



## **VALUATION BASED BRAND AND BUSINESS STRATEGY**

### **Objective**

A leading credit card company asked the Millward Brown Optimor team to review its marketing strategy and determine the value that its brand added to the brands and businesses of financial institutions members of the association.

### **Background**

As a non-profit making membership association, our client depends on the annual dues paid by its members to fund its extensive brand and marketing activities. Member banks began to challenge the concept that they should pay for marketing the credit card brand rather than their own brands.

### **Analysis**

Members of the Millward Brown Optimor team conducted a global brand audit and valuation study across our client's seven regions of operation: USA, Canada, LAM, AP, EMEA and CEMEA. Detailed analysis was conducted in 10 countries, including a custom designed quantitative research study. This was both a B2B and B2C study. Our team and the client worked in partnership with member banks in each country, utilizing bank research and financials, in addition to our client's data. This enabled us to take the analysis down to a customer segment level, and to compare the effectiveness not only of our client's and its competitors' brands globally, but also of different bank brand and marketing strategies.

### **Recommendations**

Our recommendations showed that differences in brand and marketing strategy make a sizeable difference to the profitability of member banks worldwide.

### **Action**

Members of the Millward Brown Optimor team determined the value that our client's brand adds to its members' brands and their businesses.

### **Results**

The results were a surprise to our client, dispelling the myth that consumers see no difference between its brand and another leading competitor. The credit card company is currently using our results globally to win business from its competitors.