brewing
40	Bakoma	129	Milk
41	Cisowianka	127	Beverages
42	Okocim	123	Brewing
43	LOT	122	Transport
44	Warta	119	Insurance
45	Bank Millennium	118	Financial services
46	Sokołów	112	Foods
47	Cersanit	111	Construction materials
48	Bakalland	110	Foods
49	Mleko Łowickie	107	Milk
50	Drosed	106	Foods

	Brand	Value	Industry
51	Empik	104	Retail
52	Gatta	103	Clothing & Fashion
53	Wólczanka	102	Clothing & Fashion
54	Café Prima	101	Coffee
55	Apart	99	Jewelry
56	TVN	98	Media
57	Żubr	97	Brewing
58	Diverse	96	Clothing & Fashion
59	Telekomunikacja Polska	95	Telecommunication
60	Amica	94	Household equipment
61	Goplana	93	Confectionary
62	E	92	Household chemistry
63	Prymat	91	Foods
64	Krakus	90	Foods
65	Rama	89	Foods
66	Bliska	88	Oil & Fuels
67	Bank BPH	87	Financial services
68	Ludwik	84	Household chemistry
69	Łowicz	81	Foods
70	Black Red White	79	Furniture
71	Saga	78	Foods
72	Zelmer	77	Household equipment
73	Kupiec	73	Foods
74	Rolnik	71	Foods
75	Sphinx	70	HoReCa

	Brand	Value	Industry
76	Atlantic	69	Clothing & Fashion
77	Łomża	68	Brewing
78	Luksiya	67	Cosmetics
79	Lotos	66	Oil & Fuels
80	Smyk	65	Clothing & Fashion
81	Wojak	64	Brewing
82	Amino	63	Foods
83	Fortuna	62	Beverages
84	Kamis	61	Foods
85	Kubuś	60	Beverages
86	Delma	59	Foods
87	Woseba	58	Coffee
88	Rzeczpospolita	57	Media
89	Cropp	55	Clothing & Fashion
90	W.Kruk	54	Jewelry
91	Krakowska	53	Alcohol
92	Kropla Beskidu	52	Beverages
93	Polskie Młyny	51	Foods
94	Śnieżka	50	Construction materials
95	Orkisz	49	Alcohol
96	Mieszko	48	Confectionary
97	AA	47	Cosmetics
98	Podravka	46	Foods
99	Canpol	45	Toys
100	Dębica	44	Chemistry

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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