

## Press Release

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Subject Interbrand publishes ranking of the 50 most valuable Swiss brands

### **Interbrands Best Swiss Brands 2014 - Nescafé still the undisputed Number One.**

### **New entry ABB lands a position in the Top 10 / Significance of B2B brands increasing / Luxury goods industry remains strong**

*Zurich, 13 May 2014* – Again this year, Nescafé maintains its unrivalled top position on Interbrand's list of the best Swiss brands. The coffee brand is followed by Roche and its parent company Nestlé on the 2014 ranking of the 50 most valuable Swiss brands. The Interbrand study, published in collaboration with Swiss business magazine BILANZ, reveals that although it has forfeited brand value, Nescafé remains the world's leading coffee brand and the most successful Swiss brand in 2014, valued at 10.242 billion Swiss francs. In second place is Roche, whose brand value increased by 12% to 8.569 billion francs. Nestlé, the food company with a brand value of 7.238 billion francs, edged out Novartis to take third place. Although the pharmaceutical company increased its brand value by 4%, Novartis still fell to fourth place, just after Nestlé.

The big winner in this year's ranking list, however, is Julius Bär. The bank's brand value increased by 19% and is now worth 2.061 billion francs. This was due in part to the company's embodiment of its brand attributes, but also to its excellent performance following its takeover of Merrill Lynch's asset management business in 2012, which is now positively affecting the company's value. With its expansion strategy in Asia and the Arabian world, the private Swiss bank is responding to the needs of a new class of wealthy investors. However an ongoing investigation into charges of facilitating tax evasion has cast a shadow on the bank's brand value.

Other brands booking an increase in brand value include Hublot, 16% to 349 million francs; Lindt, 16% to 2.121 billion francs and Swatch, 13% to 853 million francs. Swatch even made up for a small decrease in brand value suffered in the previous year. Still, due to sharp increases in value on the part of most brands, along with six strong new entries to the list, the brands Julius Bär, Hublot, Lindt and Swatch all landed lower down in this year's overall ranking.

### **New entries in 2014**

One of the most successful new entries is Asea Brown Boveri, known as ABB. The energy and automation technology conglomerate headquartered in Zurich has been one of Switzerland's flagship industrial companies for decades. Thanks to consistent brand management, ABB conveys an image of excellent technical quality and high performance, and clearly communicates its contributions to solving today's global challenges. Partnerships such as the one with Solar Impulse underscore the company's brand promise of "Power and productivity for a better world." On the basis of this success story, the ABB brand landed in seventh place, with a brand value of 4.929 billion francs.

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In addition to ABB, five more brands made their first appearance on the ranking list. In 17<sup>th</sup> place, Swiss Re (CHF 1.948 billion) is the world's second-largest reinsurer and stands for Swiss tradition, customer focus and integrity. Syngenta is committed to sustainable agriculture and actively addresses topics such as food shortages and ecological/socio-political issues through its "The good growth plan" initiative. Syngenta appears on the list for the first time this year, entering in 18<sup>th</sup> place with a brand value of 1.856 billion francs. Construction materials manufacturer Holcim (CHF 1.246 billion) has created a remarkable brand personality and assured itself a position among the 50 best Swiss brands. Holcim stands for power, performance and passion – attributes that placed the brand in 23<sup>rd</sup> place on this year's ranking. Sandoz (CHF 1.106 billion) disappeared for three years after Novartis was created through the merger of Ciba-Geigy and Sandoz, but is now celebrating a comeback as Novartis' brand for generic pharmaceuticals, and places 25<sup>th</sup> on the ranking of best Swiss brands. Another first-time entry is Sulzer (CHF 320 million) in 41<sup>st</sup> place.

### **Significance of B2B brands increasing**

This year, for the first time, B2B brands are also included on the list of the top Swiss brands. These brands represent a very important sector of the Swiss economy that can no longer be overlooked or underestimated. The B2B brands, like the other brands on the ranking list for the first time, are quite familiar to Swiss consumers and make a very strong impression.

"The role of brands in the B2B sector has increased continuously in the past few years, because many companies have recognized that in highly competitive global industries, branding is one of the few mechanisms they can use to set themselves apart from the competition in the long term. So a strong brand is a definite competitive advantage," said Michel Gabriel, Managing Director of Interbrand Zurich.

### **Strong industries**

The luxury goods industry, including the still-predominant Swiss watchmaking industry, once again posted gains in value. In addition to Hublot and Swatch, the big winners were Vacheron Constantin (12% increase in brand value), Longines (11%) and Breguet (10%). Rolex, valued at 7.211 billion francs (5<sup>th</sup> place) and Omega (3.709 billion francs, 9<sup>th</sup> place) maintained their spots on the Top Ten list, increasing their brand value by 9% and 11% respectively. Davidoff was the only luxury brand to forfeit value, namely 6% to 1.749 billion francs, while slower-than-expected growth in the Asian market decreased the value of expensive watch brands, to the benefit of more affordable brands such as Tissot, Longines and Rado.

"Thanks to its unique reputation, the Swiss watch industry remains optimally positioned and was able to book substantial increases in spite of the slowdown suffered by the luxury goods industry in China," Michel Gabriel said.

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The only sectors more successful than luxury goods were the chemical and pharmaceutical industries, which experienced an overall growth rate of about 28% thanks to good performance by Roche and Novartis as well as the newly ranked brands Syngenta and Sandoz.

The financial services sector also experienced healthy growth. All eleven brands in the top 50 – seven banks and four insurance companies – increased their overall value by more than 4%. Credit Suisse (3.733 billion francs) and UBS (3.7 billion francs) were able to maintain their brand value in spite of difficult conditions. Credit Suisse halted its decline, and UBS even managed to increase its value, as the two brands came in 8<sup>th</sup> and 10<sup>th</sup> in the ranking. In addition to successful new entry Swiss Re, other insurance companies have also experienced positive developments. Zurich, for example, increased its brand value by 3% to 3.627 billion francs, and Die Mobiliar (CHF 295 million) and Swiss Life (CHF 270 million) improved by 7% and 9% respectively.

### **Brands that didn't make the 2014 ranking**

Because most of the brands on the list had a good year overall, and many new brands made it into the top 50 for the first time, a number of brands were unable to maintain their positions. Brands that are no longer among Switzerland's top 50 include Sika, Tally Weil, Franke, La Prairie, Kaba and Emmi.

Michel Gabriel remarked, "Today, brand owners steer their brands by emphasizing particular aspects. Indeed, today's brand managers must deal with a number of fascinating challenges. They have to continue learning at all times and can never slow down. But in return, they are rewarded with increased brand value. And that translates into a price premium in targeted markets, enhanced customer appeal and high profits in the future. It's like we always say: Brands create value for their owners and for their customers."

And the 50 most valuable Swiss brands provide a clear impression of what is possible in the world of modern brand management.

These and other findings from the study are available exclusively in the Interbrand Best Swiss Brands of 2014 report, on the website [www.bestswissbrands2014.ch](http://www.bestswissbrands2014.ch) or in the May 16 issue of BILANZ magazine.

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**About Interbrand**

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 29 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created [brandchannel.com](http://brandchannel.com), a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit [Interbrand.com](http://Interbrand.com).