



With the emergence of the global economy and increasing competition, brands and brand management have become a core element of corporate policy. Against this backdrop, assessment and management of brand value is gaining in relevance.

Brand Valuation Management (BVM) has become an essential strategic element in the executive management of the modern enterprise. Well-managed brands are a significant aspect of corporate worth, often valued at significant percentage of the Enterprise Value (up-to 80% in totally brand-driven companies), and can be the most valuable assets an organization possesses.

EXPERTISE

ICM Advisors has a significant capabilities in Brand Value Management in terms of marketing, industry and financial expertise of his advisors and research analysts and in terms of industry-accepted practices integrated with innovative proprietary valuation methodologies and tools.

- ICM has conducted over 300 brand valuation in many consumer and B2B industries for different purposes such as valorisation opportunities, securitized borrowing, licensing, M&A proposals, market entry strategies and brand promise delivery assessment.
- ICM has developed strong experiences and insights in the so-called Made in Italy sectors (food & beverage, furniture, apparel, jewellery, leather products) by creating the first Italian brand database (Brand Intelligence System©) composed of over 1.000 SMEs (30 to 290 Million Euro turnover).
- ICM has developed a methodology (Brand Equity Score©) to assess the brand current and potential value, based on market attractiveness, brand positioning and differentiators, business impact, market image and brand management practices.
- ICM Advisors has developed, jointly with TCSG (TreCentoSessantaGradi), a Customer Experience Index (CEXI©) providing a numeric grade for the critical experience touch-points considered most important to consumer cluster (experiential needs, wants & lifestyle).
- ICM is the first advisory firm in Europe offering brand valuation services for collateralized lending, in cooperation with a leading European Banking Group. Services have been tailored for mid-corporate normally in the early stage of brand value management.
- ICM has a dedicated unit of Intangible Equity Research and Competitive Intelligence (ICM Research), conducting institutional and commissioned researches and maintaining an extensive knowledge base of practices, experiences and public/private information sources.

SERVICES

ICM's Brand Value Management Services includes:

- Brand Valuation
- Brand Strategy and Portfolio Architecture
- Branded Customer Experience
- Brand Monetization

Brand Value Management process is tailored against objectives, scope and timing. Companies are facing many business issues and BVM services provide a powerful framework for strategic decision-making.

BRAND VALUATION

ICM Advisors helps clients to understand the brand by creating a business, marketing and financial model that defines the brand's current and potential value.

Robust brand valuation methodologies and practices are now widely recognised by the business and financial community. ICM has innovated the brand valuation practice by introducing a formal assessment and valuation of Branded business, Intangible Asset Portfolio, Brand Promise Delivery (customer/channel experience).

The brand valuation process is supported by extensive business/marketing research and competitive intelligence carried out by our ICM Research division.

BRAND STRATEGY AND PORTFOLIO ARCHITECTURE

Establishing a strong, defensible brand identity and strategic positioning is a key challenge for the business management. ICM Advisors works with clients to define, differentiate and position brands to maximize customer relevance and competitive differentiation.

An internal and external brand valuation using our Brand Equity Score® methodology is conducted to confirm the current image and generate potential identity and positioning platforms. Alternative positioning statements are developed and optimized with Customer Experience field analysis to maximize relevancy and differentiation.

ICM works with companies to organize and manage their offerings, with the overall objective of maximizing strategic leverage and increasing the value of the product/brand portfolio.

BRAND CUSTOMER EXPERIENCE

Positioning and promoting a distinctive brand promise is not enough. Companies must also deliver on it. The proof of the brand is in the customers' experience. What a company promise is either confirmed or denied in every interaction.

The Branded Customer Experience assessment allows companies to gain insight into the collective experiences of the brand. ICM Advisors, jointly with TCSG (TreCentoSessantaGradi), has developed a Customer Experience Index (CEXI®) providing a numeric grade for the critical experience touch-points considered most important to consumer cluster (experiential needs, wants & lifestyle).

BRAND MONETIZATION

More businesses are finding that their most valuable asset is their intellectual property portfolio, and they want to take advantage of these values in financing transactions. Commercial lenders have responded to that demand with an increased willingness to include intellectual property assets (brand, patent, copyright, know-how,...) as loan collateral.

Jointly with a worldwide known financial institution, ICM Advisors is the first European firm to develop a financial solutions based on Intellectual Property Assets

ICM provides advisory services concerning corporate funding instruments by using Intellectual Property Assets, such as trademark, patents and copyright, and supports firms in opportunities' valuation (identify assets, rating service, funding macro-sizing and benefits), assets valuation (due diligence, risk assessment, underwriting conditions, financial instruments choice), best-deal support (relationship with financial operators, credit insurance, covenants negotiation...) and asset value monitoring during the contract period.

Via Monte di Pietà, 21
20121 Milano - Italy
Phone: +39 02 86337602
Fax +39 02 86337400

18, Avenue Louis Casà
1209 Geneva – Switzerland
Phone: +41 22 747 7832
Fax: +41 22 747 7999

International offices:
Geneva

Düsseldorf- Hamburg - Karlsruhe
Milan - Munich - Turin

E-mail: icmadvisors@icmadvisors.com

Web Site: www.icmadvisors.com
www.icm-research.com