

A large, light gray grid pattern representing a globe, positioned in the upper right quadrant of the slide.

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strategic market communication

Emerging Market Brands Survey

Brand snapshots – Brazil

August 2013

Cologne · Shanghai · Beijing · Mumbai · São Paulo · Singapore · Seoul

Pitú



#1 of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

44% of German
consumers know
Pitú

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1938</i>
<i>Industry</i>	<i>Beverage</i>
<i>Headquarters</i>	<i>Vitória de Santo Antão, Brazil</i>
<i>Revenues</i>	<i>n/a</i>
<i>Revenues abroad</i>	<i>n/a</i>
<i>Employees</i>	<i>~ 350</i>



Interesting insights

Pitú is one of the most famous cachaça brands in Europe. It is especially popular in Germany, where one third of Pitú's exports go to. To position the brand internationally, Pitú has been present at several international sports events. During the FIFA World Cup in South Africa, Pitú organized tastings at various hot spots of Johannesburg. Pitú has also been present in the IndyCar Series (2011/2012), serving the cachaça as a “welcome drink” in VIP areas.

Petrobras



#2

of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

19%

of German
consumers know
Petrobras

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1953</i>
<i>Industry</i>	<i>Oil</i>
<i>Headquarters</i>	<i>Rio de Janeiro, Brazil</i>
<i>Revenues</i>	<i>€ 104.07 billion (2012)</i>
<i>Revenues abroad</i>	<i>n/a</i>
<i>Employees</i>	<i>~ 85,000</i>



Interesting insights

Petrobras, the largest company in the Southern Hemisphere, is the leader in energy in Brazil. The company strongly focuses its marketing activities on numerous sports events and has sponsored the Formula 1 Grand Prix in Brazil for many years to promote its engine-optimizing gasoline. Besides that, Petrobras also actively supports many other sports like football, tennis, surfing and triathlon.

Natura



#3 of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

15% of German
consumers know
Natura

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1969</i>
<i>Industry</i>	<i>FMCG</i>
<i>Headquarters</i>	<i>Cajamar, Brazil</i>
<i>Revenues</i>	<i>€3.17 billion (2012)</i>
<i>Revenues abroad</i>	<i>~ 12%</i>
<i>Employees</i>	<i>~ 6,700</i>



Interesting insights

Natura, the cosmetics leader in the Brazilian market, positions itself as “esthetic and ethic” company and emphasizes its sustainable and transparent operations. It focuses on eco-friendly products and its advertisements show ordinary woman instead of supermodels. In order to expand into international markets, Natura has opened flagship stores in prime locations – one example is the “Casa Natura” in Paris, France.



#4 of best-known
Brazilian brands in
Germany
Source: globeone Emerging Market
Brands Survey

11% of German
consumers know
TAM
Source: globeone Emerging Market
Brands Survey (aided awareness)

Founded	1976
Industry	Aviation
Headquarters	São Paulo, Brazil
Revenues	n/a
Revenues abroad	n/a
Employees	~ 53,600



Interesting insights

TAM, the largest Brazilian airline, is part of LATAM Airline group. TAM has increased its international visibility since it became part of Star Alliance. Its marketing activities focus on improving the customer relationship by using social media channels and offering innovative on-board entertainment. TAM is also the official sponsor and transporter of the Seleção, Brazil's national football team.

Embraer



#5

of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

8%

of German
consumers know
Embraer

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1969</i>
<i>Industry</i>	<i>Aerospace and defense</i>
<i>Headquarters</i>	<i>São José dos Campos, Brazil</i>
<i>Revenues</i>	<i>€ 4.86 billions (2012)</i>
<i>Revenues abroad</i>	<i>~ 86%</i>
<i>Employees</i>	<i>~ 18,250</i>



Interesting insights

Embraer, the only South America company to manufacture aircrafts, is on the top 3 largest aircraft manufacturers in the world. At the 2013 Le Bourget air show in France, Embraer presented its new executive airplane series E2, offering its clients reductions in fuel consumption, emissions, noise and maintenance costs. The company expects this new airplane series to further strengthen its competitive position in this segment.

Havaianas

havaianas.

#6

of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

8%

of German
consumers know
Havaianas

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1962</i>
<i>Industry</i>	<i>Apparel</i>
<i>Headquarters</i>	<i>São Paulo, Brazil</i>
<i>Revenues</i>	<i>n/a</i>
<i>Revenues abroad</i>	<i>n/a</i>
<i>Employees</i>	<i>n/a</i>



Interesting insights

Havaianas has explored international markets by emphasizing Brazil's country image. The products are colorful and lively, conveying the joyful Brazilian way of living. The brand also positions its sandals in haute couture – in 2003, the sandals were worn by the models in Jean- Paul Gautier's fashion show and many celebrities have been photographed wearing Havaianas. In line with that, the sandals can also be bought in premium department stores.

H.Stern

#7

of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

4%

of German
consumers know
H.Stern

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1945</i>
<i>Industry</i>	<i>Jewelry</i>
<i>Headquarters</i>	<i>Rio de Janeiro, Brazil</i>
<i>Revenues</i>	<i>n/a</i>
<i>Revenues abroad</i>	<i>n/a</i>
<i>Employees</i>	<i>~ 3,500</i>



Source: hstern.com.br

Interesting insights

H.Stern is one of the top 5 global jewelry brands. It is featured in the French luxury guide *Lê Guide du Luxe* and the company's jewelry is worn by Hollywood celebrities like Angelina Jolie. H.Stern organizes about 300 fashion events per year to present its exclusive design collections. At the flagship store in Rio de Janeiro, customers are offered a unique brand experience through guided visits to the manufacturing processes and to its museum.

Guaraná Antártica



#8 of best-known
Brazilian brands in
Germany
Source: globeone Emerging Market
Brands Survey

4% of German
consumers know
Guaraná Antártica
Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1921</i>
<i>Industry</i>	<i>Beverage</i>
<i>Headquarters</i>	<i>São Paulo, Brazil</i>
<i>Revenues</i>	<i>n/a</i>
<i>Revenues abroad</i>	<i>n/a</i>
<i>Employees</i>	<i>n/a</i>



Source: guaranaantarctica.com.br

Interesting insights

Guaraná Antártica, part of the Anheuser-Busch InBev Group, is the most popular guaraná-flavored soft drink in Brazil. With more than 13 million “likes”, it is also the most popular Brazilian brand on Facebook. When it reached 10 million fans, the company created a special blue edition to celebrate with them. The brand is also an official sponsor of the Brazilian football team and has created several advertisements with Brazil’s “new Pelé” – Neymar.



#9 of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

3% of German
consumers know
Vale

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>1942</i>
<i>Industry</i>	<i>Mining</i>
<i>Headquarters</i>	<i>Rio de Janeiro, Brazil</i>
<i>Revenues</i>	<i>€ 37.01 billion (2012)</i>
<i>Revenues abroad</i>	<i>~ 83%</i>
<i>Employees</i>	<i>~ 134,000</i>



Source: vale.com

Interesting insights

Vale is the second-largest mining company in the world and it operates in more than 30 countries. Its campaigns emphasize the company's Brazilian origin and its commitment to environmental preservation in all regions of its operations. Ronaldo, one of Brazil's greatest football heroes, was the testimonial for one of Vale's campaigns and further positioned Vale as a part of Brazil and its culture.

Braskem



#10

of best-known
Brazilian brands in
Germany

Source: globeone Emerging Market
Brands Survey

2%

of German
consumers know
Braskem

Source: globeone Emerging Market
Brands Survey (aided awareness)

<i>Founded</i>	<i>2002</i>
<i>Industry</i>	<i>Chemicals</i>
<i>Headquarters</i>	<i>São Paulo, Brazil</i>
<i>Revenues</i>	<i>€ 16.62 billion (2012)</i>
<i>Revenues abroad</i>	<i>~ 37%</i>
<i>Employees</i>	<i>~ 7,600</i>



Interesting insights

Braskem, the Americas' top thermoplastic resins producer, is the first Brazilian company to join the "Green Industry Platform", an UNIDO and UNEP initiative. Braskem positions itself globally as a technology and innovation leader and especially emphasizes its products' contribution to sustainability and the environment. Its green polyethylene "I'm green™" has won environmental awards such as FINEP of Innovation 2012 and the ECO Prize 2011.

A large, light gray grid pattern resembling a globe's latitude and longitude lines, positioned on the right side of the page.

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