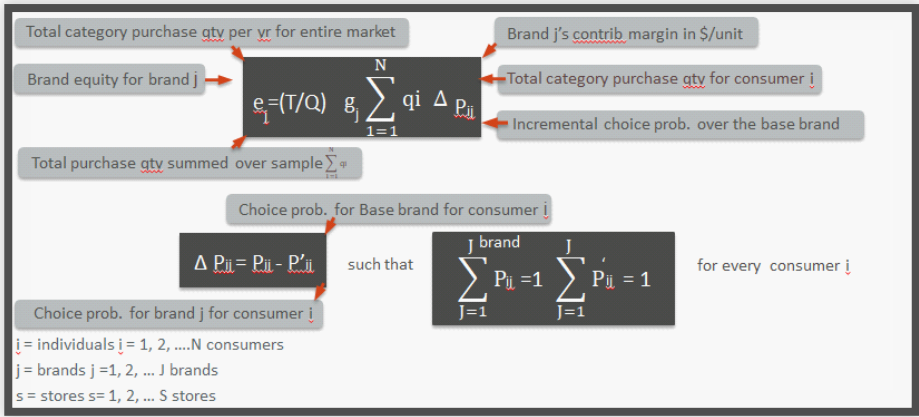


Measuring and influencing Brand Equity

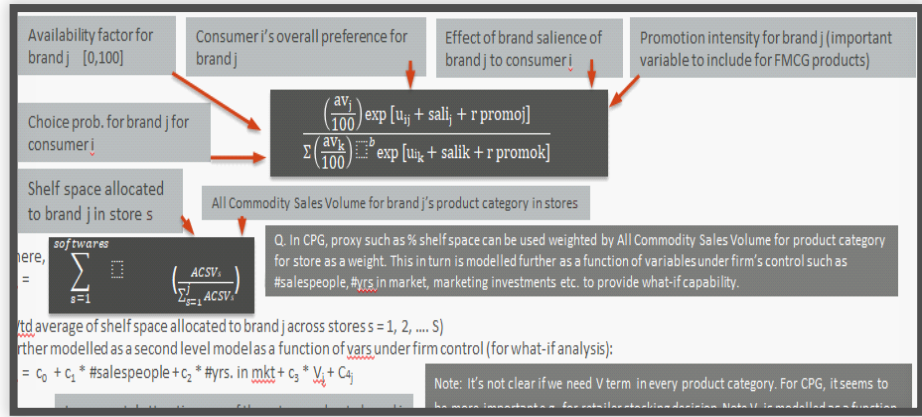
Problem Statement

- 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

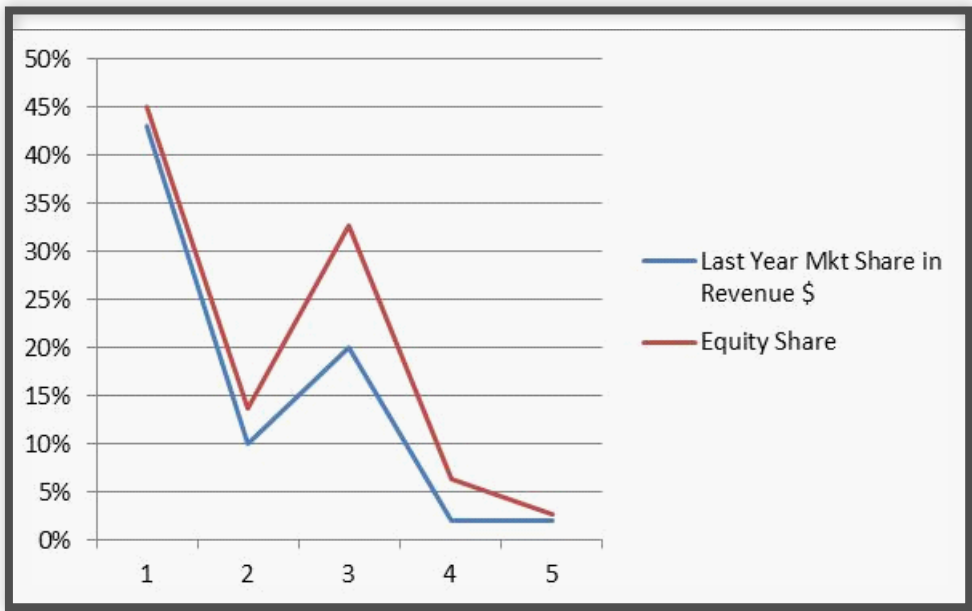
- Cost**
Reduce BE measurement cost by **30%+** in the long run compared to traditional BE approaches.
- Integrated common goal**
Galvanize all stakeholders teams around a shared BE understanding and goal via clear connection to BE.
- Actionable**
Achieve tangible improvement in BE via highly actionable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

Market Data and Brand Equity Estimates for a set of CPG brands:														
Toothpaste Brand	Price per 100g	\$ Contrib Margin per 100g	Last Year Sales in Tons	Last Year Sales in \$	Last Year Mkt Share in Tons	Last Year Mkt Share in Revenue \$	Cumulative Brand Expenditure to date	Brand Availability (0-100 rating)	% weeks brand was on price promotion	Year of Introduction	Estimated \$ Brand Equity	Equity Share	Equity/Mkt Share Index	
Brand 1	\$ 0.94	\$ 0.24	37098	\$ 350,370,370	38%	43%	\$ 581,411,577	99	38.46%	1936	\$ 7,778,619	45%	104	
Brand 2	\$ 0.78	\$ 0.22	10476	\$ 81,481,481	11%	10%	\$ 85,155,039	95	46.15%	1967	\$ 2,351,467	14%	136	
Brand 3	\$ 0.83	\$ 0.23	19556	\$ 162,962,963	20%	20%	\$ 117,573,206	97	46.15%	1993	\$ 5,645,041	33%	163	
Brand 4	\$ 0.65	\$ 0.13	2514	\$ 16,296,296	3%	2%	\$ 19,375,347	40	15.38%	1917	\$ 1,092,382	6%	315	
Brand 5	\$ 2.50	\$ 1.00	652	\$ 16,296,296	1%	2%	\$ 4,629,630	20	7.69%	2011	\$ 445,985	3%	129	
Total			97796	\$ 814,814,815										

Close relationship between market share and brand equity



Process Flow

