FINANCIAL VALUE OF BRANDS PROCESS

1. **Gain executive buy-in**

   C-suite interest in FVB should be high, but commitment must be both high and enduring, especially from the CMO and CFO.

   Senior executives reporting to the CMO and CFO will also be critical to successful implementation.

2. **Expert identification of methodology**

   Identify the valuation approach and provider that is right for your company and brands. As a starting point, MASB has compiled summaries from the leading FVB measurement providers. Collectively, these providers have broad experience spanning all types of categories, geographies, and branding strategies.

   MASB also offers a pilot program to assist in obtaining an initial valuation, the results of which are verified by MASB experts, and plotting a path forward for continuing evaluations. To participate in this pilot, please email info@themasb.org.

3. **Focus on reasonable and consistent goals for accuracy and analyzing trends**

   It is more important to understand major trend changes in FVB over time than it is to have ‘to-the-dollar’ accurate point-in-time estimates.

   Use bridge charts to uncover the drivers of change. The five financial value drivers of marketing – volume, price, mix, cost and optionality – reveal the connectivity from successful marketing activities to brand preference, leading to profitable growth, increased cash flows and higher enterprise value.

4. **Incorporate FVB Calculation into Marketing Return Assessment Process (ROMI, ROI, CIR)**

   Use the trends and relationships to uncover opportunities and guide marketing investments. Ideally, such a comprehensive approach will be institutionalized in the annual marketing resource allocation process to support investment decisions.

from *The Financial Value of Brands Imperative*, June 2021; available at themasb.org