

Bringing Light into the Darkness of Financial Brand Valuation - Insights from 30 Years of Data

Felix Anton Sklenarz
Kühne Logistics University
Alexander Himme
Kühne Logistics University

Cite as:

Sklenarz Felix Anton, Himme Alexander (2021), Bringing Light into the Darkness of Financial Brand Valuation - Insights from 30 Years of Data. *Proceedings of the European Marketing Academy*, 50th, (94586)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Bringing Light into the Darkness of Financial Brand Valuation - Insights from 30 Years of Data

Abstract

In recent years, financial brand values have begun to play an increasingly important role. Various stakeholders of a company have a high interest in quantifying the value of a brand in monetary units and since the 1990s, numerous brand valuation methods have been developed and applied to thousands of brands. However, the estimated brand values differ significantly for the same brand as well as across brands and time. Executives would like to know which firm conditions and strategies favor the growth of brand value. To answer these questions, we compiled a unique database that includes more than 46,000 financial brand values from 19 different brand-valuation methods covering commercial providers, academic methods as well as real market transactions. The database includes the global financial value of more than 4,300 brands originating from more than 80 countries in the period 1990-2020. Our preliminary results based on a meta-analytic approach reveal systematic differences between brand values with respect to product, geography, time, and valuation method.

Keywords: *Brand value; Brand valuation; Marketing performance measurement*

Track: Marketing Strategy & Theory