



ROMBRAND 2011



TOP 50 ROMANIAN BRANDS



About the RomBrand

Regardless the globalization, every country always has its own national brands that sometimes could be much stronger and more popular inside the country, than well known international brands.

Today the brand is often the biggest and very valuable assets, because the very strong and popular brand regardless of its scale and age allows the company to retain or to gain significant market share, and also provides an opportunity to actively develop at the global markets.

In our times the business are increasingly faced the situation when the brand becomes one of the most expensive assets in the company's value, even compared with manufacturing facilities. And in such a situation, the most attention is paid to the brand value 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. In this case it is necessary to solve the puzzle, when the company realizes the full value of its brand, but can not express it in concrete figures.

After many researches, the optimal solution was found, and since early 2010, the agency MPP Consulting has established long-term project of the national brands evaluation.

Using the developed methodology the agencies MPP Consulting (Ukraine) and FEIRA Group (Moldova) created in 2011 the first rating of the most valuable brands of Romania – «RomBrand 2011».

The main task of the rating «RomBrand 2011» was to determine the 50 most expensive Romanian 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 Romania or for Romanian goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Romania was the main criterion for selection of brands (trademarks), assessed in rating.

* All rights to brands and trademarks mentioned or referred to in the ranking 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 – investment index

Gq – geographical index

Tq – technological index

Cq - competitive index

Uid – unique identity index

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 \$

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Brand	Value, mln.\$	Logo	Industry
1 Borsec	355		Drinks
2 Timișoreana	331		Beer
3 Dacia	259		Automotive
4 Bergenbier	219		Beer
5 Ursus	204		Beer
6 Murfatlar	186	MURFATLAR	Alcohol
7 LaDorna	177		Milk
8 Izvorul Minunilor	155		Drinks
9 Poiana	143		Confectionary
10 Ciucas	134		Beer
11 Băneasa	132		Foods
12 Zapp Mobile	129		Telecommunication
13 Napolact	121		Milk
14 Primola	120		Confectionary
15 Scandia	119		Foods
16 Bucegi	117		Foods
17 BCR	116		Financial services
18 Milupa	114		Milk

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Brand	Value, mln.\$	Logo	Industry
19 Ciuc	111		Beer
20 Biborteni	109		Drinks
21 Cotnari	104		Alcohol
22 Dorna	102		Drinks
23 Olympia	101		Foods
24 Rompetrol	99		Oil & Fuels
25 Gerovital	98		Cosmetics
26 Adevărul	92		Media
27 Banca Transilvania	88		Financial services
28 Albalact	85		Milk
29 Kandia	82		Confectionary
30 Golden Brau	79		Beer
31 Albacher	71		Beer
32 BRD	70		Financial services
33 Covalact	69		Milk
34 Romstal	63		Retail
35 Budureasca	54		Alcohol
36 Dedeman	50		Retail

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Brand	Value, mln.\$	Logo	Industry
37 Romtelecom	44		Telecommunication
38 Ardealul	43		Foods
39 Vel Pitar	41		Foods
40 Libertatea	40		Internet
41 Beciul Domnesc	39		Alcohol
42 Trilulilu	37		Internet
43 Mobexpert	35		Retail
44 Milli	34		Milk
45 Bunatati Bunica	29		Foods
46 Laura	27		Confectionary
47 Ave Impex	26		Foods
48 Petrom	24		Oil & Fuels
49 Tnuva	23		Milk
50 Bucovina	22		Drinks



Conclusions

Commonly created by the MPP Consulting (Ukraine) and FEIRA Group (Moldova) the rating RomBrand 2011 is the 12-th rating in 2011 published under the project TOP National Brands.

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 the 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.

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

www.mppconsulting.com.ua
office@mppconsulting.com.ua

FEIRA Group
Chisinau, Moldova

www.feiragroup.com