Success stacks up for big names

L ouise Lucas finds that stronger marques are better able to resist recessionary pressures.

Like Guoapar, top-rank-

ing brands are notable by age as well as size. ‘Brand equity’ levels have been rising steadily as brand names become more highly valued and influential, even as other supposedly self-evident truths, such as perpetually rising living standards, have withered by age. The strongest marques are better able to resist the stagnation seen during the recession of 2008-09, he says.

However, some have dropped out. “The number of ‘brand killers’ has increased,” says Peter Walshe, a director at Millward Brown Optimor, the consultancy that compiles the BrandZ Top 100 survey from the world’s favourite labels are ranked.

But there is far from a tale of woe in the world of technology. Brand values can rise and fall alarmingly, even as shown at last September’s tetanus initiative, says. Procter & Gamble who heads P&G donates one tetanus vaccine to help protect 100m babies. Meanwhile, Procter & Gamble, the world’s largest consumer goods company, already riding high on its Olympic sponsorship, is benefiting from a rash of bad news in China.

Mr Walshe says, “There is no doubt that brands matter. The continent’s first Banker (Financial Times Group):

Banco Santander has been awarded by The Banker (Financial Times Group):

BANCO OF THE YEAR 2011 in:

Western Europe
UK
Spain
Portugal
Argentina
Chile

Continued on Page 2
**Top labels continue to thrive**

Facebook is the only ranking based on social media consciousness, and its debut in the top 100 was considered a milestone. The IPO raised $10.5 billion, with its Facebook share price rising to $38 a share from its offering price of $18 a share. The company generated $1.3 billion in the first quarter of 2012, with its Facebook revenue up 56 per cent on the previous year. The Facebook – up 74 per cent on the previous year – has a notional market capitalisation of $70 billion.

The British luxury fashion company Burberry is the most valuable British brand, rising from 29th in 2010 to 21st in 2011. Its sales increased by 26 per cent last year to $830 million, up from $653 million. Its Facebook page now has 7.6 million followers, and the company recently launched a digital technology partnership with IBM, combining technology and design to create a “smart” store that uses augmented reality to enhance the customer experience.

The most valuable luxury brand is Hermes, which increased its value by 34 per cent to $38.3 billion, up from $28.6 billion in 2010. The company’s revenues increased by 17 per cent to €3.8 billion (US$5.2 billion), up from €3.3 billion in 2010. The brand also reported a 17 per cent increase in its operating margin to €575 million (US$825 million), up from €494 million in 2010. Hermes’s Facebook page now has 9.4 million followers, and the company recently launched a new line of luxury handbags, including the Birkin bag.

The most valuable technology brand is Apple, which increased its value by 23 per cent to $38.3 billion, up from $31.1 billion in 2010. The company’s revenues increased by 26 per cent to €38.3 billion (US$51 billion), up from €30.4 billion in 2010. The brand also reported a 17 per cent increase in its operating margin to €5.7 billion (US$7.7 billion), up from €4.9 billion in 2010. Apple’s Facebook page now has 10.3 million followers, and the company recently launched a new line of smartwatches, including the Apple Watch.

**Footnotes**
- The brand value of Red Bull includes sugar-free and Cola
- The brand value of Coca-Cola includes Lights, Diets and Zero

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**Methodology**

Working out the rankings

The brand value of Coca-Cola includes Lights, Diets and Zero.

The research covers 56 countries, comprising 30 of the world’s largest economies, as well as 26 emerging markets.

This is arrived at through a second inclusion.

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Fortieth, the financial value is separated out of the total earnings. This is arrived at through a second step.
## Chinese wares face struggle for acceptance

### Men to Men

**Market example:** Jing Qian, left, artistic director of Shang Xia, is aiming to export Chinese luxury worldwide.

Shang Xia has a strategy that combines the best of China with what is appealing to customers abroad. Much of the brand’s success comes down to the appeal of baijiu, traditionally served at Chinese banquets and holiday celebrations. But the spirit has never been exported in significant numbers outside China. Shang Xia will aim to change that.

**Moutai**

**Will the west swallow it?**

One up of Moutai, the world’s biggest producer of baijiu, is trying to shake off its old-fashioned image. Moutai’s chairman, Zhang Xu, 60, is trying to build a global brand around the traditional Chinese liquor. Moutai plans to promote its global ambitions in the coming months.

**Chuanxiao**

**Why not a super-cup brand?**

Moutai, the world’s biggest producer of Chinese baijiu, is trying to shake off its old-fashioned image. But the spirit has never been exported in significant numbers outside China. Moutai plans to promote its global ambitions in the coming months.

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### Women at director level help to make a marque

**Gender gap**

Jill Parkin looks at what barriers keep women from the boardroom mix.

**Chinese brand**

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### Chinese wares face struggle for acceptance

**Country focus**

It is hard to make a name for quality goods, writes Patti Waldemire.

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### The future of luxury

What Chinese Want

WPP subsidiary, says in his book "Shang Xia’s goal is to resurface luxury brand launched for modernising ancient Chinese heritage and having two or three boardrooms includes Burberry and LVMH. What Chinese Want/

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### Women in the boardroom

Not friendly to women will look back and look at a longer period of time.

Tom Draycott, chief exec of

The list of female-friendly companies with women on management boards includes Burberry and LVMH. What Chinese Want/
John Gapper

Bloomberg).

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg). This is an excerpt from a Bloomberg article by John Gapper. The original article was published in the Financial Times on May 21, 2012. The excerpt provides insights into the rankings of global brands and discusses the challenges faced by banks in the financial crisis. The article highlights the impact of the financial crisis on the global economy and the crisis's effects on banks, including the need for banks to diversify their operations and improve their risk management practices. The article also discusses the role of banks in the global economy and the importance of maintaining a strong reputation for financial stability and sound practices. The excerpt contains references to the Financial Times and the Financial Times (April 2012) for additional information.