

# Brand Equity Segmentation and Targeting<sup>©</sup>

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## Making Your Brands Do More For Your Bottom Line

Josh McQueen

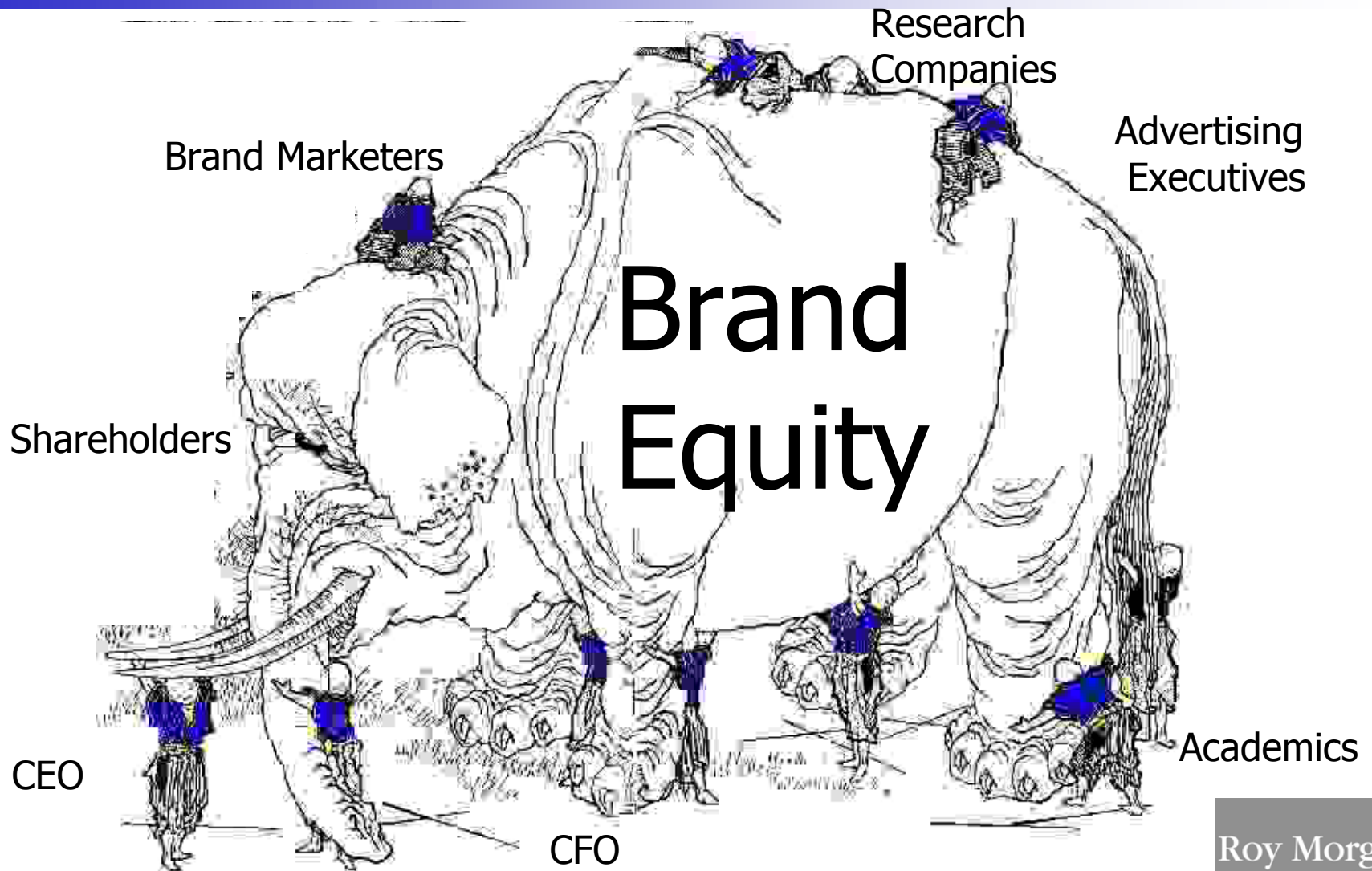
Worldwide Director of Brand Equity

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November 13, 2003

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# Many Different Stakeholders Want to Manage Different Aspects of Brand Equity

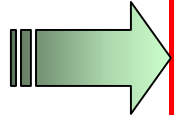


# Seven Key Factors Drive Value

Company Controlled

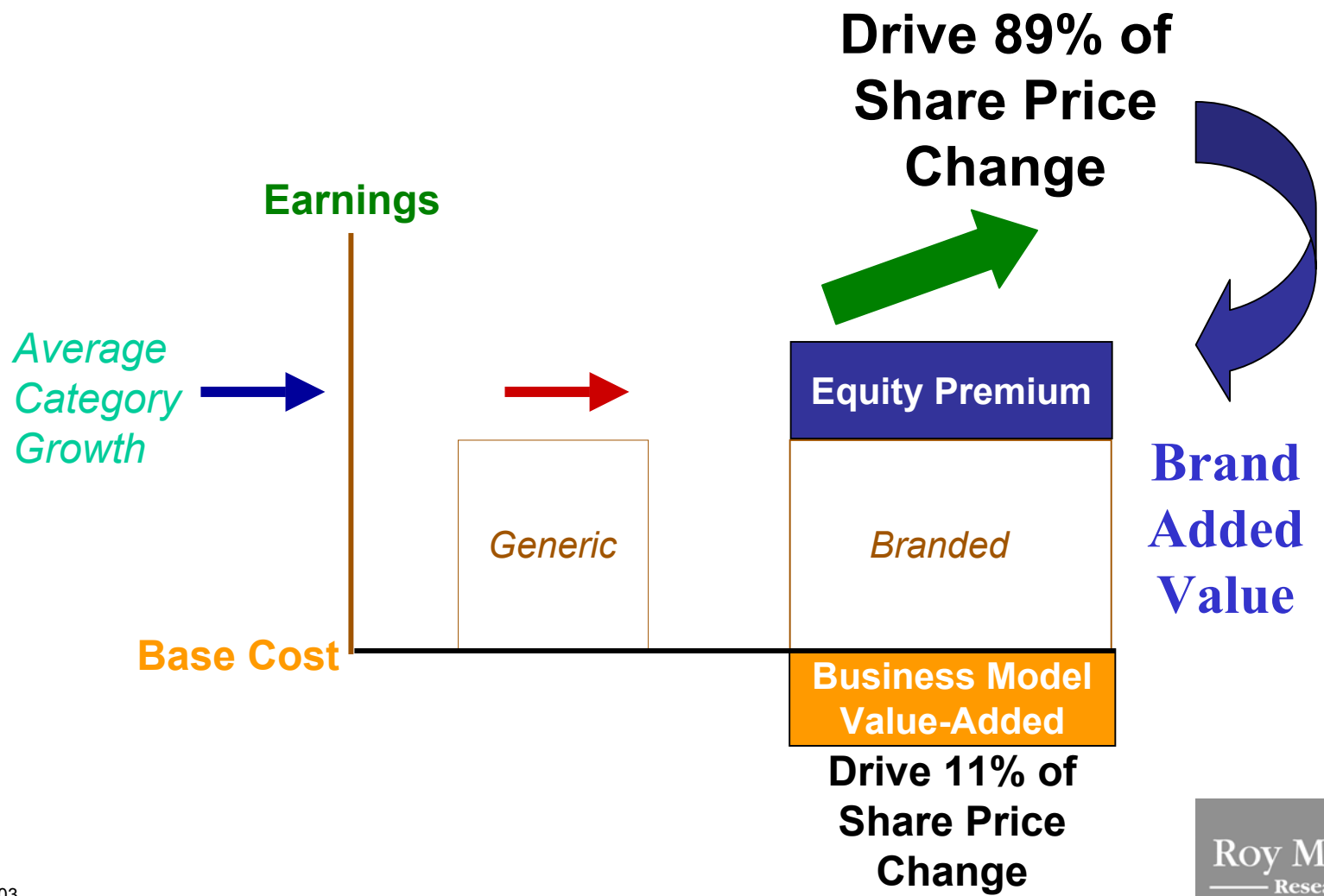
- Corp Earnings
- Earnings Forecast
- Diversification
- Investing in the Brand
- Leveraging Innovation
- Cost Containment
- Cost Reduction

These seven Measures Explain 80% of the Increase in Shareholder Value.



**Increasing  
Your  
Bottom  
Line**

# Brand Equity



# BEST<sup>©</sup> 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