



SABA
INTELLECTUAL
PROPERTY

BRAND VALUATION

IMPORTANCE OF CONSUMER'S PERCEPTION IN A HOLISTIC BRAND VALUATION



17th Open Forum

25-28 OCTOBER 2017
VENICE, ITALY

BRAND VALUATION

This Presentation

WILL

Discuss the importance of a consumer's perception of a brand towards a holistic brand valuation.

WILL NOT

Explain how such brand valuations are mathematized.

BRAND VALUATION

Interbrand : Best Global Brands 2017 - Rankings

| | | | | | | | |
|--|--|--|---|--|--|---|--|
| 01  +3% 184,154 \$m | 02  +6% 141,703 \$m | 03  +10% 79,999 \$m | 04  -5% 69,733 \$m | 05  +29% 64,796 \$m <small>TOP GROWING</small> | 06  +9% 56,249 \$m | 07  -6% 50,291 \$m | 08  +48% 48,188 \$m <small>TOP GROWING</small> |
| 09  +10% 47,829 \$m | 10  -11% 46,829 \$m | 11  +3% 44,208 \$m | 12  +5% 41,533 \$m | 13  0% 41,521 \$m | 14  +5% 40,772 \$m | 15  +7% 39,459 \$m | 16  +3% 31,930 \$m |
| 17  +3% 27,466 \$m | 18  +8% 27,021 \$m | 19  -4% 22,919 \$m | 20  +3% 22,696 \$m | 21  +6% 22,635 \$m | 22  +1% 20,491 \$m | 23  -10% 20,488 \$m | 24  +11% 18,573 \$m |

BRAND VALUATION

Importance of Brand Valuation

- Brand management and development
- Benchmark of return on investment (ROI)
- Negotiating with licensees or joint venture Partners ,in legal disputes, and many other...

BRAND VALUATION

Definition of Brand Valuation

“Brand valuation is the process of assessing/calculating the value of a brand using different approaches or blended approaches that are either based on actual value of the brand, that is, the financial value of a brand or one of the intangible measures that contribute to the brand’s financial value”.

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Prevailing Brand Valuation Methods

The prevailing brand valuation methods are based on the above definition less the emotional attributes of the brand. The reason is that the universal valuation methods were originally designed to measure tangible assets such as real estate, machinery, stocks, cars, ships etc.

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Prevailing Brand Valuation Methods

- *Income based brand valuation methods*
- *Market based brand valuation methods*
- *Cost based brand valuation methods*

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One more dimension- Consumer's Perception

- *Calculating the value of a brand using intangible measures that pay out for the brand's financial value.*

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Brand Valuation Leagues

| Report | Publisher | Rank of Apple | Brand value (USD Millions) |
|--|----------------------------------|---------------|----------------------------|
| The World's Most Valuable Brands 2017 | Forbes | 1 | 170,000 |
| The most valuable brands of 2017 | Brand Finance 2017 | 2 | 109,470 |
| The 2017 BrandZ™ | WPP and Kantar Millward Brown | 2 | 234,671 |

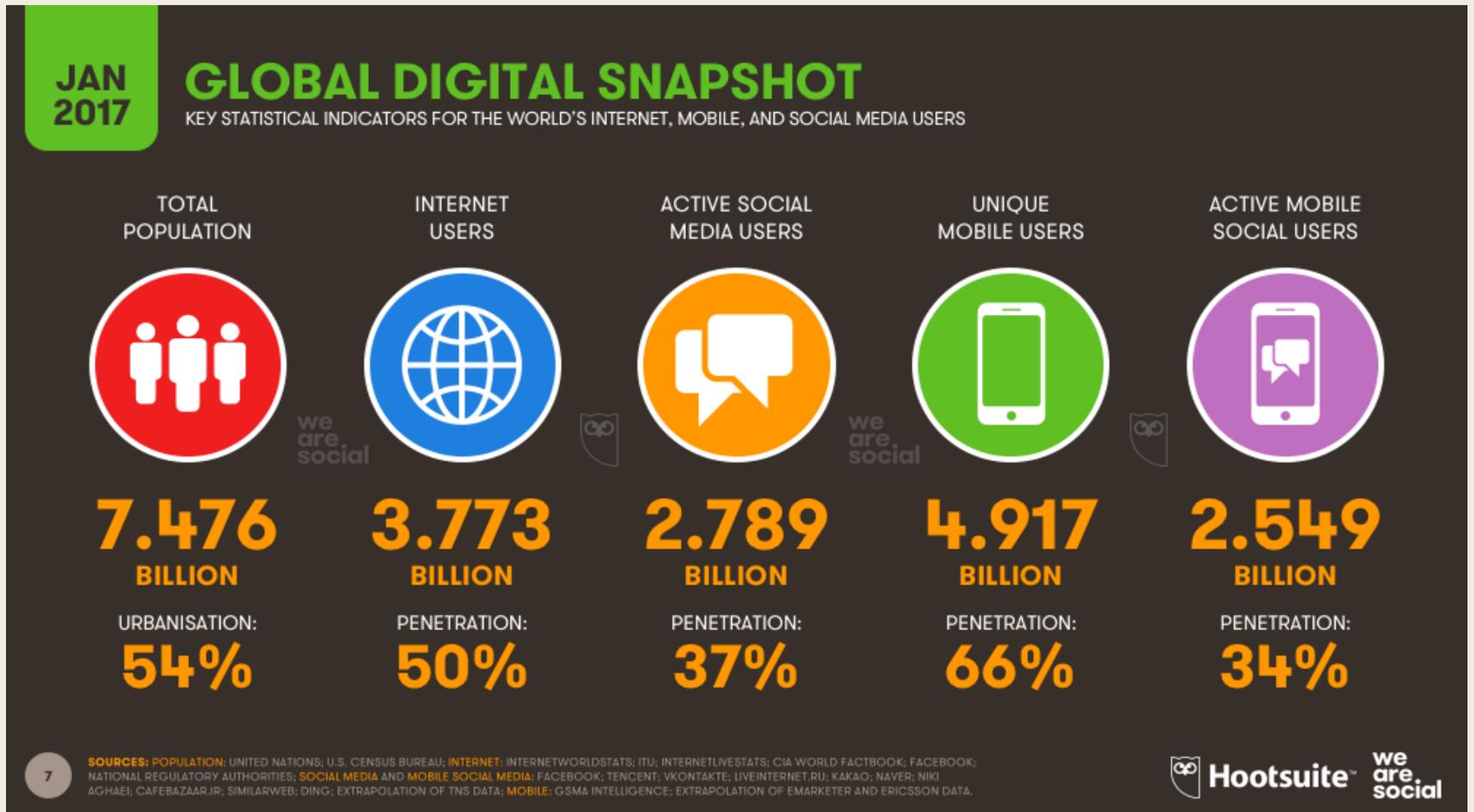
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So, does a consumer's perception of a brand matter?

- “Brand perception is owned by consumers, not brands. Regardless of your message, whatever people are thinking and saying about your brand, that is your brand.”

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Metrics to measure consumer's perception of a brand



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Social Listening

- What is the overall sentiment towards your brand?
- What is your brand's share of voice compared to competitors?
- Does your share of voice vary over time/ across regions/different types of social media?
- Which of your products is most talked about?
- How does sentiment about your brand change over time?
- What has caused spikes in conversation about your brand?
- What are the top topics talked about in relation to your brand?
- What do people like most about your brand or your products?

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socialmention*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Images](#) [Video](#) [All](#)

Search

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uber

82%
strength

5:1
sentiment

13%
passion

68%
reach

1 minutes avg. per mention

last mention 4 minutes ago

102 unique authors

0 retweets

Sentiment

| | | |
|----------|---|-----|
| positive | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 16 |
| neutral | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 106 |
| negative | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 3 |

Top Keywords

| | | |
|-----------|---|-----|
| uber | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 266 |
| link | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 18 |
| submitted | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 17 |
| comments | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 17 |
| towel | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 12 |
| drying | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 12 |
| plush | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 12 |
| kahit | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 10 |
| clan | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 9 |
| alles | <div style="width: 100%; height: 10px; background-color: #0070c0;"></div> | 9 |

Mentions about uber

Sort By: Date Results: Anytime
Results 1 - 15 of 124 mentions.

- [Halloween Treasure Hunt; Insane Uber Win](#)

Halloween Treasure Hunt; Insane Uber Win - HalloweenTreasureHuntInsaneUberWin.pngInane uber win? Really? O_o nothing more original in mind? s409.photobucket.com/albums/pp177/CounterClockwork1/ROBLOX/Badges/?action=view&ct=HalloweenTreasureHuntInsaneUT 4 minutes ago - by CounterClockwork1 on [photobucket](#)
- [Kandi's formes](#)

Kandi's formes - Kandiformes.pngside ones are uber s784.photobucket.com/albums/yy124/kandipaw/?action=view&ct=Kandiformes.png 4 minutes ago - by kandipaw on [photobucket](#)
- [uber barb](#)

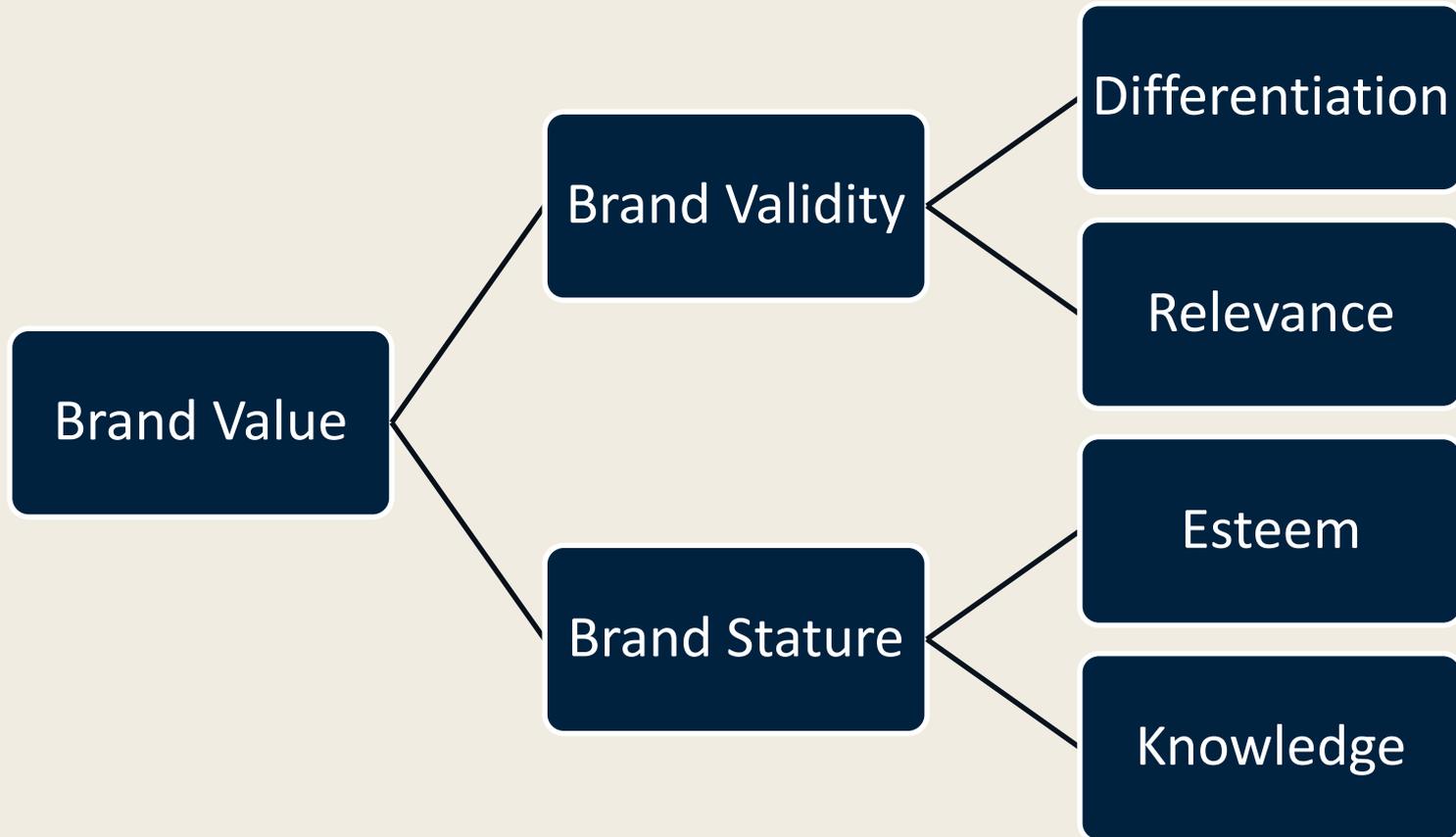
uber barb - bmarshall-150E-noguildtag.jpgguber barb sig, no guild tag s242.photobucket.com/albums/ff148/af_bmarshall/?action=view&ct=bmarshall-150E-noguildtag.jpg 4 minutes ago - by af_bmarshall on [photobucket](#)
- [mi uber battle card](#)

mi uber battle card - 02c728339c23ca165ad36559c5cb6db1.pngonly for uber battle s369.photobucket.com/albums/oo139/zilveri/?action=view&ct=02c728339c23ca165ad36559c5cb6db1.png 4 minutes ago - by zilveri on [photobucket](#)
- [UBER HERO](#)

UBER HERO - 88.jpgi had ams on so i couldent do my 2k 3.8k damage but here s842.photobucket.com/albums/zz348/lop0909/?action=view&ct=88.jpg 4 minutes ago - by lop0909 on [photobucket](#)
- [Dark Uber Freezing Fire](#)

BRAND VALUATION

Brand Asset Valuator*



* Young & Rubicam

BRAND VALUATION

ISO 10668

ISO 10668 requires 3 types of analysis to arrive at a thorough brand valuation opinion:

- Legal
- Behavioral
- Financial

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Conclusions

- Measuring the consumer's perception of a brand is core to a comprehensive and diligent brand valuation.
- A comprehensive and diligent brand valuation have useful diagnostic power and richness that will add significance to any brand valuation report and serve as an indispensable article on the boardroom table to discuss issues from brand and marketing budget determination to making make big decisions related to insolvency and liquidation.

