



# GBBRAND 2011

## TOP 100 BRITISH BRANDS



## About the GBBrand

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. Sometimes it could happen even in the country that is the origin of many global brands.

Today the brand is often the biggest and very valuable asset, 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 in 2011 the rating of the most valuable brands of the Great Britain was created.

The main task of the rating "GBBrand 2011" was to determine the 100 most expensive British 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 the Great Britain or for British goods (services), although how much later they became known at national or global levels. The geographical origin of brands from the Great Britain 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 \$



# TOP 100 1 - 20

Brand	Value, mln.\$	Logo	Industry
1 Vodafone	19 832		Telecommunication
2 Virgin	8 005		Diversified
3 O2	7 830		Telecommunication
4 BP	7 320		Oil & Fuels
5 Orange	6 518		Telecommunication
6 Tesco	4 370		Retail
7 Sainsbury's	3 255		Retail
8 HSBC	3 134		Financial services
9 Reebok	2 820		Clothing & Fashion
10 Barclays	2 769		Financial services
11 KitKat	2 180		Confectionary
12 Aquafresh	2 013		Hygiene goods
13 Lipton	1 787		Tea
14 Fairy	1 628		Household chemistry
15 Rolls-Royce	1 521		Automotive
16 Bentley	1 448		Automotive
17 Skittles	1 393		Confectionary
18 Innocent	1 372		Drinks
19 Marks & Spencer	1 348		Clothing & Fashion
20 Ariel	1 296		Household chemistry



# TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 Lloyd's	1 226		Insurance
22 Johnnie Walker	1 160		Alcohol
23 Next	1 146		Clothing & Fashion
24 Cadbury	1 109		Confectionary
25 Land Rover	1 102		Automotive
26 Twinings	1 069		Tea
27 BBC	1 011		Media
28 Mini	999		Automotive
29 Sunsilk	991		Household chemistry
30 Twix	983		Confectionary
31 Jaguar	976		Automotive
32 Aston Martin	917		Automotive
33 Beefeater	901		Alcohol
34 Cravendale	889		Milk
35 Chivas Regal	870		Alcohol
36 TopGear	803		Media
37 Tropicana	779		Drinks
38 White Horse	768		Alcohol
39 Lloyds TSB	764		Financial services
40 Aviva	752		Insurance



# TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Superdrug	737		Retail
42 Famous Grouse	732		Alcohol
43 Yeo Valley	718		Milk
44 BT	697		Telecommunication
45 Homebase	690		Retail
46 Newcastle	682		Beer
47 Typhoo Tea	664		Tea
48 Prudential	661		Insurance
49 Ballantine's	634		Alcohol
50 Magners	616		Alcohol
51 Tetley	603		Tea
52 Durex	588		Pharmacy
53 J&B	581		Alcohol
54 Halifax	579		Financial services
55 Parker Pen	576		Office tools
56 McLaren	560		Automotive
57 Range Rover	552		Automotive
58 Lux	549		Household chemistry
59 Umbro	507		Clothing & Fashion
60 Lotus	496		Automotive



# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Kenco	477		Coffee
62 Mikado	473		Confectionary
63 PWC	445		Consulting
64 Fuller's	437		Beer
65 Rubicon	428		Drinks
66 Yellow Pages	419		Media
67 Asda	412		Retail
68 Marmite	410		Foods
69 Chelsea	402		Sport
70 PizzaExpress	401		HoReCa
71 Pall Mall	394		Tobacco
72 Manchester United	390		Sport
73 Ernst & Young	388		Consulting
74 Safeway	382		Retail
75 Daily Telegraph	374		Media
76 Hoover	349		Household equipment
77 Burberry	346		Clothing & Fashion
78 Glenlivet	344		Alcohol
79 NatWest	337		Financial services
80 Dave	321		Media



# TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 Dunhill	318		Clothing & Fashion
82 Deloitte	315		Consulting
83 Glenfiddich	309		Alcohol
84 Sunpride	302		Drinks
85 KPMG	297		Consulting
86 The Independent	254		Media
87 Saatchi & Saatchi	248		Advertising
88 Vauxhall	228		Automotive
89 Peacocks	219		Retail
90 British Airways	217		Transport
91 Flora	211		Milk
92 Sky	207		Media
93 Liverpool	203		Sport
94 Grant's	202		Alcohol
95 Vivienne Westwood	201		Cosmetics
96 River Island	199		Clothing & Fashion
97 Carphone Warehouse	198		Retail
98 Bulmers	197		Alcohol
99 T.M.Lewin	196		Clothing & Fashion
100 Imperial Leather	195		Household chemistry





# Conclusions

The rating GBrand 2011 is the 10-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 the 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 evaluation reflects most accurately the elements 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](http://www.mppconsulting.com.ua)  
[office@mppconsulting.com.ua](mailto:office@mppconsulting.com.ua)