

MAP SHOWS

THE MOST VALUABLE BRANDS AROUND THE WORLD



IN 2023



Digital PR / Link Building Campaign for

 tradingpedia

1. Campaign Ideation
2. Data Research
3. Content Creation
4. Graphic Design
5. Interactive Map Visualization
6. Campaign Outreach

Campaign Results:

Coverage on 132+ media websites; 64+ links, including:



DR 92



DR 90



DR 89

Investing.com

DR 88



DR 87



DR 82



DR 81

PuroMarketing

DR 76



DR 74

AUTONEWS

DR 72



DR 72

everyeye.it

DR 71

Auto Infos

DR 71



DR 71



DR 71

PROFiT.ro
OPEN FOR FOLLOWERS

DR 71

THE IDEA



This campaign shows the largest and most recognisable companies in 45 different countries around the world by identifying the value of their brands in 2023.

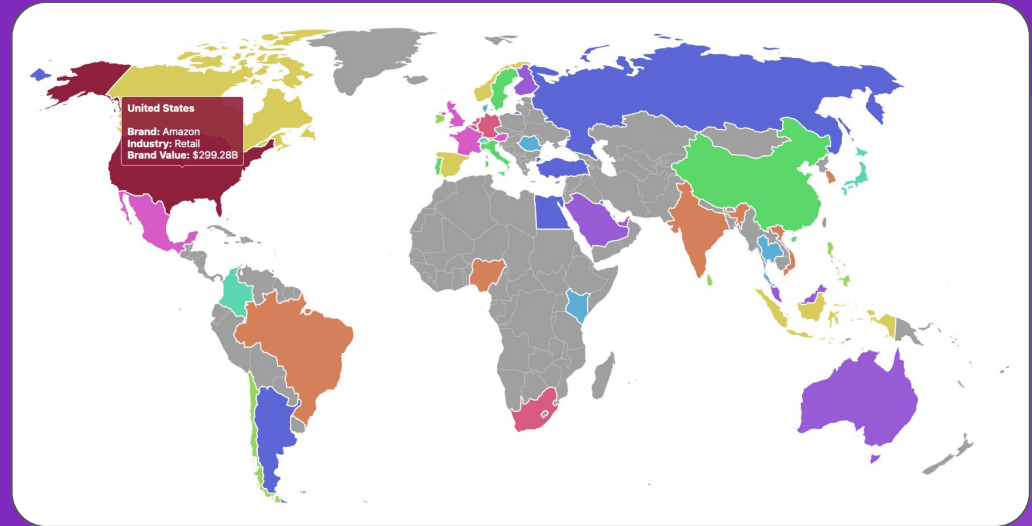
METHODOLOGY

Using data from Brandirectory, we identified the most valuable brand in terms of monetary value in each country in 2023. We also:

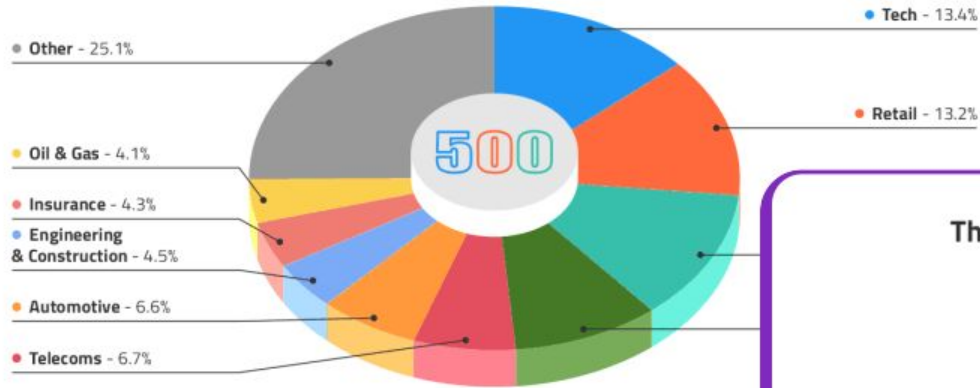
- Identified the 10 biggest brands in each country
- Calculated how the value of brands has changed from 2022

VISUALIZING THE FINDINGS

Illustrating data for 65 different countries can be tricky but with an interactive color-coded map it gets much clearer.



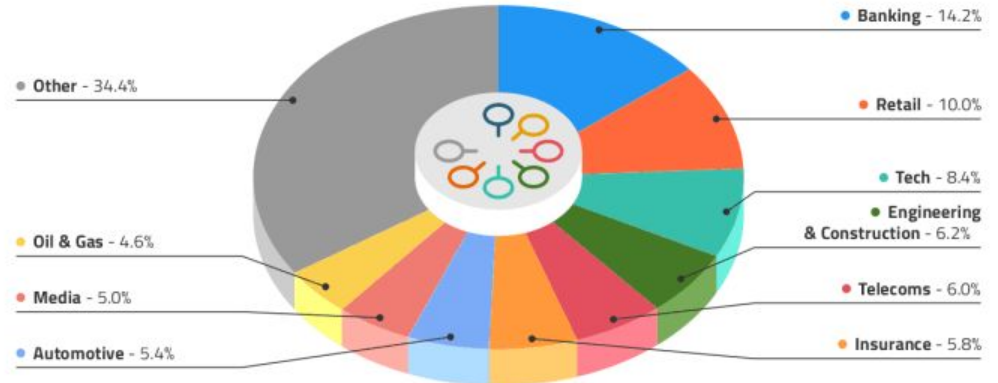
Global Top 500 Brands: Brand Value by Sector



Data Source: Brand Finance

The Biggest Industries in the Global Top 500 Brands

Based on the number of brands within each sector



Data Source: Brand Finance

OUTREACH



We ran multiple outreach campaigns to specifically-selected recipients to ensure optimal results. Targeting local publications was essential since the report includes key data for many local markets.

RESULTS

The content was published on Dec 19, 2023 and in less than a month it got 132 citations. 64 out of those came with a link. These are the best ones thus far:

https://www.msn.com/	DR92	https://dzen.ru/	DR90	https://www.euronews.com/	DR89
https://www.investing.com/	DR88	https://www.digitaljournal.com/	DR87	https://www.retailtouchpoints.com/	DR82
https://www.gazzetta.it/	DR81	https://www.b92.net	DR76	https://www.puromarketing.com/	DR76
https://biznis.telegraf.rs/	DR74	https://www.autonews.ru/	DR72	https://blog.cheapism.com/	DR72

EMAIL US AT

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with short info about your brand and goals, and let us schedule a call to discuss your campaign.

