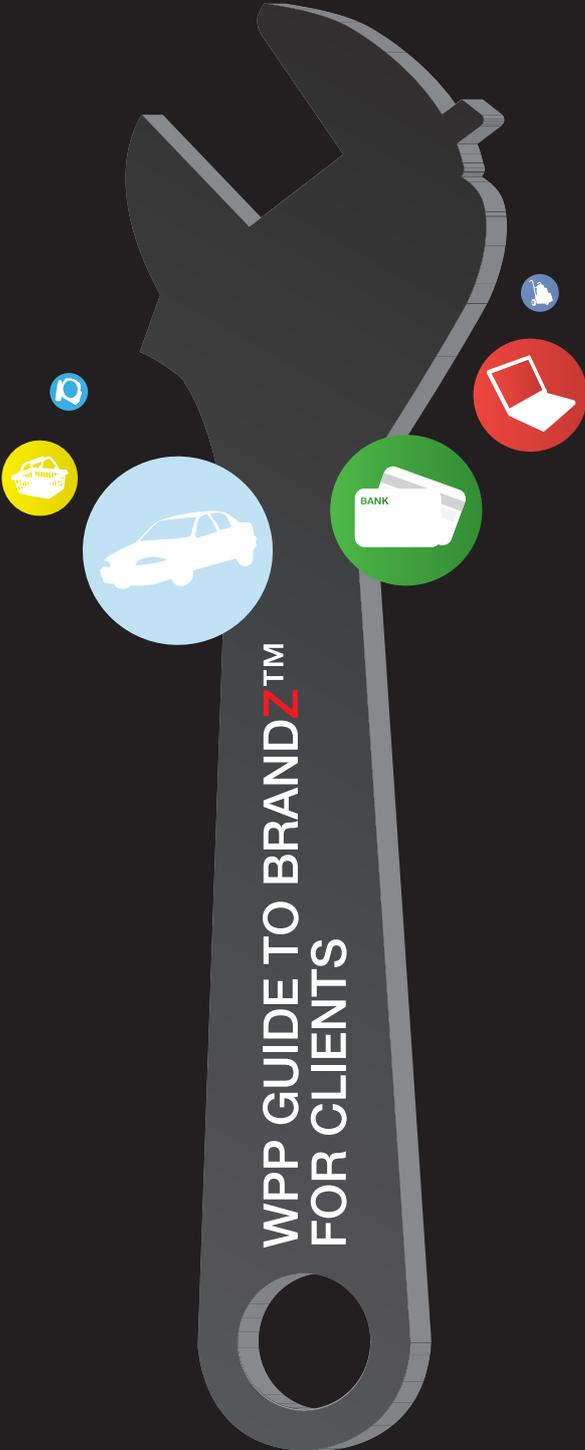


BRANDZ™

The World's Leading Brand Management Tool From WPP



WPP

This short guide aims to provide you with an introduction to BrandZ™...

including, how it works, what the outputs are and, how it can provide value for you.

What is BrandZ™?

BrandZ™ is a quantitative brand equity tool built on Millward Brown BrandDynamics™ methodology. Started in 1998 and repeated annually by Millward Brown on behalf of WPP.

BrandZ™ evaluates brand strength among category users who compare brands within a specific competitive frame. Thus, it gives you market dynamics based on the way consumers shop the category.

BrandZ™ results are proven to link with actual market share as well as future changes in market share through the Voltage™ score.

Results are available to current and potential clients exclusively via WPP owned companies.



Brands, Countries and Categories Covered



BrandZ™ is the largest brand equity database in the world...

11000+ brands, each covered on average of 6 countries, 41 countries covered in total by 2012.

Americas: Argentina, Brazil, Canada, Chile, Colombia, Mexico, USA

Asia: China, Hong Kong, Indonesia, India, Japan, Malaysia, Taiwan, Thailand, Vietnam, Israel, Saudi Arabia, South Korea

Europe: Belgium, Czech Republic, France, Greece, Hungary, Ireland, Italy, Norway, Poland, Russia, Sweden, Switzerland, Denmark, Germany, Netherlands, Spain, Turkey, UK

Rest of world: Australia, South Africa, Ghana, Kenya

BrandZ™ has covered more than 200 categories since the launch of the study.



FMCG

(Baby care, food and drink, household, health and beauty)



Services

(Banking, credit card providers)



Infrequently purchased

(Cars, insurance, cruising, televisions)



Retailers/ stores

(Grocery, convenience, apparel stores, furnishing)



IT and technology

(Hardware, software, mobile handsets and operators)



B2B Services

(IT Solutions, courier)



Digital

(Websites, ecommerce)

Why do you need BrandZ™?



BrandZ™ provides insight into brand health, management and development at a number of levels: brand analysis, market analysis, cross competitor analysis, cross country analysis, and analysis over time.

BrandZ™ facilitates informed decision making by providing metrics and diagnostics, which help you answer crucial marketing questions.

● Key Metric ○ Additional Metric

Why do you need BrandZ™?

In conjunction with The Financial Times, Millward Brown Optimor has developed the BrandZ™ Top 100 Most Powerful Brands, which is now in its sixth year.

It is the only study to combine measures of brand equity with a rigorous analysis of the financial and business performance of each company (using data from Bloomberg and Kantar Worldpanel) to separate the value that brand plays in driving business revenue and market capitalization.

The ranking takes into account regional variations since, even for truly global brands, measures of brand contribution might differ substantially across countries.

TOP BRANDS

		Brand Value \$M	Brand Value Growth vs 2010
1	Apple	153,285	+84%
2	Google	111,498	-2%
3	IBM	100,849	+17%
4	McDonald's	81,016	+23%
5	Microsoft	78,243	+2%
6	Coca Cola	73,752	+8%
7	AT&T	69,916	-
8	Marlboro	67,522	+18%
9	China Mobile	57,326	+9%
10	GE	50,318	+12%

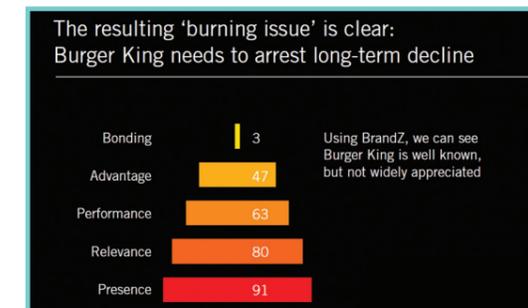
Case Study CHI & PARTNERS



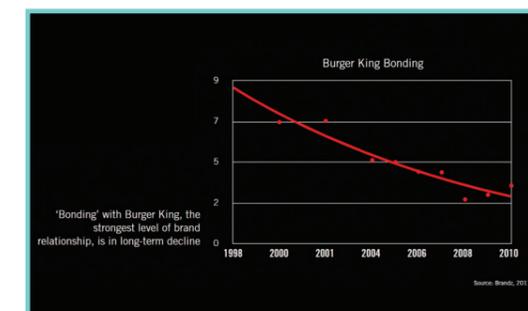
CHI & PARTNERS pitched for Burger King's advertising.

The main issues posed by Burger King were how to drive traffic and sales through new brand positioning.

BrandZ™ was incorporated in the pitch to bring to life and add numerical value, to the issues faced by Burger King:



Further analysis of the statements driving Advantage highlighted that taste perceptions were a strong communication route to base a reposition on.



The new communication route would lead to a new character for the brand.



BrandZ™ contributed to a substantial win for CHI O& PARTNERS, congratulations to all of the team!



Case Study MEC Global



|| Brandz is a great tool we use regularly at MEC to understand the mechanics of a product category in a market. Having the benefit of 10+ years of data is a significant advantage for long term trends, combined with more recent measures such as TrustR. This data helps us to quickly identify the issues and opportunities for the client's brand. ||

Stephan Bruneau, MEC, Global Director

Star (Italian tomato sauce)

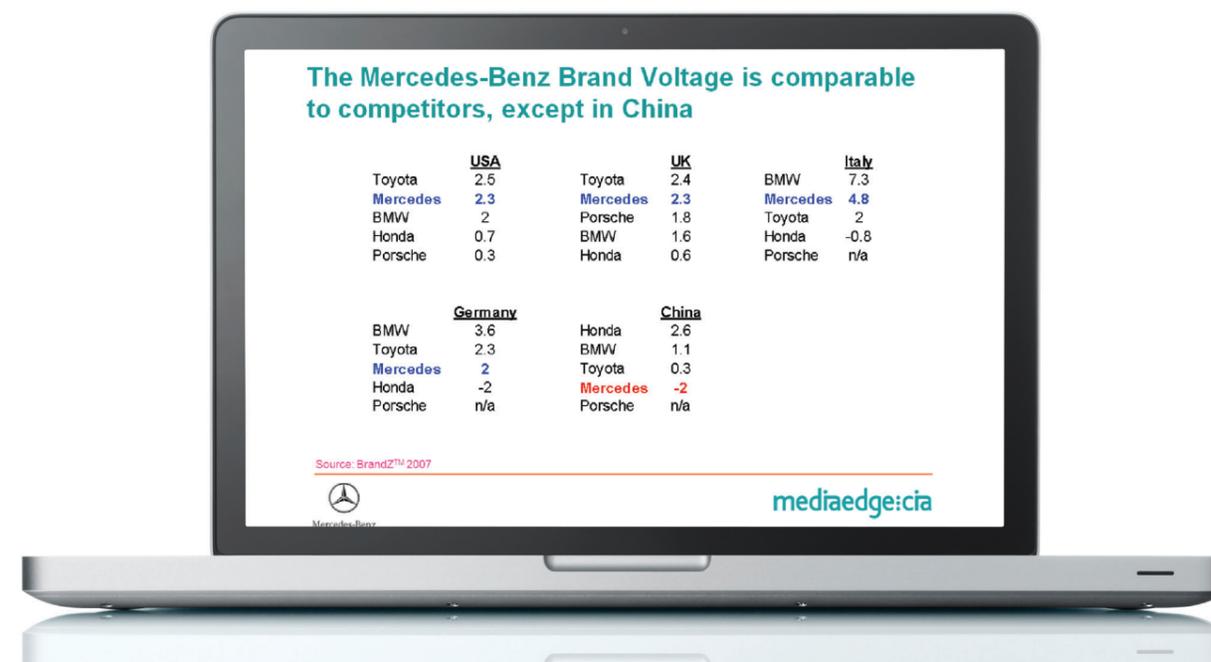
MECGLOBAL used the BrandZ™ Brand Funnel data to identify a bottleneck. Further analysis of image statements highlighted that the package wasn't differentiating the brand and this was contributing to the purchasing issues.

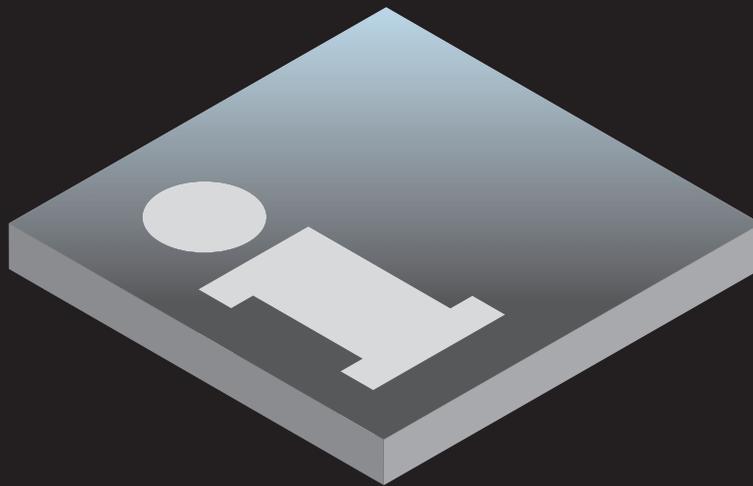
This provided Star with an actionable and validated outcome, and an area to target. Since changing the packaging Star have seen a positive surge in purchase intent

Mercedes

BrandZ™ was used to compile a cross market analysis of Mercedes which provided insight into areas of potential growth. BrandZ™ provided a wider scale of analysis and the numbers to back up the thoughts!

The MEC team use the full range of outputs from BrandZ, including the database download that allows them to conduct their own flexible analysis across a large number of client brands.





For more information about BrandZ™, or to discover more about BrandZ™ Top 100, please visit the BrandZ™ web site: www.brandz.com.
If you are interested in getting your brand(s) included in a BrandZ™ study, please contact your WPP agency.