



 DOLCE & GABBANA










 ZANUSSI






 FENDI
 Alitalia

ITAL BRAND 2010

TOP-100 Italian Brands

S.PELLEGRINO

Real care fiducia.
 IVECO

 GIORGIO ARMANI



 PRADA

 ITALY'S FAVORITE COFFEE




 UNITED COLORS
 OF BENETTON









About

MPP Consulting agency presents the first rating of Italian Brands.

The main objective of the ItalBrand-2010 rating was to determine the TOP-100 most expensive Italian 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.

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

As a rule, for a large global company's brand is one of the most expensive of its assets in the total value of the company compared with manufacturing facilities or other tangible or intangible assets. And this trend continues to grow every year.

Rating ItalBrand-2010 includes only brands that were created in Italy or for Italian goods (services). Geographical origin of brands to Italy 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 rankings 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, 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	Branch
1 Ferrari	5200		Automotive
2 Gucci	4500		Clothing & Fashion
3 Prada	4220		Clothing & Fashion
4 Giorgio Armani	3940		Clothing & Fashion
5 Martini	2700		Alcohol
6 Dolce & Gabbana	2220		Clothing & Fashion
7 Bulgari	2150		Clothing & Fashion
8 Chicco	1950		Clothing & Fashion
9 Benetton	1480		Clothing & Fashion
10 Barilla	1440		Foods
11 Diesel	1120		Clothing & Fashion
12 Generali	1100		Insurance
13 Pirelli	1000		Chemistry
14 Bugatti	830		Automotive
15 Alfa Romeo	800		Automotive
16 Maserati	770		Automotive
17 Nutella	766		Foods
18 FIAT	750		Automotive
19 Versace	722		Clothing & Fashion
20 Santal	632		Drinks

TOP-100 Rank 21-40

Brand	Value, mln.\$	Logo	Branch	
21	Valentino	625		Clothing & Fashion
22	S.Pellegrino	610		Drinks
23	Galbani	570		Foods
24	Nastro Azzuro	555		Beer
25	Lavazza	530		Coffee
26	Lamborghini	525		Automotive
27	Salvatore Ferragamo	510		Clothing & Fashion
28	Indesit	500		Household equipment
29	Telecom Italia	480		Telecoms
30	Lactis	472		Foods
31	Lancia	470		Automotive
32	Cinzano	465		Alcohol
33	Fila	460		Clothing & Fashion
34	Aprilia	455		Automotive
35	Illy	445		Coffee
36	Parmalat	440		Foods
37	San Benedetto	430		Drinks
38	Zanussi	427		Household equipment
39	Lotto	415		Clothing & Fashion
40	UniCredit	350		Banks

TOP-100 Rank 41-60

Brand	Value, mln.\$	Logo	Branch
41 Moretti	345		Beer
42 Disaronno	331		Alcohol
43 Agip	329		Oils & Fuels
44 Ariston	325		Household equipment
45 Ducati	320		Automotive
46 Iveco	315		Automotive
47 Intesa Sanpaolo	305		Banks
48 De' Longhi	303		Household equipment
49 Peroni	302		Beer
50 Diadora	300		Clothing & Fashion
51 Ichnusa	276		Beer
52 Juventus	270		Football
53 Ferrero	250		Foods
54 Campari	244		Alcohol
55 Mediobanca	236		Banks
56 Divella	228		Foods
57 Brioni	215		Clothing & Fashion
58 Candy	210		Household equipment
59 Colavita	200		Foods
60 Cerruti 1881	198		Clothing & Fashion

TOP-100 Rank 61-80

	Brand	Value, mln.\$	Logo	Branch
61	Moschino	196		Clothing & Fashion
62	Tiscali	183		Telecoms
63	Ermenegildo Zegna	180		Clothing & Fashion
64	Carnini	178		Foods
65	Fendi	175		Clothing & Fashion
66	Gianfranco Ferré	166		Clothing & Fashion
67	Roberto Cavalli	165		Clothing & Fashion
68	Centrale Latte Roma	153		Foods
69	Italdesign	150		Automotive
70	Roma	148		Football
71	Sparco	146		Equipment
72	Blumarine	144		Clothing & Fashion
73	Keglevich	131		Alcohol
74	Alitalia	124		Transport
75	Sole	122		Foods
76	Acqua Panna	118		Drinks
77	Inter	117		Football
78	Pupa	116		Cosmetics
79	Kappa	115		Clothing & Fashion
80	Pininfarina	113		Automotive

TOP-100 Rank 81-100

	Brand	Value, mln.\$	Logo	Branch
81	Deborah	109		Cosmetics
82	Pavesi	108		Foods
83	Inalca	107		Foods
84	GAS	105		Clothing & Fashion
85	Officine Panerai	102		Clothing & Fashion
86	Lazzaroni	101		Foods
87	Selenia	100		Oils & Fuels
88	Momo	99		Equipment
89	Geox	98		Clothing & Fashion
90	Nordica	97		Equipment
91	Beretta	94		Weapon
92	Jacuzzi	92		Household equipment
93	Bertone	91		Automotive
94	Rummo	90		Foods
95	MaxMara	88		Clothing & Fashion
96	Bottega Veneta	83		Clothing & Fashion
97	Trussardi	76		Clothing & Fashion
98	Abarth	75		Automotive
99	Monte Vibiano	74		Alcohol
100	Marangoni	73		Chemistry

Conclusions

The rating ItalBrand-2010 is the 5th rating of the project TOP National Brands, launched in 2010, and is the first rating of Italian 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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