

Brand Measurement:

Purpose, Potential and New Approaches

San Francisco, CA October 5-6

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Take-aways

- Understanding of brand measurement, including top ten trends and pressures on margins
- Ability to identify values and value drivers for key stakeholder groups
- Understanding of the Brand Value Method and the Brand Value Equation, and how to apply them
- Methods for overcoming barriers to implementation, including how to get management buy-in
- A roadmap for putting the lessons learned in this session into practice

Attaining success and future funding requires that marketers be able to articulate the importance of brand equity to senior management. In order to do this, marketers must have a firm understanding of how to measure and quantify a brand's impact in the marketplace, including trends and pressures that affect how their brand is viewed.

This program is designed to give you new ways to demonstrate the value of brand investments. Through interactive discussions, break-out groups and exercises you'll discover what brand measurement is and why it's so important. Explore how brand "pull" provides a framework and generates action, and learn tools to make brand measurement a dynamic contributor to your company's success.

Special Price Available

	Member	Non-Member
Before 6/18/10:	\$895	\$1,195
Before 7/19/10:	\$995	\$1,295
Before 8/17/10:	\$1,095	\$1,395

Ron Strauss

Founder and CEO, Brandzone

Ron Strauss is a leading authority on value-based branding. Over the last 30-plus years in value creation, he has worked with Fortune 500 firms like Siemens, Anheuser-Busch companies, Land O' Lakes, Schlumberger, as well as many small- and medium-sized businesses.

With William D. Neal, he co-authored the highly acclaimed *Value Creation: The Power of Brand Equity*, which empowers CEOs, CFOs, CMOs, investors and other stakeholders to better understand and manage their firm's most valuable asset—their brands.

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Day 1

Why is Brand Measurement Important?

- Short term pressures/margin squeeze
- Top 10 trends

Intangible Assets—Significance for Success

- Buffett Model:
 $MV = (TA - Liabilities) + IA \times P/E$
- FASB 142 (equity)
- Pullman bonds (debt)

Functions of a Brand (Starbucks Web Example)

- How does 'meaning' create value as assets, QAD, promise
- Who are the key stakeholders: CSR, VBL and VBM

Value Disciplines, Creation and Destruction

- Recognizing your value discipline
- Values vs. Value/ "push" vs. "pull" branding
- Satisfaction (NPS) vs. loyalty
—The power of dissatisfaction
- Gallup Q12/CE11 = HumanSigma
- The 'Opportunity Gap'
- Lost order studies/customer winback programs

Brand Value Model and Brand Value Equation

- Consideration sets
- Hierarchy of value
- Value drives choice, choice drives loyalty
- Segmentation and pricing implications

Day 2

Competing for Customers and Capital

- How to talk the language of the boardroom and the executive committee
- How does this apply to your company/situation?

Building a Brand Measurement/ Pull Branding Culture and Toolkit

- Vision, mission/purpose and values
- What types of data are best for your company?
- Associated measurements and frequency of measurement ("push" vs. "pull", S.T. vs. L.T.)
- Brand pillars and service flow drivers, service mapping
- Restaurant example

Barriers to Implementation and How to Overcome

Exercise

- Identify value drivers and KPIs
- Frequency of measurement
- How performance improvements will be maintained across organization
- Expected outcomes in terms of KPIs and shareholder value

Debrief and Lessons Learned