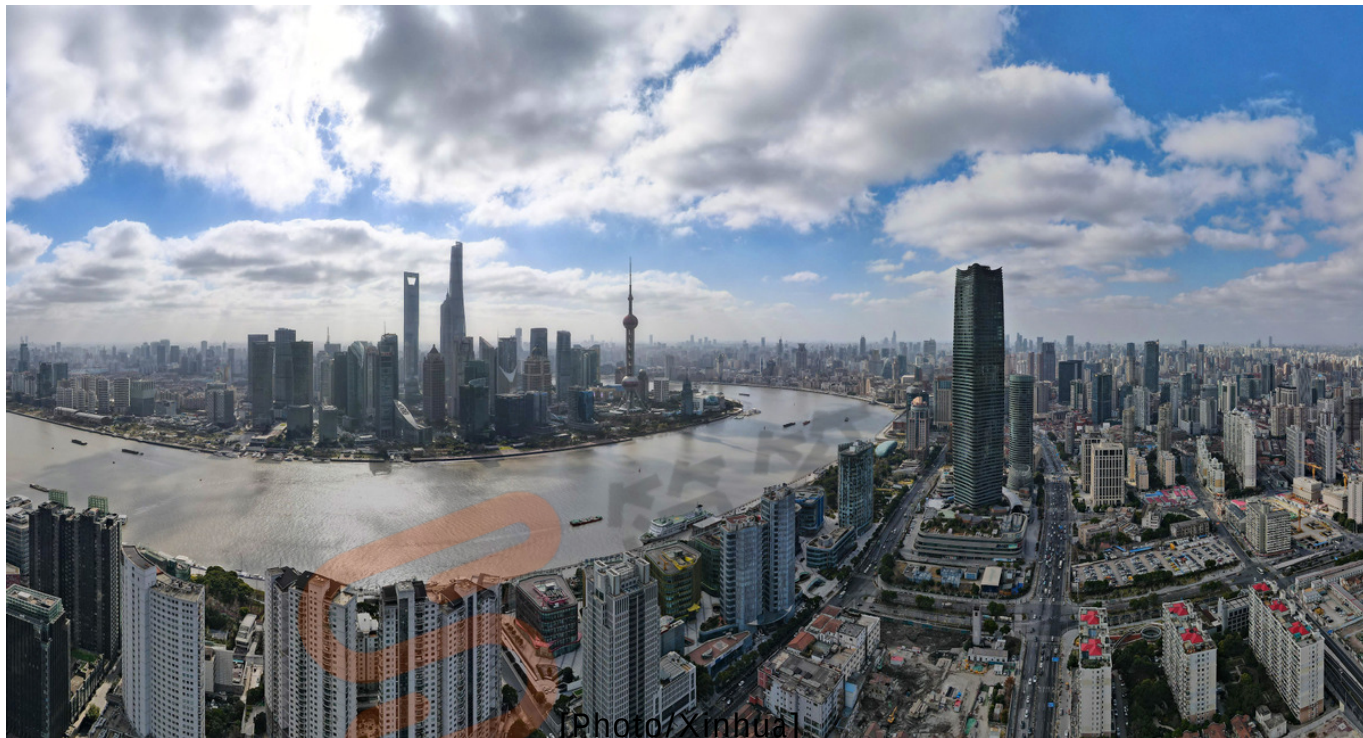


《凯度报告：中国全球化品牌总体品牌力创新高》

近日，咨询机构凯度联合谷歌发布《2024凯度BrandZ中国全球化品牌50强》榜单及报告，展示中国品牌在国际市场的最新发展态势。报告显示，中国全球化品牌50强的总体品牌力同比提升17%，创下历年来新高，彰显中国品牌在全球市场的发展活力。



The overall brand strength of Chinese companies increased by 17 percent year-on-year, reaching a new high in history, according to the Kantar BrandZ 2024 Chinese Global Brand Builders report.

根据《2024凯度BrandZ中国全球化品牌50强》榜单，中国企业的整体品牌力同比增长17%，创下历史新高。

Jointly compiled by the international market research firm Kantar and Google, the report, released on Thursday, surveyed global consumers from 11 international markets on their opinions about Chinese global brands. The brand strength scores were calculated, taking into account three major factors: meaningful, difference, and salient.

该报告由咨询机构凯度联合谷歌于6月20日发布，通过分析品牌的有意义、差异化、活跃度三项关键指标，报告调查了来自11个国际市场的全球消费者对中国全球品牌的看法。

The significant increase in the overall brand strength of Chinese companies highlighted

the vitality of Chinese brands in the global market, said Doreen Wang, CEO of Kantar Greater China and global chair of Kantar BrandZ.

凯度集团大中华区CEO暨BrandZ全球主席王幸表示，中国企业整体品牌力的显著提升，彰显出中国品牌在全球市场的发展活力。

Wang also noted that the combination of China's industrial chain ecosystem and innovative technology has become a new competitive strength for Chinese global brands.

王幸还指出，中国产业链生态优势叠加创新科技成为中国全球化品牌的新竞争力。

重点词汇

Jointly 共同；共同地；联合地；连带地

compiled 编译；编写；编纂；编译的；compile的过去分词和过去式

the international 国际；跨国银行；国际歌

market research firm 市场研究公司；市场调研公司

Kantar 坎塔；康塔；康托

surveyed 测量；勘测；测绘；概述；审视；查看；总体研究；审察；全面评述；
survey的过去分词和过去式

scores 得分，比分；分数，成绩；总谱；得分；记分；score的第三人称单数和复数

taking into account 考虑到；虑及

meaningful 重要的；重大的；意味深长的；严肃的；易于理解的；意义明显的；
意在言外的

salient 突出的；显著的；最重要的；凸角；突出部；

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