
Brand Investment and Valuation: Current Practice & Potential Impact Q&A

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**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Why this is Important – Swimming in Data

Market Share

Preference

Trade Promotion Lift Index

Bonding

Brand Loyalty

Persuasion

FSI ROI

Penetration

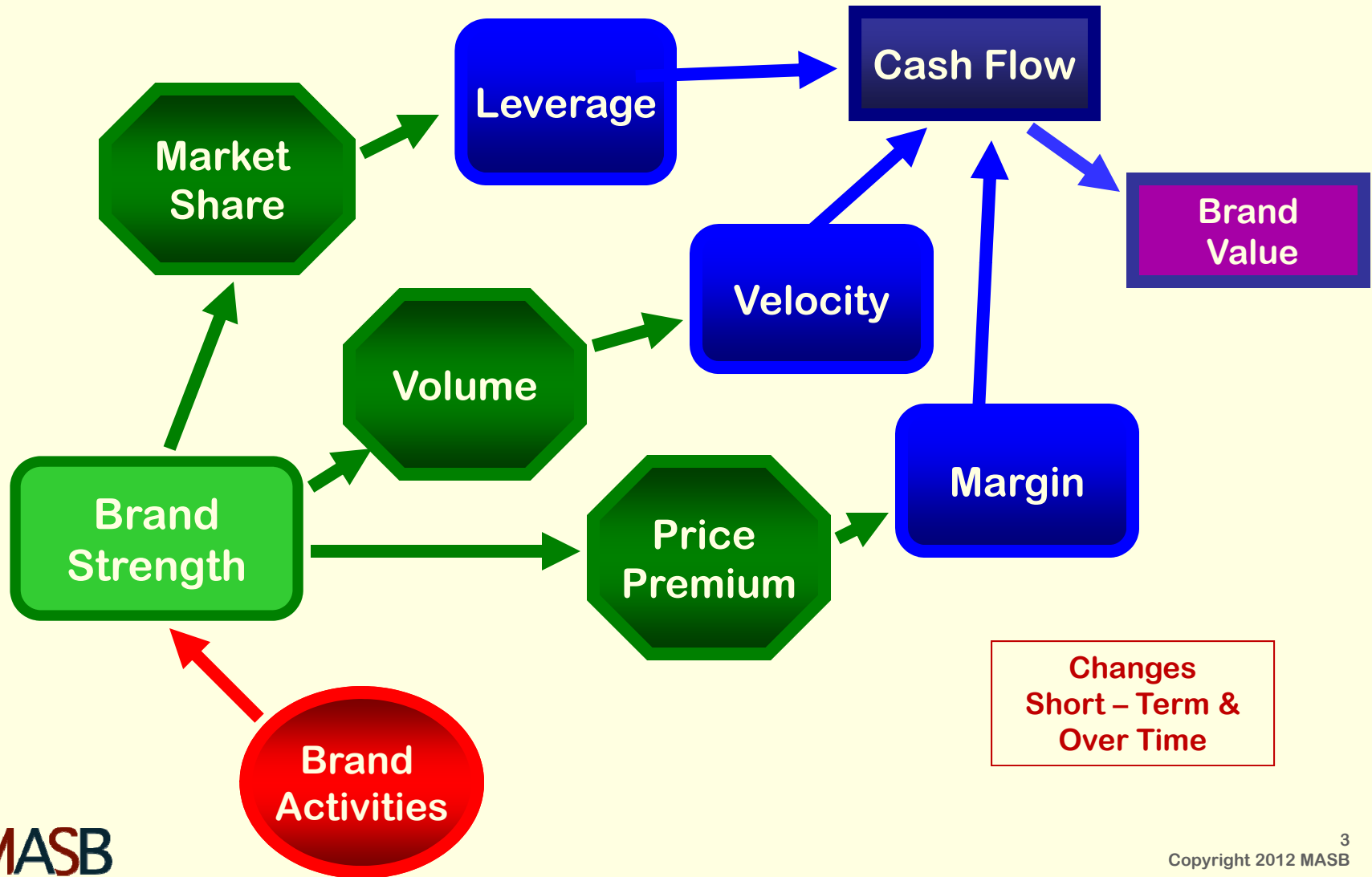
Social Buzz



Price Elasticity

Unaided Awareness

MMAP: Brand Investment/Valuation Model (Conceptual Links)



Business Challenge - where to focus?

- Understand which measures predict success
- Determine if certain measures are leading indicators
- Global management of brands
- Research is not conducted in all markets
- Ultimately guide investment decisions that sustain and strengthen brands

Marketing Lens



Finance Lens



K-C is in – Who Else Wants to Join the Team?



Looking for 2-4 more non-competing Brands

Q & A

- **Q. Are we going to be flexible & look at both Market Share & Volume?**
- **A. Yes, because both are important for different reasons.**
- **Q. Are we going to look at incremental value due to brand?**
- **A. Most will be comfortable w/model of total value.**
- **Q. Is goal to have a specific methodology, or variations?**
- **A. Goal is transparency and credibility...and in the hands of marketers.**
- **Q. How will consultants w/proprietary methods deal with this?**
- **A. They will think differently...how to support the standard.**
- **Q. How will accountants accept this?**
- **A. Accountants are in the business of convention – what’s generally accepted.**
- **Q. Will all brands participating be required to apply the same metrics?**
- **A. All will get brand preference (choice) and will bring their current metrics.**



Thank-you!



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