



# ESBRAND 2011

A black and white photograph of a bullfight scene. A bull is running across a sandy arena, and a matador in traditional attire is standing in the foreground, facing the bull. A large, dark shadow of the bull is cast on the sand. In the background, a large, light-colored object, possibly a matador's cape, is visible.

## TOP 100 SPANISH BRANDS



## About the EsBrand

Regardless the globalization, every country always has its own national brands that sometimes could be much stronger and more popular inside the country, that 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 Spain was created.

The main task of the rating EsBrand 2011 was to determine the 100 most expensive Spanish 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 Spain or for Spanish goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Spain was the main criterion for selection of brands (trademarks), assessed in rating.

\* All rights to brands and trademarks mentioned or referred to in the ranting 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	Zara	14 551		Clothing & Fashion
2	Movistar	11 448		Telecommunication
3	Santander	7 573		Financial services
4	Telefónica	6 150		Telecommunication
5	BBVA	2 770		Financial services
6	Repsol	2 410		Energy
7	Estrella Damm	1 482		Brewing
8	MANGO	1 350		Clothing & Fashion
9	la Caixa	1 327		Financial services
10	Mirinda	1 020		Beverages
11	Chupa Chups	1 001		Confectionary
12	Banco Popular	965		Financial services
13	El Corte Inglés	903		Retail
14	SEAT	790		Automotive
15	Gallina Blanca	634		Foods
16	Mahou	625		Brewing
17	Mercadona	600		Retail
18	Rio Tinto	593		Mining
19	Eroski	508		Retail
20	San Miguel	493		Brewing

# TOP 100 21 - 40

Brand	Value, mln.\$	Logo	Industry
21 Mapfre	416		Insurance
22 Damm	331		Brewing
23 Panda	320		Software
24 Caja Madrid	302		Financial services
25 Endesa	299		Energy
26 Banesto	297		Financial services
27 Freixenet	291		Alcohol
28 Banco Sabadell	280		Financial services
29 Telepizza	277		HoReCa
30 Festina	263		Clothing & Fashion
31 Panoramio	262		Internet
32 Bertolli	258		Foods
33 El País	250		Media
34 Campofrío	248		Foods
35 Felix Solis	241		Foods
36 Cola Cao	235		Beverages
37 Leche Pascual	229		Foods
38 Loewe	226		Clothing & Fashion
39 Smint	219		Confectionary
40 Osborne	216		Alcohol

# TOP 100 41 - 60





















Brand	Value, mln.\$	Logo	Industry
41 Moritz	213		Brewing
42 Massimo Dutti	204	Massimo Dutti	Clothing & Fashion
43 Torres	203	TORRES 	Alcohol
44 FC Barcelona	202		Sport
45 Bershka	201	Bershka	Clothing & Fashion
46 Lacasa	198		Confectionary
47 Borges	194		Foods
48 Bancaja	188		Financial services
49 Real Madrid	186		Sport
50 Tous	178		Clothing & Fashion
51 Yoigo	177	yoigo	Telecommunication
52 La Lechera	175		Foods
53 Dia	173	Dia	Retail
54 Fagor	158	FAGOR 	Household equipment
55 Lladró	152		Furniture
56 Revilla	144		Foods
57 Oscar Mayer	143		Foods
58 Carbonell	135	Carbonell	Foods
59 Cinco Jotas	133		Foods
60 Valdamor	132		Alcohol



# TOP 100 61 - 80

Brand	Value, mln.\$	Logo	Industry
61 Springfield	126		Clothing & Fashion
62 Xibeca	117		Brewing
63 Bankinter	115		Financial services
64 Caprabo	114		Retail
65 Oysho	112		Clothing & Fashion
66 Barbadillo	111		Alcohol
67 Calvo	110		Foods
68 Cinfa	109		Pharmacy
69 Joma	108		Clothing & Fashion
70 Carrera y Carrera	107		Clothing & Fashion
71 Iberia	106		Transport
72 Roca	105		Construction materials
73 Acciona	104		Energy
74 La Casera	103		Beverages
75 Hipercor	102		Retail
76 Prosegur	101		Security
77 Armand Basi	100		Cosmetics
78 Televes	99		Telecommunication
79 Navidul	98		Foods
80 Camper	97		Clothing & Fashion

# TOP 100 81 - 100

Brand	Value, mln.\$	Logo	Industry
81 Gallo	96		Foods
82 Iberdrola	95		Energy
83 Nocilla	94		Foods
84 Renfe	93		Travelling
85 Correos	92		Logistics
86 Santiveri	91		Foods
87 Pescanova	90		Foods
88 Puleva	89		Foods
89 NH	88		HoReCa
90 Licor 43	87		Foods
91 Font d'Or	86		Foods
92 Goya	85		Foods
93 Valderrama	84		Foods
94 Raimat	83		Alcohol
95 Cortefiel	82		Clothing & Fashion
96 Cuatro	81		Media
97 Cuetara	80		Foods
98 La Pira	79		Foods
99 Vichy Catalan	78		Foods
100 Amadeus	77		Software





## Conclusions

The rating EsBrand 2011 is the 14-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)