

In many companies marketing is the primary revenue driver, and brands the most valuable asset.

Yet marketers struggle to answer crucial questions:

- **How much should I invest in marketing?**
- **Which markets, customers, brands and channels will generate the highest return?**
- **Which strategy will generate the greatest value?**
- **How are my brands performing relative to competitors and targets?**

The **Brand Finance Scorecard** helps answer these questions. It integrates market, brand and financial information and maps how business value is created.

Our approach has four main components:

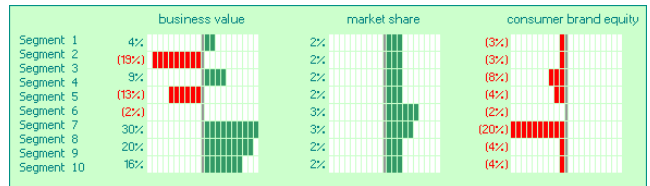
1. **Value Map:** Focuses attention on the measures that matter by illustrating performance within the value chain.
2. **Dashboard:** An easy to read summary of key financial and brand and market measures.
3. **Competitive Benchmarking:** Charts and data tables tracking competitive performance over time.
4. **Scenario Valuation Model:** Value changes over time, and quantification of the expected financial impact of different strategies.

Brand Finance Scorecard Applications:

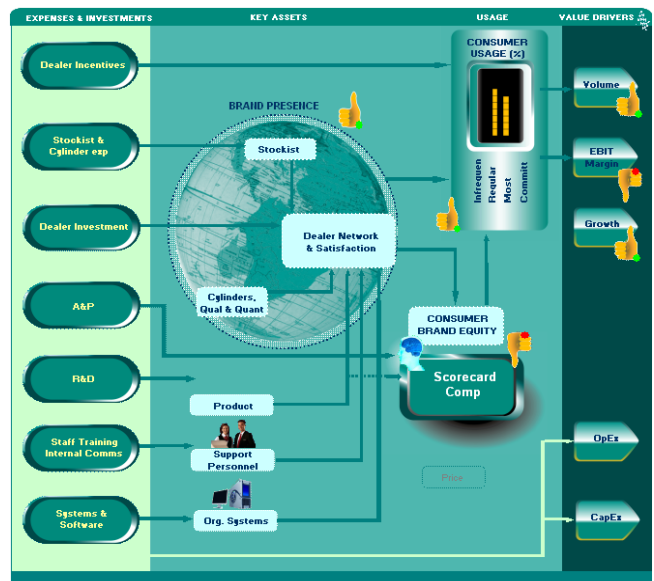
In addition to tracking performance, the scorecard is the primary information source for marketing strategy and tactics:

- **Performance Tracking:** How are we doing?
- **Strategy & Tactics:** What actions should we take, and where?
- **Brand Investment:** How much should we be investing?

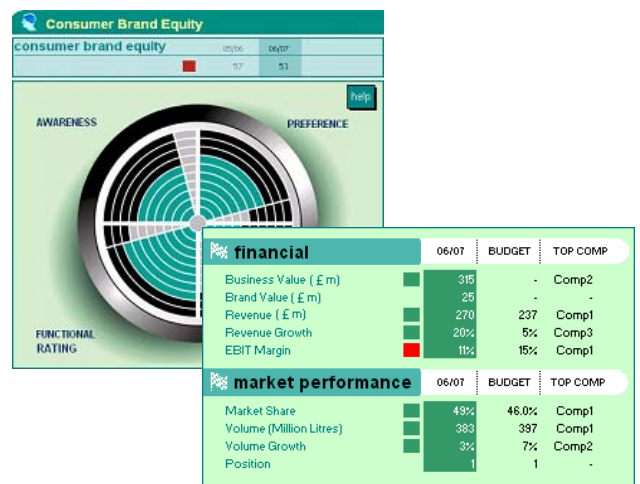
Top-Level Dashboard



Value Map



Marketing and Financial KPI's



Brand Finance is an international leader in measuring and leveraging brand value. Our clients include:

- ABN AMRO
- British Telecom
- Ericsson
- Foster's
- Groupe Danone
- Heineken
- MasterCard
- Microsoft
- Orange
- Philips
- Royal Mail
- SABMiller
- Shell
- Telefónica
- Vodafone

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◦ Value Based Marketing

◦ Intangible Asset Valuation

◦ Brand Transactions

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