

# POLBRAND 2011

## TOP 100 POLISH BRANDS

# About the PolBrand

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.

Today the brand is often the biggest and very valuable assets, 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 Poland was created.

The main task of the rating PolBrand 2011 was to determine the 100 most expensive Polish 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 Poland or for Polish goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Poland 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	Belvedere	1 227		Alcohol
2	PZU	1 202		Insurance
3	Orlen	1 125		Oil & Fuels
4	Żubrówka	689		Alcohol
5	E.Wedel	501		Confectionary
6	Era	498		Telecommunication
7	Żywiec	491		Brewing
8	Absolwent	423		Alcohol
9	Tyskie	355		Brewing
10	Pudliszki	309		Foods
11	PKO	307		Financial services
12	Lech	279		Brewing
13	Sobieski	272		Alcohol
14	Polmos	243		Alcohol
15	Pekao	237		Financial services
16	Biedronka	229		Retail
17	Wawel	223		Confectionary
18	Mlekovita	211		Milk
19	Luksusowa	201,5		Alcohol
20	Tymbark	198		Beverages

# TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 Tatra	194,5		Brewing
22 Soplica	193		Alcohol
23 Lukas Bank	189,5		Financial services
24 Hortex	188,5		Foods
25 Reserved	178		Clothing & Fashion
26 Piątnica	176		Milk
27 Wyborowa	172		Alcohol
28 Morliny	167,5		Foods
29 Winiary	165		Foods
30 Lubella	154		Foods
31 Harnaś	144,5		Brewing
32 Olej Kujawski	143		Foods
33 Nałęczowianka	142		Beverages
34 Bakoma	141		Milk
35 Łaciate	139,5		Milk
36 Warka	135,5		Brewing
37 Bank Millennium	133		Financial services
38 Sokołów	132		Foods
39 Kasztelan	131,5		Brewing
40 Gatta	129		Clothing & Fashion

# TOP 100 41 - 60

Brand	Value, mln.\$	Logo	Industry
41 Warta	128		Insurance
42 TVN	126		Media
43 Apart	122,5		Jewelry
44 Mleko Łowickie	119		Milk
45 Wólczanka	117		Clothing & Fashion
46 Diverse	116,5		Clothing & Fashion
47 LOT	115		Transport
48 Bella	114		Hygiene goods
49 Jutrzenka	111,5		Confectionary
50 Telekomunikacja Polska	109		Telecommunication
51 Dębowe Mocne	103,5		Brewing
52 Amica	103		Household equipment
53 Bank BPH	101		Financial services
54 Goplana	99,5		Confectionary
55 Krakus	98,5		Foods
56 Żubr	98,2		Brewing
57 Cersanit	98		Construction materials
58 Empik	97,4		Retail
59 Black Red White	95		Furniture
60 Koral	94,5		Foods

# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Okocim	90		Brewing
62 Rolnik	89,5		Foods
63 Amino	89		Foods
64 TVP	88,5		Media
65 Cisowianka	87		Beverages
66 Café Prima	83,7		Coffee
67 Bakalland	83		Foods
68 Drosed	81,4		Foods
69 Kamis	79		Foods
70 Bliska	77,5		Oil & Fuels
71 Prymat	77,3		Foods
72 Łowicz	76,2		Foods
73 W.Kruk	76		Jewelry
74 Smyk	73,4		Clothing & Fashion
75 Ludwik	71,2		Household chemistry
76 Rama	71		Foods
77 E	70,8		Household chemistry
78 Zelmer	70		Household equipment
79 Fortuna	68,9		Beverages
80 Key	68,6		Clothing & Fashion

# TOP 100 81 - 100

	Brand	Value, mln.\$	Logo	Industry
81	CCC	67		Clothing & Fashion
82	Luksja	66,4		Cosmetics
83	Kubuś	65,8		Beverages
84	Cropp	65,5		Clothing & Fashion
85	Rzeczpospolita	65		Media
86	Sphinx	63,4		HoReCa
87	Kupiec	61,4		Foods
88	Atlantic	61		Clothing & Fashion
89	Woseba	60,3		Coffee
90	Delma	59,8		Foods
91	Saga	59,6		Foods
92	Lotos	59		Oil & Fuels
93	Dębica	57,5		Chemistry
94	Polskie Młyny	56,6		Alcohol
95	Canpol babies	55		Toys
96	Wojak	54,5		Brewing
97	Podravka	53,7		Foods
98	AA Cosmetics	53		Cosmetics
99	Łomża	52,4		Brewing
100	Śnieżka	52		Construction materials

# Conclusions

The rating PolBrand 2011 is the 16-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  
+380 44 3614647

[www.mppconsulting.com.ua](http://www.mppconsulting.com.ua)  
[office@mppconsulting.com.ua](mailto:office@mppconsulting.com.ua)