

# measuring and valuing brands

Increasingly, intangible assets such as brands are what determine the value of any business. Therefore, more and more public and private companies are looking for ways in which their brand value can be measured, valued and reported.

Knowing more about what is driving the competitive success of a business allows an accurate valuation of mergers, acquisitions and disposals. Also, knowing what makes for a strong brand allows marketing and promotion to be targeted cost-effectively.

By extracting and modifying the best from a collection of established methodologies BRAVO is a robust and cost-effective model which allows companies to address the following critical issues:

What constitutes a brand in our market?

Do we have a brand and if so how strong is the brand in the market?

To what degree does our market capitalisation or balance sheet reflect the strength of the brand?

What are the key components and drivers of our brand value?

How can we improve brand value - and what measures will have the greatest impact?

The essential business practice that measures brand strength and brand value, giving the following businesses the edge:

Public company directors

Business owner-managers

Marketing and product managers

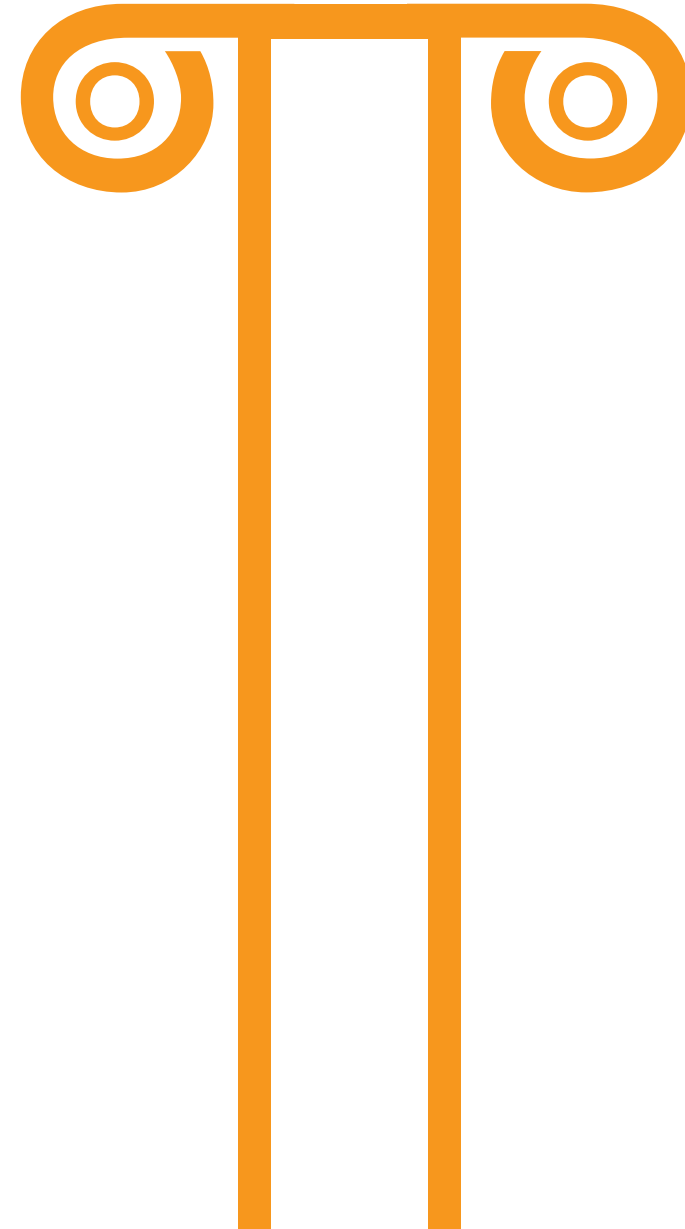
Institutional and private investors

Venture capital providers

Banks and other debt providers

Accountants and other advisers

**bravo**  
value your brand



# bravo the benefits

## increasing asset value

Inclusion of brand value as an intangible asset gives a more realistic picture of the true commercial value of a business.

## improving market rating

An independent assessment of brand value can be used to promote the true worth of the business to stakeholders and analysts - leading to an improved market rating.

## valuing acquisitions and disposals

Brand valuation can be used to determine accurately the value of an acquisition, give potential buyers a true picture of the overall value of your business and/or the value of subsidiaries you may wish to sell.

## benchmarking

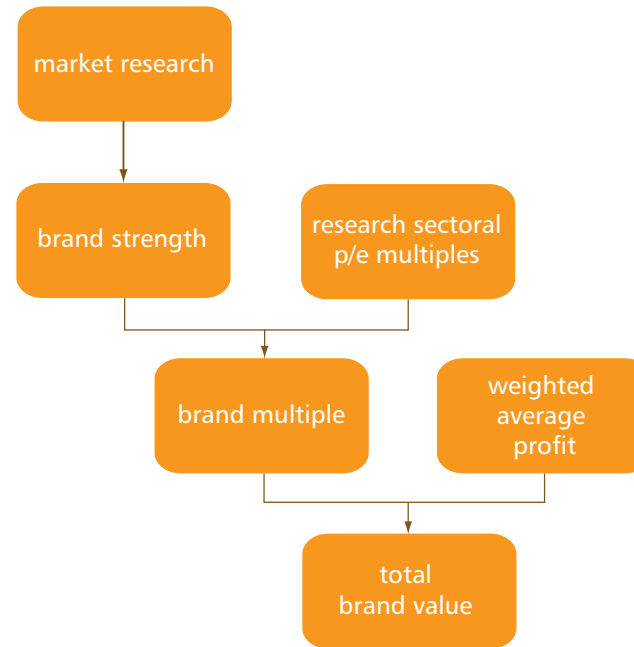
Bravo makes it possible to compare a company's brand value with that of its competitors, and of changes to the company's own brand value over time.

## value-added decision making

Brand valuation can identify the likely impact on shareholder value of management decisions and highlights what a company can do to improve brand equity value.

## reducing the cost of finance

Other things being equal, a positive brand valuation can boost significantly the total asset value of the business, reduce "gearing" and the cost of borrowing.



This methodology conforms to best practice for measuring brand equity, in that:

**It embraces all aspects of the brand**

**It follows fundamental accounting concepts**

**It allows for revaluation on a regular basis**

**It is robust and statistically meaningful**

**It is suitable for both own-developed and acquired brands**

## next step towards defining and valuing your brand

Bravo, as a practice for valuing your brand is a compelling proposition and the cost of an initial meeting is of course free.

So call now on **020 7317 2770** or email: [info@valueyourbrand.com](mailto:info@valueyourbrand.com) to set up a meeting.

You'll be glad you did.