



just the Facts – The Power 100 2013

By Olly Wehring | 24 May 2013



Earlier this week, brand valuation consultancy Intangible Business released the results of its latest survey of the world's spirits brands. Here's a look at 'The Power 100', along with the methodology used to draw up the list.

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
1	1	Johnnie Walker	Diageo	90.7%
2	-1	Smirnoff	Diageo	84.4%
3	0	Bacardi	Bacardi	69.8%
4	0	Martini	Martini	37.8%
5	0	Hennessy	LVMH	37.3%
6	1	Jack Daniel's	Brown-Forman	36%
7	-1	ABSOLUT	Pernod Ricard	35.3%
8	1	Captain Morgan	Diageo	31.9%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
9	-1	Chivas Regal	Pernod Ricard	30.8%
10	0	Ballantine's	Pernod Ricard	22.5%
11	0	Jägermeister	Mast-Jagermeister	19.9%
12	6	Dewar's	Bacardi	18.2%
13	-1	Baileys	Diageo	18.2%
14	1	Jim Beam	Beam Inc	16.9%
15	7	Jameson	Pernod Ricard	15.1%
16	1	Moët et Chandon	LVMH	14.1%
17	2	Grey Goose	Bacardi Martini	12.6%
18	-4	Gallo	Gallo	12.2%
19	2	Crown Royal	Diageo	12.2%
20	-7	Jose Cuervo	Diageo	11.5%
21	4	Grant's Scotch	William Grant & Sons	11.3%
22	-2	Ricard	Pernod Ricard	11.3%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
23	0	Havana Club	Pernod Ricard	11.2%
24	9	Martell	Pernod Ricard	11.1%
25	3	Gordon's Gin	Diageo	10.9%
26	8	Hardys	Accolade Wines	10.7%
27	-3	J&B	Diageo	10.3%
28	-1	Veuve Clicquot	LVMH	10%
29	-13	Concha y Toro	Concha y Toro	10%
30	7	Stolichnaya	SPI Group	9.5%
31	5	Malibu	Pernod Ricard	9.5%
32	-2	Robert Mondavi	Constellation	9.5%
33	-7	De Kuyper	De Kuyper and Beam Inc	9.4%
34	-5	Patrón	Patron Group	9.4%
35	-3	SKYY	Campari	8.6%
36	23	Rémy Martin	Remy Cointreau	8.5%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
37	-	Brugal	Edrington Group	8.4%
38	6	Fernet-Branca	Frantelli Branca	8.3%
39	-8	SVEDKA	Constellation	8.2%
40	-	CÎROC	Diageo	8.1%
41	-6	Yellowtail	Casella Wines	8.1%
42	-4	Finlandia	Brown-Forman	7.8%
43	14	Bombay Sapphire	Bacardi Martini	7.7%
44	23	Sutter Home	Sutter Home Winery	7.6%
45	-2	Famous Grouse	Edrington Group	7.1%
46	-5	Beefeater	Pernod Ricard	6.7%
47	-8	Dreher	Campari	6.6%
48	4	Tanqueray	Diageo	6.1%
49	49	Pinnacle	Beam Inc.	6.1%
50	19	Lindemans	Treasury Wine Estates	5.7%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
51	-1	Ketel One	Diageo and Nolet family	5.6%
52	-5	Seagram's Gin	Pernod Ricard	5.6%
53	1	Russian Standard Vodka	Russian Standard	5.6%
54	-12	Sauza	Beam Inc	5.5%
55	-7	Aperol	Campari	5.5%
56	-16	E&J Brandy	E&J Gallo	5.3%
57	-2	William Lawson's	Bacardi Martini	5.2%
58	-12	Bell's	Diageo	5.2%
59	-1	Maker's Mark	Beam Inc	5.2%
60	-9	Freixenet	Freixenet	5.1%
61	-12	Southern Comfort	Brown-Forman	5.1%
62	-2	Teacher's	Beam Inc	5%
63	-10	Beringer	Treasury Wine Estates	4.9%
64	0	Canadian Club	Beam Inc	4.8%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
65	-2	Jacob's Creek	Pernod Ricard	4.8%
66	-10	Cinzano	Campari	4.7%
67	-5	Black Velvet	Constellation	4.4%
68	9	Glenfiddich	William Grant & Sons	4.4%
69	-4	Blossom Hill	Diageo	4.4%
70	36	Dom Pérignon	LVMH	4.2%
71	-26	Seagram's 7 Crown	Diageo	4.2%
72	-1	Courvoisier	Beam Inc	4.1%
73	-3	Kahlúa	Pernod Ricard	3.8%
74	-13	Campari Bitters	Campari	3.6%
75	-	Buchanan's	Diageo	3.4%
76	34	The Glenlivet	Pernod Ricard	3.3%
77	1	Three Olives	Proximo Spirits	3.2%
78	-4	Wyborowa	Pernod Ricard	3.2%
79	14	G. H. Mumm	Pernod Ricard	3.1%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
80	14	El Jimador	Brown-Forman	3%
81	18	Disaronno	Illva Saronno	3%
82	-2	Cacique	Diageo	2.9%
83	-11	100 Pipers	Pernod Ricard	2.9%
84	-2	Torres	Torres Family	2.9%
85	11	Laurent-Perrier	Bernard de Nonancourt	2.9%
86	-11	Eristoff	Bacardi Martini	2.9%
87	-19	Canadian Mist	Brown-Forman	2.9%
88	-5	Wild Turkey	Campari	2.9%
89	-3	Martini Sparkling Wine	Bacardi Martini	2.8%
90	13	The Macallan	Edrington Group	2.8%
91	-18	Clan Campbell	Pernod Ricard	2.8%
92	0	Wolf Blass	Treasury Wine Estates	2.7%
93	-12	Cointreau	Remy Cointreau	2.6%

RANK	RANK CHANGE	BRAND	OWNER	TOTAL SCORE 2013
94	-6	Nicolas Feuillatte	CV-CNF	2.5%
95	-19	Bols Liqueurs	Lucas Bols BV	2.5%
96	-17	Ramazzotti Amaro	Pernod Ricard	2.3%
97	10	Grand Marnier	Marnier- Lapostolle	2.3%
98	13	Piper Heidsieck	EPI	2.3%
99	-9	Kendall Jackson	Jackson Family Wines	2.2%
100	-15	Inglenook	The Wine Group	2.2%

Methodology

Nearly 10,000 brands in the spirits and wine sectors were researched to create a list of the 100 most powerful spirits and wine brands in the world. Power is defined by a brand's ability to generate value for its owner, with value being classified by a series of measures, identified below. The population for the research comprises current and potential users of alcoholic drinks.

Scoring

Hard Measures

Share of market: volume-based measure of market share

Future growth: projected growth based on 10 years' historical data and future trends

Price Positioning: a measure of a brand's ability to command a premium

Market Scope: number of markets in which the brand has a significant presence

Soft Measures

Brand Awareness: a combination of prompted and spontaneous awareness

Brand Relevancy: capacity to relate to the brand and a propensity to purchase

Brand Heritage: a brand's longevity and a measure of how it is embedded in local culture

Brand Perception: loyalty and how close a strong brand image is to a desire for ownership

A panel of "leading experts" in the drinks industry independently ranked each selected brand out of 10 on the above measures (10 = high, 0 = low). The scores given by the individual panel members were aggregated and averaged to reach a total score for each brand. A total score was achieved by multiplying a brand's weighted volume by its brand score, within a defined range. The weighting is designed to adjust the volumes to a comparable level. Brand score is a derivative of the eight measures of brand strength. This results in a ranking of the world's most powerful spirits and wine brands.