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# **Brand Investment and Valuation: Current Practice & Potential Impact**

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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

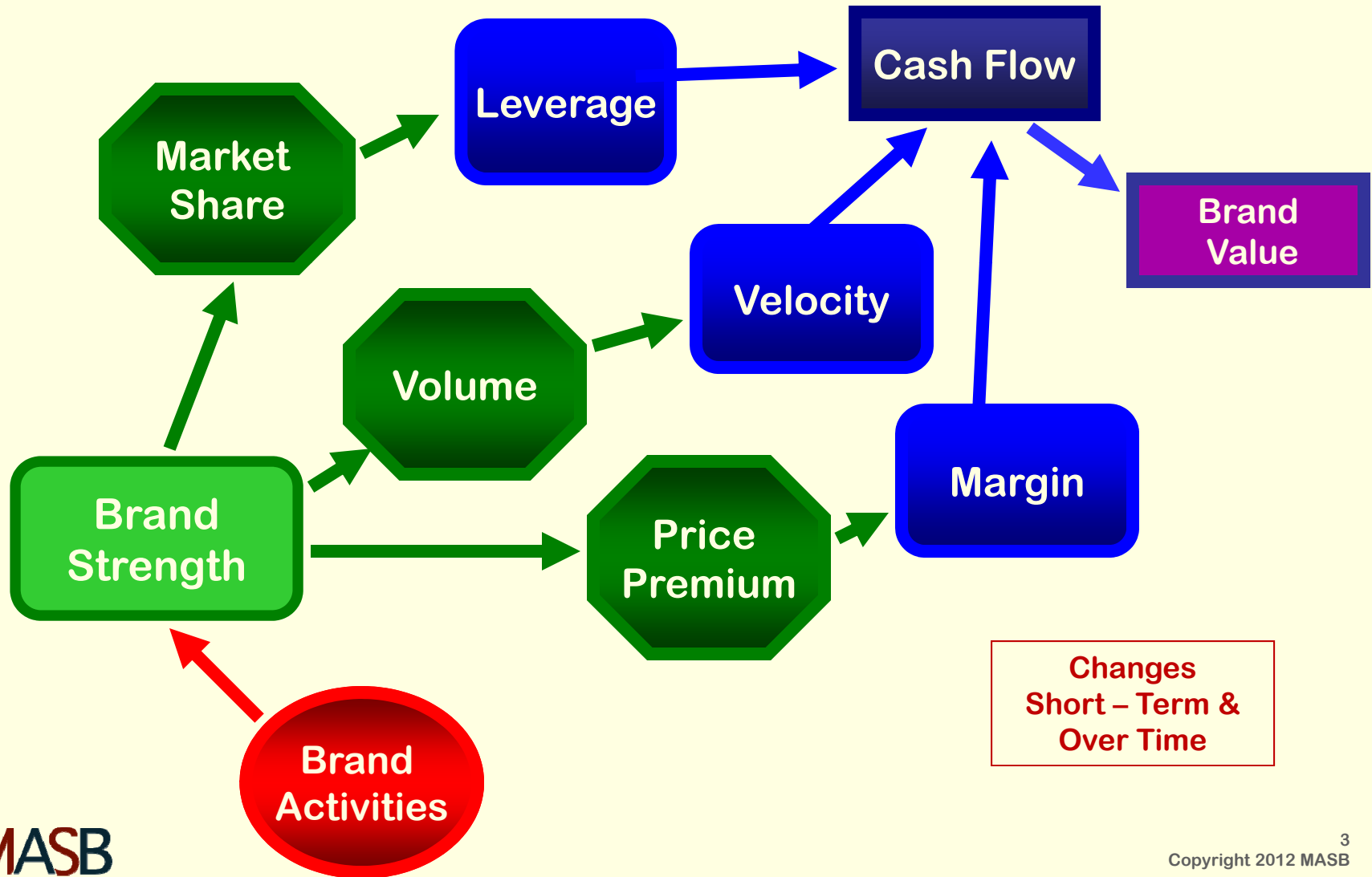
Social Buzz



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



# Group Discussion

- Reaction to (Dave Stewart's) project “principles”?
- Feedback on Mike Hess' project review?
- What do you see as the potential impact and application?
- What is your current practice for valuing your brands today?
- What lens do you apply (marketing view of brand value, finance view of brand value)?
- What metrics do you focus on and have you made any connections of these metrics to brand value?

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



Looking for 2-4 more non-competing Brands



# Thank-you!



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