Leaders on Brand Contribution

Brand contribution is the proportion of value driven by brand equity rather than other in-market factors (such as promotions or distribution). It tends to be a key driver of business growth and is measured on a scale of 1 to 5, with 5 the highest.

Total Value

$85,302 MIL.
(or approximately €73,300)

Salute!

These are the Top 5 brands in the Italian Top 30 on the BrandZ™ measure of vitality, called "Vitality Quotient." Brands that are bursting with vitality deliver a healthy bottom line. We measure brand vitality by monitoring five key contributors to brand wellness. The average for all brands is 100.

The Italian Top 30 Breakdown

14 categories are represented in the 2018 Top 30. The most influential are:

- LUXURY (34%)
- TELECOM PROVIDERS (12%)
- ENERGY (10%)
- BANKS (6%)
- CARS (5%)
- CRUISES (4%)
- OIL & GAS (4%)
- ENTERTAINMENT (4%)
- INSURANCE (3%)
- TIRES (1%)
- RETAIL (1%)
- SOFT DRINKS (1%)
- ALCOHOLIC DRINKS (<1%)
- FOOD & DAFIRY (15%)
- #1 (7 brands)
- #2 (6 brands)
- #3 (4 brands)
- #4 (2 brands)
- #5 (2 brands)
- #6 (2 brands)
- #7 (1 brand)
- #8 (1 brand)
- #9 (1 brand)
- #10 (1 brand)

# = Number of brands
% = Top 30’s Total Value

Download the Mobile App at www.brandz.com

Methodology and Valuation by KANTAR MillwardBrown

WPP