

**BRANDZ TOP 40 MOST VALUABLE BRANDS OZ 2018**

**TOTAL VALUE \$101,564 MIL.**

**#7 BEST COUNTRIES**

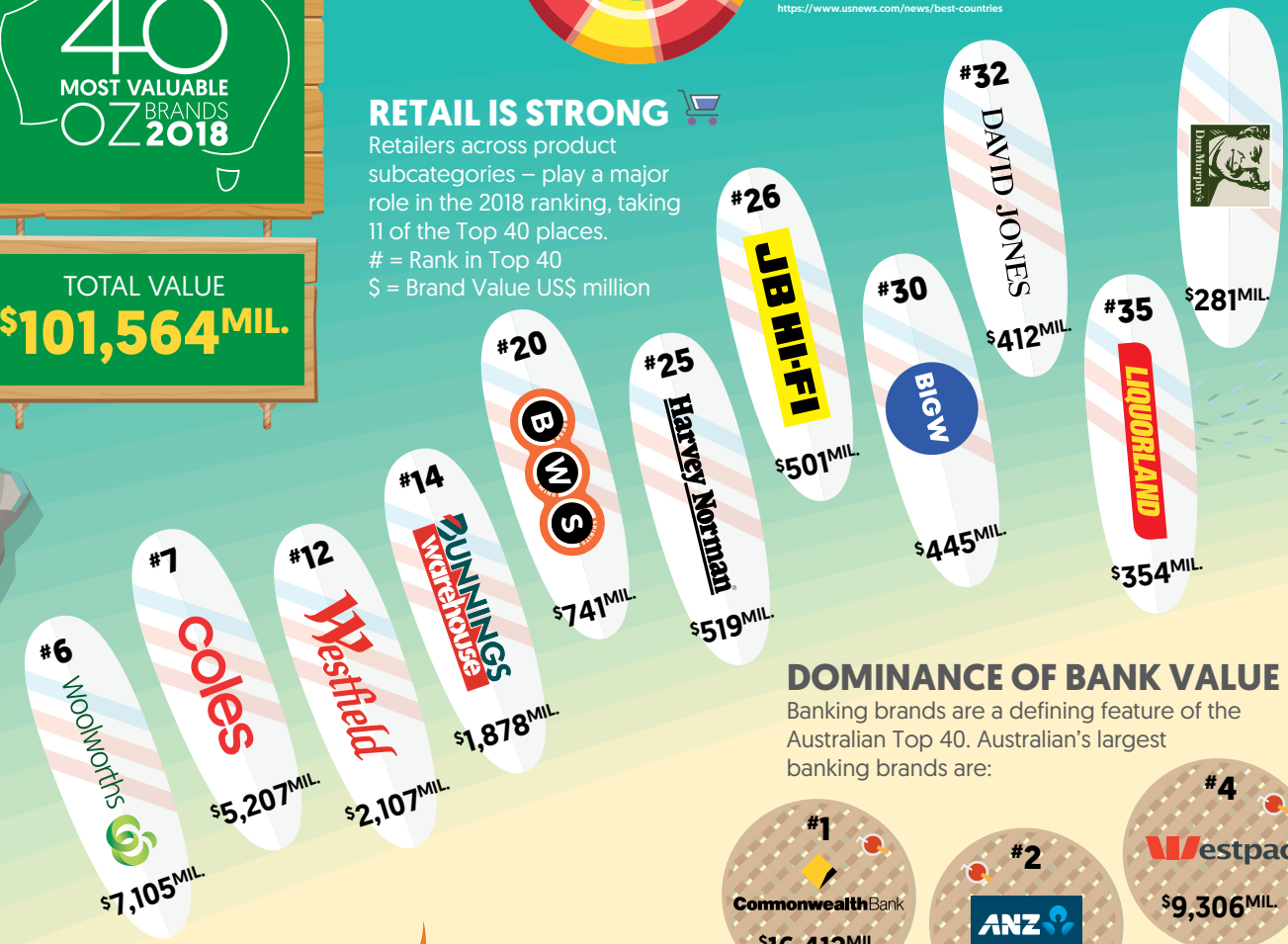
USNEWS Y&R BAV Wharton

To find out more about BEST COUNTRIES VISIT: <https://www.usnews.com/news/best-countries>

**RETAIL IS STRONG**

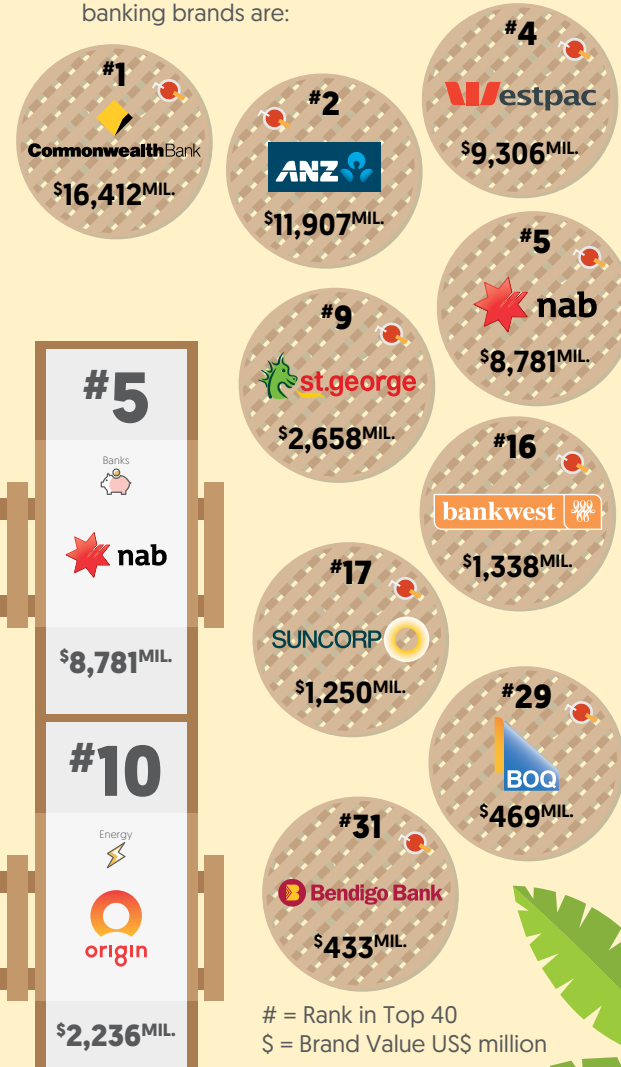
Retailers across product subcategories – play a major role in the 2018 ranking, taking 11 of the Top 40 places.

# = Rank in Top 40  
\$ = Brand Value US\$ million



**DOMINANCE OF BANK VALUE**

Banking brands are a defining feature of the Australian Top 40. Australian's largest banking brands are:



**TOP 10 BRANDS OF 2018**

Five of the Top 10 are bank brands, two are in Telecom Providers, two are in Retail and one is in Energy. Brand values are in US\$ million.

#1 Banks CommonwealthBank \$16,412 MIL.	#2 Banks ANZ \$11,907 MIL.	#3 Telecom Providers T \$10,774 MIL.	#4 Banks Westpac \$9,306 MIL.	#5 Banks nab \$8,781 MIL.
#6 Retail Woolworths \$7,105 MIL.	#7 Retail coles \$5,207 MIL.	#8 Telecom Providers OPTUS \$3,503 MIL.	#9 Banks st.george \$2,658 MIL.	#10 Energy origin \$2,236 MIL.

**LOOKING GOOD**

Arnott's is the best performer on Brand Contribution. Alcohol and Retail both have 3 brands in the Brand Contribution Top 10. This is the measure of the influence of brand alone on the financial value of a brand. It is a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest.



**PEAK PERFORMANCE**

Healthy brands fuel healthy businesses. We measure the wellbeing of a brand by combining its scores on five key aspects of vitality, and generate a vitality quotient, or vQ. The average vQ for all brands is 100.



**TAKING A STAND**

Brands that stand for something unique in the mind of the consumer set themselves apart from other brands in their category. They also improve people's sense of the brand experience. The brands that are seen as most strongly standing for something unique are:



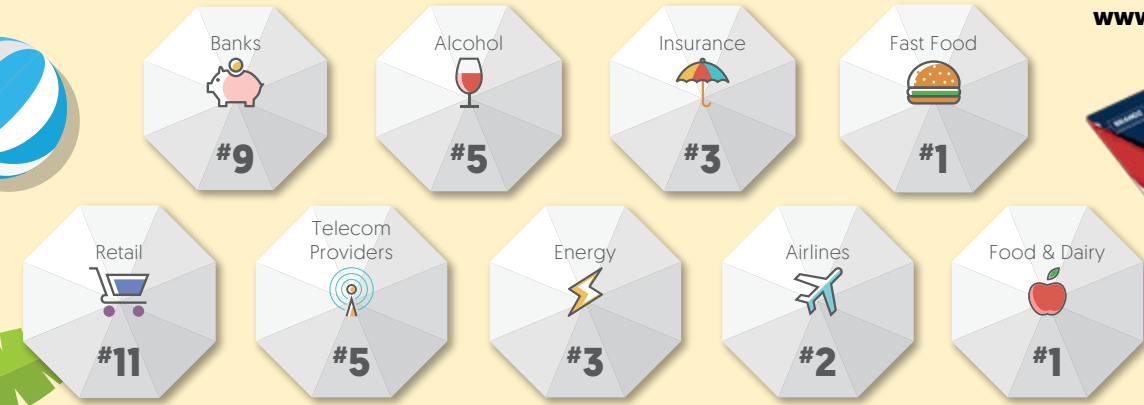
**THINKING DIFFERENTLY**

Brands that innovate – and show their customers that they are shaking things up or leading their category – generate love and grow their value faster. The brands perceived by consumers to be the most innovative in the Top 40 are:



**THE AUSTRALIAN TOP 40 CATEGORIES**

A total of 9 categories make up the Australian Top 40 brands. # = Number of brands



Download the full report at [www.brandz.com/australia](http://www.brandz.com/australia)

Methodology and Valuation by **KANTAR MILLWARD BROWN**

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**WPP**