

**Zara leads first BrandZ Top 30 Most Valuable Spanish Brands
with a brand value of \$25.1 billion**

Apparel dominates as fast fashion powers six brands into the ranking

Spanish consumers demand more as they seek bold, differentiated brands

Madrid, Spain – Zara has been named as the most valuable brand in Spain in the first BrandZ™ Top 30 Most Valuable Spanish Brands ranking and report from WPP and Kantar Millward Brown, published today.

Zara leads the inaugural ranking at \$25.1bn thanks to its revolutionary ‘fast fashion’ approach to retailing across more than 2,200 stores in 93 markets. Its design savvy combined with innovative supply chain and logistics enable it to develop and launch new collections in days and weeks, rather than months as is the industry norm.

Movistar, with a value of \$22bn, is the second most valuable brand. Movistar is Spain’s mobile market leader as well as offering fixed-line broadband and telephony. It has more than 22m customers in its home market and since 2015 it has also been a major player in the increasingly competitive pay-TV arena. Movistar+ is now taking on the likes of HBO and Netflix with production of its own original series, with 14 shows due to launch in the next two years.

Rounding out the Top 5 are Santander (\$8.8bn), BBVA (\$7.9bn) and Iberdrola (\$5.3bn). The total value of the brands in the ranking is \$103.1bn.

The ability of any brand to power business growth relies on how it is perceived by customers. As the only brand valuation ranking grounded in consumer opinion, BrandZ’s analysis allows Spanish brands to pinpoint where they need greater differentiation as well as providing clear guidance on how to solve those challenges. Businesses worldwide trust BrandZ’s best-in-class methodology to provide them with the information they need to measure, manage and protect their most important intangible asset – their brand.

David Roth, CEO EMEA and Asia, The Store WPP, says: “The first BrandZ ranking for Spain highlights how Spanish consumers have become increasingly sophisticated and are now demanding more of brands. To succeed, Spanish brands must be bold and courageous, break barriers, and work on differentiating themselves, which will help them offer the value consumers demand.”

The BrandZ Top 10 Most Valuable Spanish Brands 2017

| Rank 2017 | Brand | Category | Brand value 2017 (\$M) |
|------------------|--------------------|-------------------|-------------------------------|
| 1 | Zara | Apparel | 25,135 |
| 2 | Movistar | Telecom providers | 22,002 |
| 3 | Santander | Banks | 8,756 |
| 4 | BBVA | Banks | 7,897 |
| 5 | IBERDROLA | Energy | 5,322 |
| 6 | Endesa | Energy | 4,952 |
| 7 | Gas Natural Fenosa | Energy | 4,365 |
| 8 | Massimo Dutti | Apparel | 2,831 |
| 9 | Repsol | Oil & Gas | 2,538 |
| 10 | Stradivarius | Apparel | 2,051 |

That dynamic approach is best demonstrated by the Apparel sector, which has six entries in the Top 30. Alongside Zara there is also Massimo Dutti (\$2.8bn), Stradivarius (\$2.1bn), Bershka (\$1.9bn), Pull&Bear (\$1.7bn) – all owned by parent company Inditex – and Mango (\$1.2bn). Zara is also ranked No 34 in the 2017 BrandZ Top 100 Most Valuable Global Brands ranking.

Spain is the fourth-largest producer of textiles in the world and these brands have thrived off the back of a business model that combines high-performing retail with successful e-commerce. Brand owner Inditex has developed a highly successful marketing model that combines constantly updated store windows in high-profile retail locations to generate word-of-mouth with high quality films on YouTube.

In their home market, these, and other brands in the Top 30, are meeting the needs of Spanish consumers, who have become increasingly sophisticated and selective. To succeed, brands need to demonstrate their ability to offer more, whether that's in terms of service, social benefits or value. Pure value brands doing well, for example, include the likes of Mercadona (\$1.9bn) and Dia (\$763 million), which offer affordable quality from unbranded or own-brand products.

Connecting with these more demanding consumers requires all brands to reach out via digital and social media. The most successful brands are telling stories that resonate with people's lives. Such efforts are essential because businesses that nurture their brands are more than 4.5 times more valuable than those that don't.

Other trends highlighted in this year's BrandZ Spain Top 30 report include:

- **Strong on entertainment.** Three TV channels have been named among the 30 most valuable brands in the country; Telecinco (\$607m), Antena3 (\$386m) and Cuatro (\$296m). Despite the alternative entertainment options now on offer via digital, a mix of popular culture and sport programming has ensured traditional television audiences remain largely unaffected.
- **Age isn't an issue.** Some of the strongest brands in Spain are over a century old but manage to stay relevant because they are agile. Long-established brands, such as BBVA which is more than 160 years old, have earned consumer trust but also changed their offer to stay in line with what consumers need, in BBVA's case by promoting digital banking and its work with tech entrepreneurs.
- **Rural consumers demanding higher quality.** The internet is giving Spain's non-urban consumers access to far greater choice, driving up expectations. Amazon's fast delivery times are setting the standard for service and this group is demanding the same speedy service and competitive pricing in-store as they would receive in the city. Booming e-commerce is also enabling brands with limited presence in physical retail outlets to rapidly expand their footprint.
- **Powerful brands come from a range of sectors.** Spain's Top 30 includes brands from 11 product and service categories: Apparel, Telecommunications, Banks, Energy, Oil & Gas, Retail, Insurance, Beer, Entertainment, Airlines and Cars.

Martin Wohlfart, BrandZ Spain Project Manager, Kantar Millward Brown, comments: "Spanish brands that can't compete in pure value terms need to emphasise the premium value they provide, be it service or quality. The economic crisis combined with the rise of e-commerce has created an enduring opening for value brands not just in urban areas but also among Spain's rural population too, who are now able to access the same broad range of goods and services as their urban counterparts."

The BrandZ Top 30 Most Valuable Spanish Brands 2017 also incorporates new research from [Y&R's BAV Group](#) in partnership with U.S. News & World Report and the Wharton School that looks at what it takes to build powerful nation brands. According to its "2017 Best Countries" report, Spain stands out for its cultural influence, its sense of adventure and rich heritage. Because there is a strong relationship between how people perceive a country and how they view the brands associated with it, Spain's positive reputation has a significant impact on the global power of its brands.

The BrandZ Top 30 Most Valuable Spanish Brands report and rankings, and a great deal more brand insight for key regions of the world and 11 market sectors, are available online [here](#). The Spanish report, rankings, charts, articles and more can also be found via the BrandZ app. The BrandZ app also contains the same features and functionality for all BrandZ regional reports and can be downloaded free for Apple IOS and all Android devices from www.brandz.com/mobile or by searching for BrandZ in the respective iTunes or Google Play app stores.

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NOTES TO EDITORS:

Background and methodology

The valuation behind the BrandZ™ Top 30 Most Valuable Spanish Brands was conducted by Kantar Millward Brown, which specializes in brand equity research and brand valuation. The methodology mirrors that used to calculate the annual BrandZ Top 100 Most Valuable Global Brands ranking, which is now in its 12th year.

Commissioned by Kantar, the ranking combines rigorously analysed financial data from Bloomberg with the opinions of over 35,000 Spanish consumers since 2007, gathered for over 2,779 brands in more than 44 categories. The BrandZ Top 30 Most Valuable Spanish Brands is the most definitive and robust ranking of the country's brands available, and the brands ranked all meet these eligibility criteria:

- the brand was originally created by a Spanish enterprise;
- the brand is owned by a publicly traded enterprise, or its financials are published in the public domain

This approach produced a carefully conceived ranking of brands in 11 consumer-facing categories, including cars, energy providers, apparel, banks and entertainment. The ranking does not include any business-to-business brands, regardless of value; they are outside the scope of this report.

The suite of BrandZ brand valuation rankings and reports are also available for China, India, Latin America, Brazil and Saudi Arabia.

About Kantar Millward Brown

Kantar Millward Brown is a leading global research agency specialising in advertising effectiveness, strategic communication, media and digital, and brand equity research. The company helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Kantar Millward Brown operates in more than 55 countries and is part of WPP's Kantar group, one of the world's leading data, insight and consultancy companies. Learn more at www.millwardbrown.com.

About WPP

WPP is the world's largest communications services group with billings of US\$74 billion and revenues of over US\$19 billion. Through its operating companies, the Group provides a comprehensive range of advertising and marketing services including: advertising & media investment management; data investment management; public relations & public affairs; branding & identity; healthcare communications; digital, eCommerce and shopper marketing; and specialist communications. The company employs over 200,000 people (including associates and investments) in over 3,000 offices across 112 countries. For more information, visit www.wpp.com.

WPP was named Holding Company of the Year at the 2017 Cannes Lions International Festival of Creativity for the seventh year running. WPP was also named, for the sixth consecutive year, the World's Most Effective Holding Company in the 2017 Effie Effectiveness Index, which recognizes the effectiveness of marketing communications. In 2017 WPP was recognised by Warc 100 as the World's Top Holding Company (third year running).

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