Making Your Brands Do More For Your Bottom Line

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Many Different Stakeholders Want to Manage Different Aspects of Brand Equity
Seven Key Factors Drive Value

- Corp Earnings
- Earnings Forecast
- Diversification
- Investing in the Brand
- Leveraging Innovation
- Cost Containment
- Cost Reduction

These seven measures explain 80% of the increase in shareholder value.

Increasing Your Bottom Line

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Brand Equity

Discover your edge

Drive 89% of Share Price Change

Equity Premium

Branded

Generic

Base Cost

Earnings

Average Category Growth

Drive 11% of Share Price Change

Business Model Value-Added

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BEST© Delivered Via Roy Morgan Single Source

• Identify Segments via Continuous Survey
  - Most 1000 general surveys have only 20-30 Core Users!
  - Morgan Provides 50,000, therefore 1500 Core Customers

• Understand Their Media Preferences in Context of Single Source
  - Without Single Source left to looking at demographic differences between segments ... Loses 90% of Variation!

• Develop Product and Communication Strategies
  - Capture subtlety between segments

• Systematically Track Performance Over Time