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# SIA retains crown as S'pore's top brand

By LESTER HIO

SINGAPORE Airlines (SIA) has maintained its top spot in a ranking of Singapore's top 100 brands despite a fall in its brand value.

This year's Top 100 Singapore Brands report, compiled by London-based consultancy Brand Finance, was unveiled yesterday at the annual Brand Finance forum co-organised by the Singapore Management University.

SIA was in the top spot for the fifth straight year at US\$3.22 billion (S\$4 billion), but its brand value fell from last year's US\$3.76 billion.

Other consistent performers included Wilmar International and DBS Bank - steady at No. 2 and No. 3 in the rankings respectively.

With a combined value of US\$19.2 billion, the top 10 brands made up 52 per cent of the total brand value of top brands. The top 50 brands accounted for more than 92 per cent of the combined brand value this year.

This year's report had 27 new entrants to the top 100, notably Genting Singapore at No. 4, and Olam International, which surged 247 per cent in value to No. 17.

The top three risers by brand value growth among the top 10 were SingTel, United Overseas Bank and OCBC Bank.

The telecoms sector saw strong brand-value growth, with 30 per cent growth this year compared with 25 per cent last year.

The hotels and motels sector surged 226 per cent, thanks to Genting Singapore's brand value contribution of nearly 65 per cent.

Singapore Press Holdings' brand value registered a 75 per cent jump. The media sector grew 35 per cent as a whole, down from 54 per cent a year earlier. The retail sector also slowed down to 10 per cent growth, from 60 per cent a year earlier.

Mr Tim Heberden, managing director of Brand Finance Australia, said: "It is very heartening to see that this year, the brand value growth has come from across industries and segments, with no domination of any one category. This all-round growth and movement among the top 10 indicates strong brand-management practices and the acceptance of brand management as a disciplined approach by all corporates."

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