



Presented to:

MASB

February 11, 2016



Big question from last summit

*How can we make
BLV standard metric
readily available?*

Introducing The Brand Strength Monitor

The “brand” is one of the largest assets that a company owns and yet its value is monitored less often than a small piece of factory equipment or a computer server, if at all. This puts marketing and finance teams at a disadvantage for assessing investments in the brand.

We have developed an inexpensive, independently verified monitoring process that cures this problem.



A continuous tracking
of all brands in a
category.



An online dashboard
to view brand strength
data and export this
data into excel, etc. for
use in financial
programs.



An affordable solution
to tracking brand
strength/value with a
measure independently
cited for its ability to link
results with actual in-
market performance.

Our measure of brand strength is unique

A cornerstone of the monitor is the behavioral brand preference (choice) measure *accepted by MASB as the standard for valuing brands...*

Respondents participate in prize drawings (sweepstakes) across several categories...

In each category they choose the product they would like to win from a balanced competitive set...

Bias is eliminated as this is a true behavioral exercise...

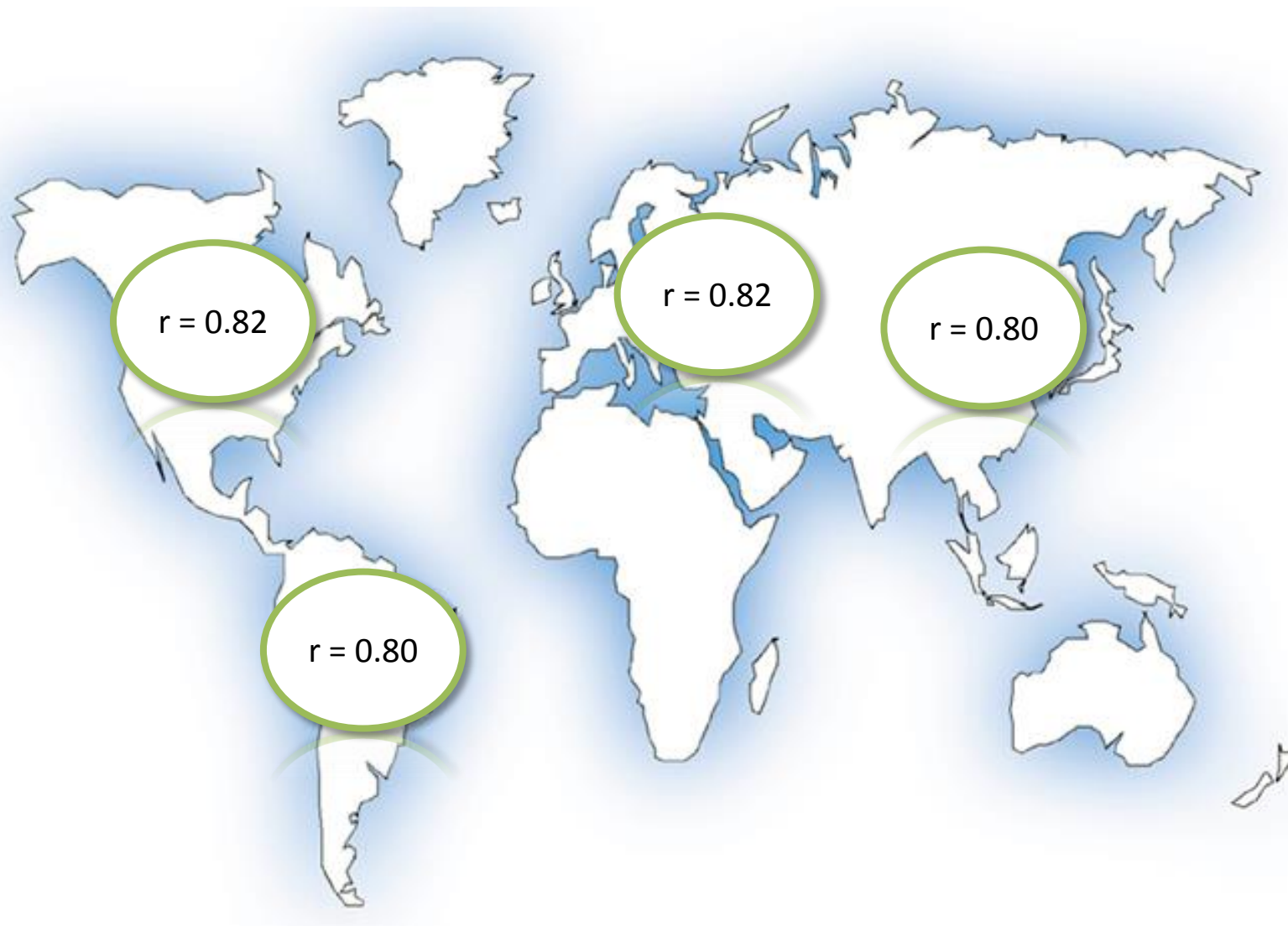
Validated to market share results across multiple categories globally...

The act of choosing demonstrates which brand is preferred over competing brands in the category

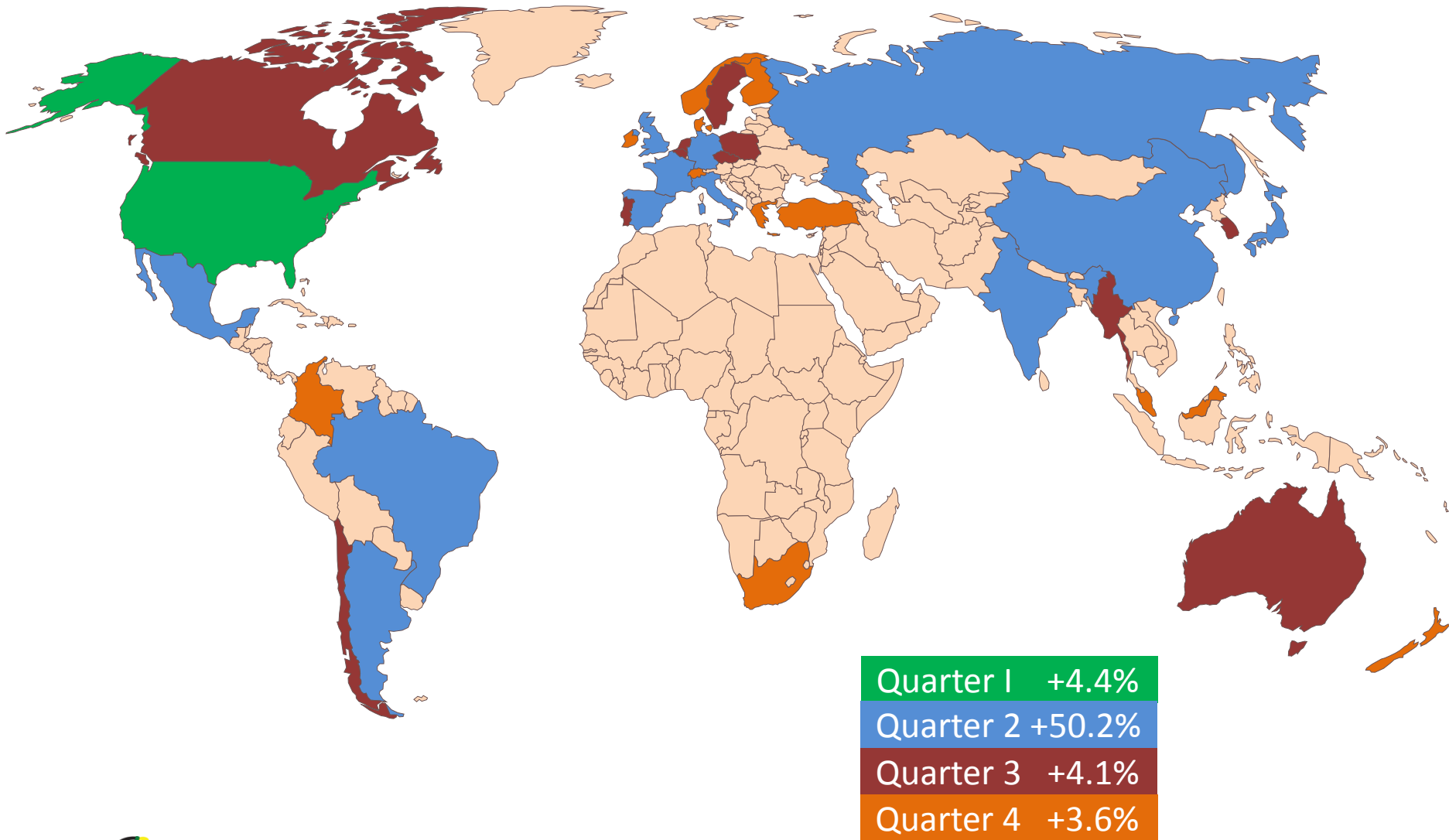
Independently Verified by

MASB Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Correlates strongly to sales across all global regions



2016 Roll Out Schedule – 62% Coverage of World Population



Dashboard Deliverable

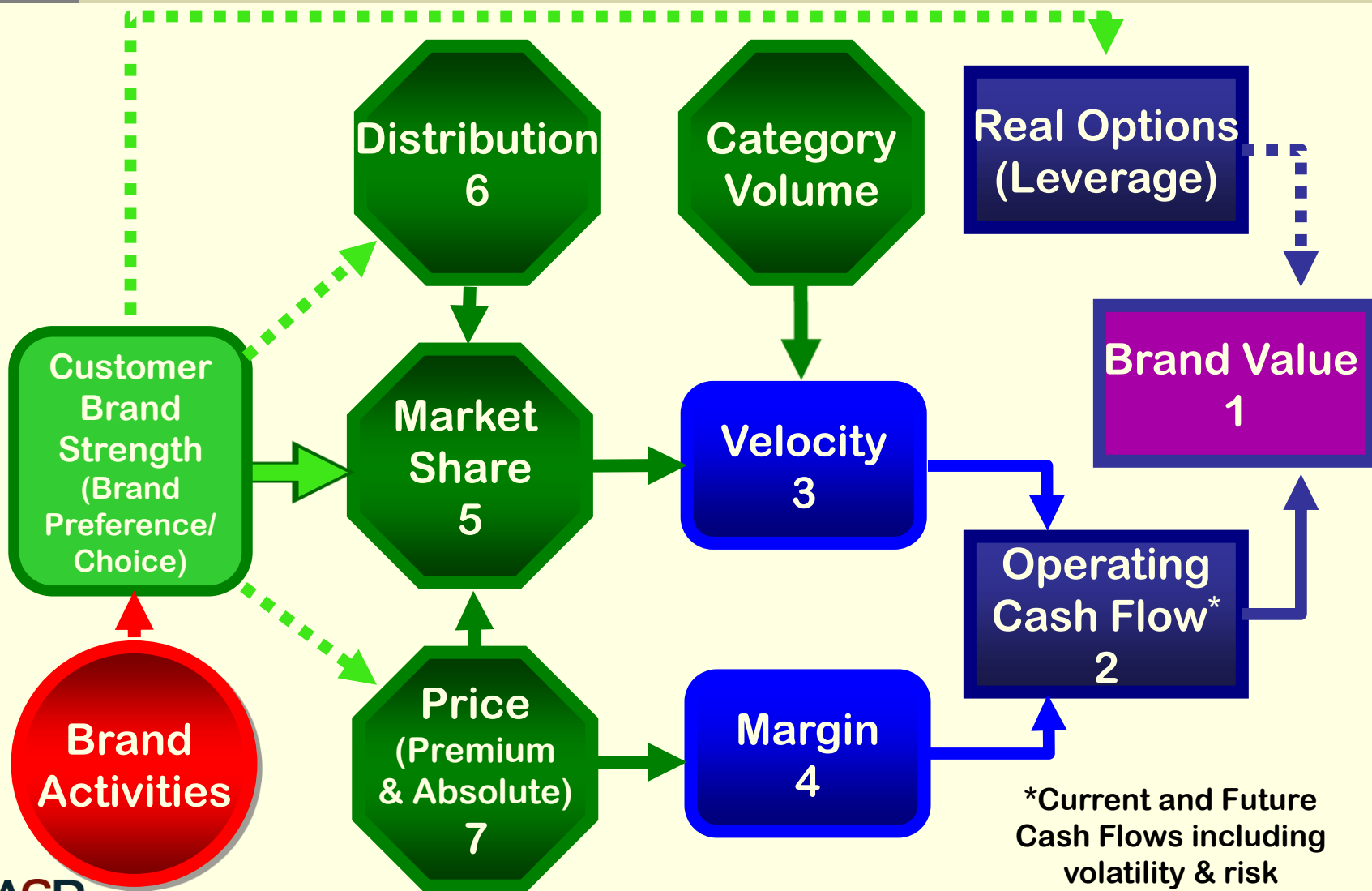
DASHBOARD VIDEO

https://www.amazon.com/clouddrive/share/Sj4E9boaiyZcn3cJQ6YzCs3CWCKNUygE70ACsSYXrYv?ref_=cd_ph_share_link_copy

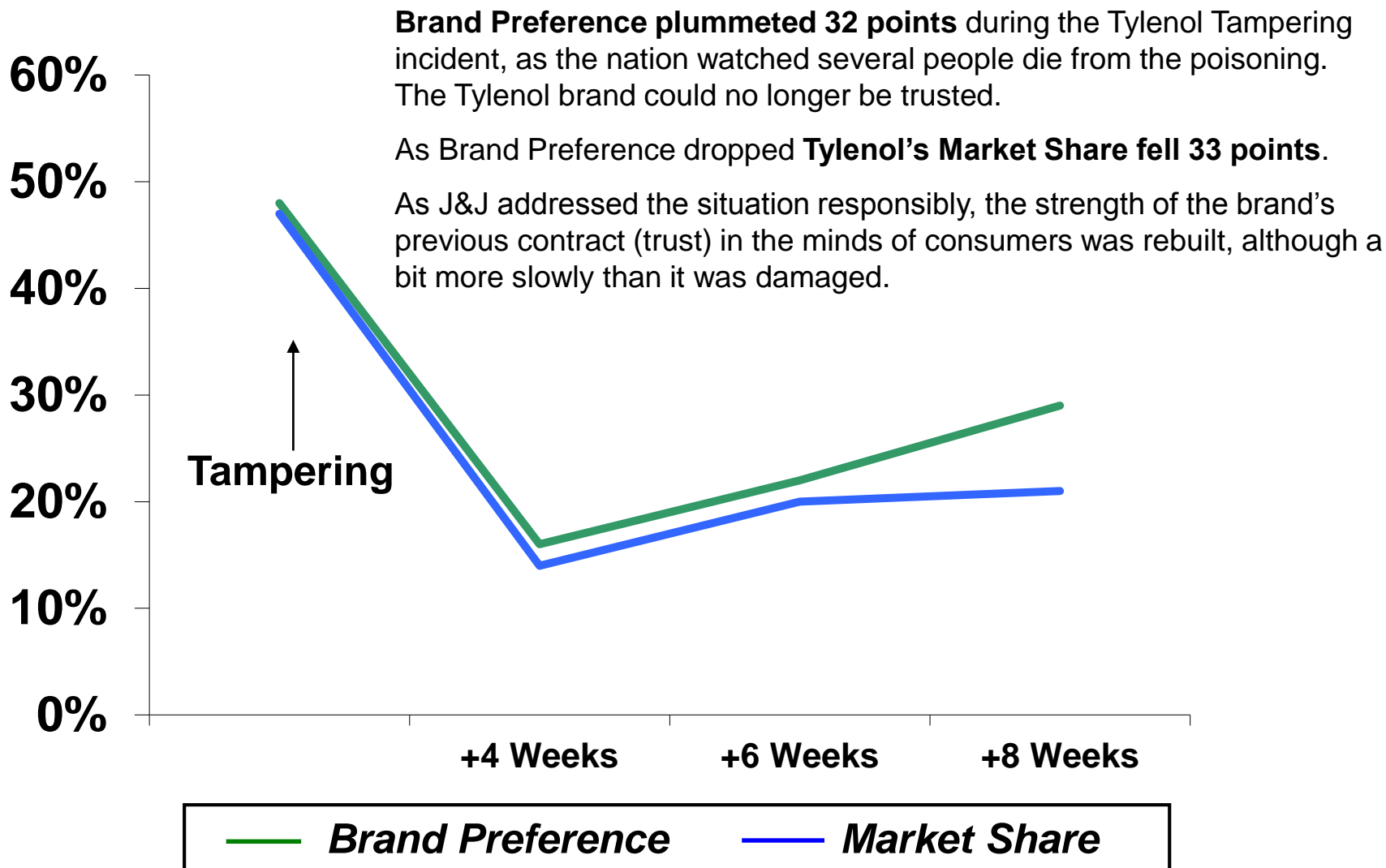
*Brands could “earn” a higher valuation
based on improved brand preference
which would remove uncertainty
relating to future financial assumptions
and the longevity of the brand*

- James Meier (MillerCoors)
MASB Summit 2015

Brand Investment/Valuation Model (8/15)



Monitors impact on brand strength from all sources



*Source: MSW•ARS Research

Understand brand strength among consumer group

	Brand Strength Among:		
	All Men & Women (N=7200)	African American (N=862)	Hispanic - Acculturated (N=439)
Brand A	66.0%	69.6%	71.0%
Brand B	21.3%	18.2%	14.6%
Brand C	1.9%	1.4%	0.2%
Brand D	1.3%	1.4%	1.1%
Private Labels	9.5%	9.4%	13.1%

- Brand B is lagging behind leading brand A among AA and Hispanic consumers
- Opportunity exists for all brands to make additional inroads into Hispanic market by targeting private labels

Thank You!
We look forward to a great partnership.

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https://www.amazon.com/clouddrive/share/Sj4E9boaiyZcn3cJQ6YzCs3CWCKNUygE70ACsSYXrYv?ref_=cd_ph_share_link_copy

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