



NL BRAND 2012

TOP 100
DUTCH 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 the value of the brand was spread to other countries. This ranking «NLBrand 2012» is the first ranking of the Dutch 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	Shell	20933	Oil & Fuels
2	Philips	12850	Electronics
3	ING	7955	Financial services
4	Heineken	7130	Brewing
5	Rabobank	6980	Financial services
6	Spar	5124	Retail
7	Unilever	3360	Household chemistry
8	Dove	1268	Hygiene goods
9	Douwe Egberts	1118	Coffee
10	KPN	1093	Telecommunication
11	TNT	1026	Logistics
12	Aegon	991	Insurance
13	Mentos	944	Confectionary
14	Grolsch	919	Brewing
15	Nutricia	872	Foods
16	KLM	823	Transport
17	Bavaria	760	Brewing
18	Pickwick	617	Tea
19	Delta Lloyd	593	Insurance
20	Fortis	584	Financial services
21	Amstel	524	Brewing
22	Calvé	517	Foods
23	Gall & Gall	501	Retail
24	DAF	495	Automotive
25	Leerdammer	490	Milk

	Brand	Value	Industry
26	ABN AMRO	471	Financial services
27	Etos	438	Retail
28	Achmea	423	Financial services
29	Albert Heijn	399	Retail
30	Lebara	377	Telecommunication
31	Ahold	358	Retail
32	Coop	248	Retail
33	Eureko	231	Insurance
34	Randstad	229	Business services
35	EMTÉ	218	Retail
36	Akzo Nobel	206	Chemistry
37	De Ruijter	202	Confectionary
38	De Kuyper	196	Alcohol
39	Campina	193	Foods
40	Nutrilon	188	Foods
41	C1000	177	Retail
42	Brunel	158	Telecommunication
43	Endemol	138	Media
44	C&A	137	Clothing & Fashion
45	Ziggo	132	Telecommunication
46	Cup-a-Soup	126	Foods
47	Kruidvat	123	Retail
48	Essent	121	Energy
49	TomTom	119	Electronics
50	Plus Markt	117	Retail

	Brand	Value	Industry
51	Friesland Bank	115	Financial services
52	Xenos	111	Retail
53	Praxis	108	Retail
54	Ketel One	107	Alcohol
55	Conimex	105	Foods
56	CZ	104	Insurance
57	Nutreco	102	Foods
58	Wolters Kluwer	101	Publishing
59	Draka	99	Construction materials
60	Bol.com	98	Retail
61	Digros	97	Retail
62	Vredestein	96	Chemistry
63	Jumbo	95	Retail
64	Bruna	92	Retail
65	Bols Liqueurs	91	Alcohol
66	ASN Bank	89	Financial services
67	Leaseplan	88	Financial services
68	Senseo	87	Coffee
69	OHRA	86	Financial services
70	V&D	85	Retail
71	Hunkemöller	84	Retail
72	Aalberts Industries	82	Insurance
73	NXP	81	Electronics
74	Vopak	80	Energy
75	Spyker	79	Automotive

	Brand	Value	Industry
76	Arcadis	78	Professional services
77	Van Lanschot Bankiers	76	Financial services
78	Reed Elsevier	74	Media
79	Ditzo	73	Financial services
80	Heijmans	72	Construction materials
81	Interpolis	71	Insurance
82	Domo	70	Retail
83	Verkade	69	Foods
84	Hema	67	Retail
85	Menzis	66	Financial services
86	Zilveren Kruis	64	Financial services
87	Telegraaf	63	Media
88	ANWB	62	Travel
89	De Bijenkorf	61	Retail
90	Remia	60	Foods
91	Efteling	59	Travel
92	Marktplaats.nl	58	Services
93	Unox	57	Foods
94	Wehkamp	56	Retail
95	Wieckse	55	Alcohol
96	Bolletje	54	Foods
97	Princess	53	Household equipment
98	Royal Wessanen	52	Foods
99	Gaastra	51	Clothing & Fashion
100	Mediq	50	Pharmacy

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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