Measuring and improving Brand Equity is critical to long term brand health and success for our client. Due to its strategic importance, it is essential to reliably quantify Brand Equity. Knowing Brand Equity in $ terms in comparison to competing brands, and knowing how to improve Brand Equity is essential to achieving success with a brand.

**Problem Statement**
- Measuring and improving Brand Equity is critical to long term brand health and success for our client.
- Due to its strategic importance, it is essential to reliably quantify Brand Equity.
- Knowing Brand Equity in $ terms in comparison to competing brands, and knowing how to improve Brand Equity is essential to achieving success with a brand.

**Our Solution**
- We developed a Brand Equity solution based on brand choices individual consumers make in the market place. This robust methodology differs from traditional high level BE measures using balance sheet financial data.
- Our work uncovers quantified and actionable answers to following questions:
  - What is each of my brands in the portfolio worth in $ terms?
  - What are competing brands worth?
  - What can I do to improve Brand Equity?
  - What is the ROI on my brand building investments?

**Client Benefits**
- **Cost** Reduce BE measurement cost by 30%+ in the long run compared to traditional BE approaches.
- **Integrated common goal** Galvanize all stakeholders teams around a shared BE understanding and goal via clear connection to BE.
- **Actionable** Achieve tangible improvement in BE via highly actionable direct connection to key BE drivers.

**What we do**
- Develop customized BE program with driver analytics using individual consumer data and some financial data.
- Deliver full BE solution for deployment as an online live dynamic dashboard either in-cloud or on-premises.
- Maintain and periodically re-train the BE solution.

**Process Flow**
- Deep dive into brand equity goals and existing data
- BE program Creation and approval
- Data collection and pre-processing for a pilot BE solution
- Post validation, full BE solution is developed and deployed in cloud or on-premises
- Periodically BE solution is retrained to improve accuracy level and actionability
- BE drivers are automatically identified
- BE solution is automatically applied
- BE data is collected at regular cadence

**Close relationship between market share and brand equity**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price per $</th>
<th>Contribution %</th>
<th>Last Year Sales in $</th>
<th>Last Year Sales %</th>
<th>BE Share</th>
<th>Equity/Mkt Share Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand 1</td>
<td>0.94 $</td>
<td>0.24 $</td>
<td>37098</td>
<td>350,370,370 $</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Brand 2</td>
<td>0.78 $</td>
<td>0.22 $</td>
<td>10476</td>
<td>81,481,481 $</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Brand 3</td>
<td>0.83 $</td>
<td>0.23 $</td>
<td>19556</td>
<td>162,962,963 $</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Brand 4</td>
<td>0.65 $</td>
<td>0.13 $</td>
<td>2514</td>
<td>16,296,296 $</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Brand 5</td>
<td>2.50 $</td>
<td>1.00 $</td>
<td>652</td>
<td>16,296,296 $</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

| Total | 97796 | 814,814,815 $ |

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**Table of Inferred Market Share and Brand Equity**

- Market Data and Brand Equity Estimates for a set of CPG brands:
- To be continued...