



FRANBRAND 2010 TOP 100 FRENCH BRANDS

MPP Consulting agency presents the first rating of French Brands.

The main objective of the rating FranBrand 2010 was to determine the TOP 100 most expensive French Brands, as well as their current market value, based on the performance of companies brand-owners, their market position and opportunities of companies and their brands.

In current conditions of the world economy, rather important aspect of business for each company is the presence of a strong brand, which allows a company to retain a substantial market share, as well as to enable the company to develop actively and distribute their products for new markets.

As a rule, brand is one of the most expensive of assets of a large global company in its total value compared with manufacturing facilities or other tangible or intangible assets.

The rating FranBrand 2010 includes only the brands created in France or for the French goods (services). Geographical origin of brands to France was the main criterion for selection of brands that were evaluated in the 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, that show the market conditions that influence the brands, possible threats and perspectives of every industries development.

This methodology is based on analysis of factors influencing the market value of the brand: the company's position in the market, consumer value of the brand, as well as factors that show the trends of the company and its brand.

Brand value calculation formula:

$$Vb = Pt * Fc * (Qi * Qc * Qf * Qm) * Uid$$

Vb – brand value

Pt – static coefficient

Fc – composite financial index

Qi – investments coefficient

Qc – geographical coefficient

Qf – technique coefficient

Qm - competitive coefficient

Uid – unique ID

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 Rank 1-20

	Brand	Value, mln.\$	Logo	Industry
1	Louis Vuitton	12 500	LOUIS VUITTON	Clothing & Fashion
2	Orange	6 500		Telecoms
3	AXA	4 800		Insurance
4	Christian Dior	3 720	Dior	Clothing & Fashion
5	Crédit Agricole	3 650		Financial services
6	Hennessy	3 200	Hennessy COGNAC	Alcohol
7	Moët & Chandon	2 850	MOËT & CHANDON CHAMPAGNE	Alcohol
8	President	2 770		Foods
9	L'Oréal	2 720	L'ORÉAL	Cosmetics
10	BNP Paribas	2 450		Financial services
11	Auchan	2 360		Retail
12	Renault	2 250		Automotive
13	SFR	2 120		Telecoms
14	Chanel	2 000		Clothing & Fashion
15	Peugeot	1 860		Automotive
16	Carrefour	1 730		Retail
17	Société Générale	1 480		Financial services
18	Citroën	1 420		Automotive
19	Total	1 370		Oil & Fuels
20	Crédit Lyonnais	1 320		Financial services

TOP 100 Rank 21-40

	Brand	Value, mln.\$	Logo	Industry
21	Michelin	1 285		Chemistry
22	Tefal	1 210		Household equipment
23	Actimel	1 180		Foods
24	Rémy Martin	1 140		Alcohol
25	Perrier	1 120		Drinks
26	Alcatel	1 100		Telecoms
27	Canal+	1 050		Media
28	Evian	1 020		Drinks
29	Courvoisier	1 000		Alcohol
30	Martell	990		Alcohol
31	Cartier	900		Clothing & Fashion
32	Simply Market	850		Retail
33	Activia Danone	841		Foods
34	Axe	811		Cosmetics
35	YvesSaintLaurent	800		Clothing & Fashion
36	Dom Pérignon	795		Alcohol
37	Leroy Merlin	777		Retail
38	Veuve Clicquot Porsandin	775		Alcohol
39	Air France	750		Transport
40	Vivendi	733		Telecoms





















TOP 100 Rank 41-60

	Brand	Value, mln.\$	Logo	Industry
41	E.Leclerc	712		Retail
42	Hermès	705		Clothing & Fashion
43	GDF Suez	650		Energy
44	Ricard	638		Alcohol
45	Lacoste	626		Clothing & Fashion
46	Airbus	610		Engineering
47	OMO	602		Household chemistry
48	France Télécom	600		Telecoms
49	Revlon	595		Cosmetics
50	Pernod	590		Alcohol
51	Miko	567		Foods
52	Carte Noire	559		Coffee
53	Bouygues Telecom	512		Telecoms
54	Intermarché	498		Retail
55	Kronenbourg 1664	472		Beer
56	Orard	455		Alcohol
57	Franprix	450		Retail
58	La Poste	442		Delivery
59	Badoit	419		Drinks
60	Danone	400		Foods

TOP 100 Rank 61-80

	Brand	Value, mln.\$	Logo	Industry
61	Moulinex	394		Household equipment
62	TV5	388		Media
63	Lafarge	377		Construction
64	Vichy	373		Cosmetics
65	Camus	356		Alcohol
66	Gauloises	347		Tobacco
67	Rowenta	334		Household equipment
68	S.T.Dupont	318		Clothing & Fashion
69	Krug	315		Alcohol
70	Elf	311		Oil & Fuels
71	Lancôme	305		Cosmetics
72	Le Monde	300		Media
73	Capgemini	290		Consulting
74	Volvic	277		Drinks
75	Sanofi Aventis	270		Pharmacy
76	Garnier	262		Cosmetics
77	Le Figaro	250		Media
78	Lagardère	241		Media
79	Monoprix	231		Retail
80	Dragon Bleu	228		Alcohol

TOP 100 Rank 81-100

	Brand	Value, mln.\$	Logo	Industry
81	Alsa	227		Foods
82	Boucheron	222		Jewelry
83	Givenchy	220		Clothing & Fashion
84	Perfect 1864	210		Alcohol
85	EDF	199		Energy
86	Bouygues	188		Construction
87	Jean-Marc XO	171		Alcohol
88	Leader Price	168		Retail
89	Cacharel	155		Clothing & Fashion
90	Chaumet	133		Jewelry
91	Harry's	117		Foods
92	Sephora	110		Retail
93	Céline	107		Clothing & Fashion
94	Saint-Gobain	102		Construction
95	Château d'Yquem	101		Alcohol
96	Guerlain	99		Cosmetics
97	Amora	98		Foods
98	Les Echos	97		Media
99	Trimbach	96		Alcohol
100	Vinci	95		Construction

Conclusion

The rating FranBrand 2010 is the 7th rating of the project TOP National Brands, launched in 2010, and is the first rating of French Brands.

Methodology of brands evaluation, created by our agency and applied in TOP National Brands project, allow to consider all the parameters that define the real market value of each brand, and provides an opportunity to identify and create a list of the most expensive national brands in each country.

We hope that this rating will allow companies and investors to be guided in the national market and also in the global and strongly competitive markets, and to determine for themselves the ways of further effective development of their brands and business.

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