



ROMBRAND 2012

TOP 50

ROMANIAN 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 Romania. Current ranking «RomBrand 2012» is the second ranking of the Romanian brands, compiled by our agency under the Top National Brands project.

\* Value of brands in ranking indicated in millions \$US

\*\* All rights to brands and trademarks mentioned or referred to in the ranting belong to their respective owners.

	Brand	Value	Industry
1	Borsec	382	Beverages
2	Timișoreana	380	Brewing
3	Bergenbier	267	Brewing
4	Ursus	236	Brewing
5	Dacia	221	Automotive
6	Izvorul Minunilor	202	Beverages
7	LaDorna	196	Milk
8	Poiana	187	Confectionary
9	Băneasa	173	Foods
10	Napolact	168	Milk
11	Murfatlar	162	Alcohol
12	Ciucas	149	Brewing
13	Milupa Milumil	142	Milk
14	Dorna	139	Beverages
15	Scandia	137	Foods
16	Ciuc	126	Brewing
17	Bucegi	123	Foods
18	Zapp Mobile	121	Telecommunication
19	Biborteni	119	Beverages
20	Primola	115	Confectionary
21	Cotnari	113	Alcohol
22	BCR	110	Financial services
23	Gerovital	108	Cosmetics
24	Rompetrol	103	Oil & Fuels
25	Olympia	99	Foods

	Brand	Value	Industry
26	Albalact	98	Milk
27	Banca Transilvania	93	Financial services
28	Covalact	92	Milk
29	Adevărul	89	Media
30	Golden Brau	86	Brewing
31	Kandia	84	Confectionary
32	BRD	77	Financial services
33	Albacher	70	Brewing
34	Romstal	68	Retail
35	Ardealul	59	Foods
36	Budureasca	58	Alcohol
37	Dedeman	51	Retail
38	Milli	45	Milk
39	Vel Pitar	42	Foods
40	Beciul Domnesc	41	Alcohol
41	Bunatati Bunica	37	Foods
42	Tnuva	33	Milk
43	Zuzu	31	Milk
44	Tudia	29	Milk
45	Petrom	28	Oil & Fuels
46	Neumarkt	27	Brewing
47	Bucovina	26	Beverages
48	Ave Impex	25	Foods
49	Stejar	24	Brewing
50	Fulga	23	Milk

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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