



# KORBRAND 2011

A large, dark-colored statue of King Sejong stands on a tall, rectangular stone pedestal. The statue depicts the king in traditional Korean attire, holding a scroll. The pedestal has vertical inscriptions in Korean. In the foreground, a large fountain with many water jets is active. The background shows a modern building on the left and a mountainous landscape under a cloudy sky.

## TOP 50 KOREAN BRANDS



## About the KorBrand

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 South Korea was created.

The main task of the rating KorBrand 2011 was to determine the 50 most expensive Korean 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 Korea or for Korean goods (services), although how much later they became known at national or global levels. The geographical origin of brands from Korea 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.



# Methodology

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 50 1 - 18

Brand	Value, mln.\$	Logo	Industry
1 Samsung	31 420		Electronics
2 Hyundai	8 523		Automotive
3 LG	7 260		Electronics
4 Kumho	1 170		Chemistry
5 KIA	1 016		Automotive
6 Hankook	981		Chemistry
7 ZIC	702		Oil & Fuels
8 KEB	638		Financial services
9 KT	563		Telecommunication
10 SK Telecom	511		Telecommunication
11 Shinsegae	471		Retail
12 Asiana Airlines	412		Transport
13 Milkis	403		Beverages
14 Cass	381		Brewing
15 Kookmin Bank	366		Financial services
16 Orion	357		Confectionary
17 Daewoo	347		Electronics
18 Busan Bank	332		Financial services



# TOP 50 19 - 36

	Brand	Value, mln.\$	Logo	Industry
19	Korean Air	324		Transport
20	Heungkuk	307		Insurance
21	Arirang	302		Media
22	Shinhan Bank	291		Financial services
23	SsangYong	288		Automotive
24	Hynix	257		Electronics
25	Hanjin	234		Logistics
26	Interpark	211		Retail
27	Nexen	204		Chemistry
28	POSCO	199		Metallurgy
29	Sokenbicha	187		Beverages
30	Glaceau	181		Beverages
31	Hansol	174		Electronics
32	Kyobo	163		Insurance
33	Laneige	138		Cosmetics
34	KBS	122		Media
35	Hollys Coffee	119		Foods
36	Mamonde	114		Cosmetics



# TOP 50 37 - 50

Brand	Value, mln.\$	Logo	Industry
37 IBK	113		Financial services
38 Skin Food	111		Cosmetics
39 Hitejinro	110		Alcohol
40 Wooribank	109		Financial services
41 CJ	108		Media
42 Bohae	106		Brewing
43 Crown	105		Confectionary
44 Seoul Milk	104		Foods
45 Hana Bank	103		Financial services
46 IOPE	102		Cosmetics
47 YTN	101		Media
48 SKC	100		Chemistry
49 Ottogi	99		Foods
50 WisePower	98		Electronics



## Conclusions

The rating KorBrand 2011 is the 15-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.

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