



## ESBRAND 2012 TOP 100 SPANISH 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 – a Brand. So now 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 2010 the researches of brand evaluation covered other countries. This ranking «EsBrand 2012» is the second ranking of the Spanish brands, compiled by our agency under the Top National Brands project.

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

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	Brand	Value	Industry
1	Zara	15227	Clothing & Fashion
2	Movistar	11128	Telecommunication
3	Santander	7813	Financial services
4	Telefónica	6488	Telecommunication
5	BBVA	2376	Financial services
6	Repsol	2106	Energy
7	Estrella Damm	1580	Brewing
8	MANGO	1443	Clothing & Fashion
9	la Caixa	1421	Financial services
10	Chupa Chups	1067	Confectionary
11	Mirinda	997	Beverages
12	El Corte Inglés	946	Retail
13	Banco Popular	921	Financial services
14	SEAT	732	Automotive
15	Mahou	644	Brewing
16	Mercadona	638	Retail
17	Gallina Blanca	599	Foods
18	Eroski	556	Retail
19	Rio Tinto	505	Mining
20	San Miguel	504	Brewing
21	Mapfre	397	Insurance
22	Damm	349	Brewing
23	Banesto	336	Financial services
24	Caja Madrid	328	Financial services
25	Bershka	323	Clothing & Fashion

	Brand	Value	Industry
26	Freixenet	319	Foods
27	Smint	317	Confectionary
28	Telepizza	302	HoReCa
29	Banco Sabadell	296	Financial services
30	Bertolli	290	Foods
31	Panoramio	288	Internet
32	Endesa	274	Energy
33	Festina	269	Clothing & Fashion
34	Campofrío	255	Foods
35	Leche Pascual	247	Foods
36	Borges	240	Foods
37	El País	231	Media
38	Coronas	227	Alcohol
39	Panda	218	Software
40	Torres	209	Alcohol
41	FC Barcelona	208	Sport
42	Osborne	204	Alcohol
43	Felix Solis	199	Foods
44	Real Madrid	198	Sport
45	Loewe	197	Clothing & Fashion
46	Cola Cao	196	Beverages
47	Moritz	192	Brewing
48	La Lechera	190	Foods
49	Fagor	185	Household equipment
50	Massimo Dutti	184	Clothing & Fashion

	Brand	Value	Industry
51	Yoigo	180	Telecommunication
52	Springfield	177	Clothing & Fashion
53	Oscar Mayer	176	Foods
54	Bancaja	173	Financial services
55	Dia	167	Retail
56	La Espacola	151	Foods
57	Carbonell	149	Foods
58	Cinco Jotas	138	Foods
59	Lacasa	137	Confectionary
60	Tous	133	Clothing & Fashion
61	Caprabo	131	Retail
62	Hipercor	130	Retail
63	Xibeca	129	Brewing
64	Bankinter	126	Financial services
65	Lladró	125	Furniture
66	Oysho	119	Clothing & Fashion
67	Revilla	118	Foods
68	La Casera	116	Beverages
69	Carrera y Carrera	113	Clothing & Fashion
70	Navidul	112	Foods
71	Licor 43	111	Foods
72	Puleva	109	Foods
73	Tikalo	108	Alcohol
74	Barbadillo	105	Foods
75	Gallo	103	Foods

	Brand	Value	Industry
76	Calvo	102	Foods
77	Valdamor	101	Alcohol
78	NH Hoteles	100	HoReCa
79	Cinfa	99	Pharmacy
80	Font d'Or	98	Foods
81	Joma	97	Clothing & Fashion
82	Televes	96	Telecommunication
83	Ursa	95	Construction materials
84	Pescanova	92	Foods
85	Goya	91	Foods
86	Valderrama	90	Foods
87	Tio Pepe	89	Foods
88	Armand Basi	88	Cosmetics
89	Kelme	87	Clothing & Fashion
90	Vichy Catalan	86	Foods
91	Elposo	85	Foods
92	Pull & Bear	84	Clothing & Fashion
93	Iberia	83	Transport
94	El Caserio	82	Foods
95	Koipe	81	Foods
96	Lepanto	80	Foods
97	Cuetara	79	Foods
98	Raimat	78	Alcohol
99	Iberdrola	77	Energy
100	Renfe	76	Travel

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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