



FRANBRAND 2012

TOP 100 FRENCH 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 «FranBrand 2012» is the third ranking of the French 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	Louis Vuitton	16590	Clothing & Fashion
2	AXA	6604	Insurance
3	Christian Dior	4432	Clothing & Fashion
4	President	3566	Foods
5	Crédit Agricole	3214	Financial services
6	Auchan	3167	Retail
7	Hennessy	3140	Alcohol
8	L'Oréal	3056	Cosmetics
9	Chanel	2916	Clothing & Fashion
10	Michelin	2860	Chemistry
11	Moët & Chandon	2764	Alcohol
12	Total	2570	Oil & Fuels
13	Perrier	2509	Beverages
14	Renault	2237	Automotive
15	BNP Paribas	2230	Financial services
16	Tefal	2146	Household equipment
17	SFR	2088	Telecommunication
18	Peugeot	2032	Automotive
19	Carrefour	1935	Retail
20	Actimel	1854	Milk
21	Citroën	1552	Automotive
22	Société Générale	1334	Financial services
23	Evian	1297	Beverages
24	BiC	1286	Hygiene goods
25	Rémy Martin	1231	Alcohol

	Brand	Value	Industry
26	Lactalis	1179	Foods
27	Martell	1134	Alcohol
28	Activia	1089	Milk
29	Crédit Lyonnais	1072	Financial services
30	Courvoisier	1017	Alcohol
31	YvesSaintLaurent	1013	Clothing & Fashion
32	Alcatel	983	Telecommunication
33	Yoplait	971	Milk
34	Axe	958	Cosmetics
35	Canal+	925	Media
36	Cartier	920	Clothing & Fashion
37	Nina Ricci	883	Cosmetics
38	Dom Pérignon	877	Alcohol
39	Leroy Merlin	850	Retail
40	Hermès	822	Clothing & Fashion
41	Danone	790	Milk
42	Cif	786	Household chemistry
43	Badoit	766	Beverages
44	Bonduelle	748	Foods
45	Lacoste	731	Clothing & Fashion
46	Ricard	724	Alcohol
47	Veuve Clicquot Porsandi	718	Alcohol
48	Carte Noire	698	Coffee
49	E.Leclerc	693	Retail
50	Air France	688	Transport

	Brand	Value	Industry
51	Garnier	684	Cosmetics
52	Kronenbourg 1664	680	Brewing
53	Miko	675	Foods
54	Moulinex	671	Household equipment
55	Simply Market	649	Retail
56	France Télécom	627	Telecommunication
57	Givenchy	597	Clothing & Fashion
58	Pernod	591	Alcohol
59	Bugatti	558	Automotive
60	Intermarché	553	Retail
61	OMO	544	Household chemistry
62	Vichy	507	Cosmetics
63	Fashion TV	503	Media
64	Volvic	496	Beverages
65	Bouygues Telecom	493	Telecommunication
66	Airbus	490	Aerospace
67	Franprix	484	Retail
68	Rowenta	478	Household equipment
69	Elf	466	Oil & Fuels
70	Otard	431	Alcohol
71	TV5	416	Media
72	Casino	400	Retail
73	Fischer	398	Brewing
74	Perfect 1864	377	Alcohol
75	Lancôme	373	Cosmetics

	Brand	Value	Industry
76	Le Monde	364	Media
77	Monoprix	356	Retail
78	Gauloises	342	Tobacco
79	Camus	331	Alcohol
80	Krug	320	Alcohol
81	Alsa	298	Foods
82	Capgemini	287	Consulting
83	S.T.Dupont	274	Clothing & Fashion
84	Sephora	245	Retail
85	Le Figaro	233	Media
86	Gaultier	221	Clothing & Fashion
87	Motul	212	Oil & Fuels
88	Caprice des Dieux	189	Milk
89	Leader Price	182	Retail
90	Cointreau	177	Alcohol
91	Guerlain	172	Cosmetics
92	Écomarché	146	Retail
93	Ed	145	Retail
94	Chaumet	140	Jewelry
95	Doux	138	Foods
96	Cacharel	134	Clothing & Fashion
97	L'Occitane	133	Cosmetics
98	Elle & Vire	132	Milk
99	Céline	131	Clothing & Fashion
100	Netto	130	Retail

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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