

Performance Improvers in:

Brand Positioning

Naming & Rebranding

Activation & Valuation



What we know

Strong brands reduces perceived risks in decision making.



It can also reduce volatility and cash flow vulnerability.



A strong brand accelerates and improves your cash flow.



Having negative equity or net losses does not affect brand equity. Many start-ups and scale-ups manage to navigate these challenges while building a strong brand.

Brand Equity Check enables you to:

- **determine** the monetary value of any brand;
- **monitor** the value of your brand;
- **learn** how to increase brand value;
- **benchmark** with competitive brands.



"A strong brand accelerates and improves cash flow. It can lead to less volatility and less vulnerable cash flows."

For Whom?

- Parties that do valuations for: buyers, sellers and quitters, and/or who have built a business or trademark;
- Marketing departments that want to know what effect their efforts have on the brand they work for;
- Companies and organizations that have acquired brand awareness and want to increase that brand to maximum value within a certain time.

Monitoring brand equity can be done monthly, quarterly, half-yearly or annually.

Values That Thrive Brand Equity

Penetration Rate



Penetration Rate, because the size of your realized sales compared to the potential sales says something about the (geographical) reach of brand recognition.

Growth Rate



Growth Rate, because the speed of sales growth says something about brand awareness.

Faster growth means a rapid rise for the brand.

Churn Rate



Churn Rate, because the number of buyers who abandon or return to a brand says something about brand loyalty.

Proprietorship



Property Rights to the brand, as well as patents registered under that brand.

A patent gives the right to exclusive production, sales and distribution.

Legacy & Image



Legacy & Image, because the age of a brand and its image says something about the ability to be present on the market for a certain time.

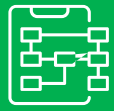
Client Satisfaction



Client Satisfaction, because this says something about customer perception, customer experience and brand loyalty.

A relationship with a loyal customer reduces customer acquisition costs and increases margins.

Brand Architecture



Brand Architecture, as – if the brand in question is part of a brand architecture – the overarching brand's strength or weakness can directly affect the value of that brand.

Interesting case: D-reizen (D-tours)

Source: [Dutch Newspaper NRC](#), May 6, 2022

The founders of D-reizen (which went bankrupt in 2021) forced a compensation of €450k for the brand rights.

“They could claim compensation because they had pulled off a clever trick. Just before the bankruptcy, April 2021, they transferred the brand rights to a separate entity so that they remained outside the estate.”

Ex-eigenaren D-reizen krijgen 4,5 ton voor merknaam na schikking met curatoren

Curatorenverslag Tussen de oud-eigenaren en de curatoren bestond een conflict over de rechten op de merknaam. Die zou geen deel van de boedel zijn.

✎ Mark Koster ⌚ 6 mei 2022

🕒 Leestijd 2 minuten



Services We Offer to Mergers and Scale-ups



Brand Positioning

Become **brand of choice**, to recruit new talents as well as attracting the right prospects and suppliers.



Brand Valuation

Increase your **brand equity** by understanding and flicking the right switches with our Brand Equity Check®.



Brand Activation

Make your distribution strategy **a true business generator**, by continuously optimizing its performance.

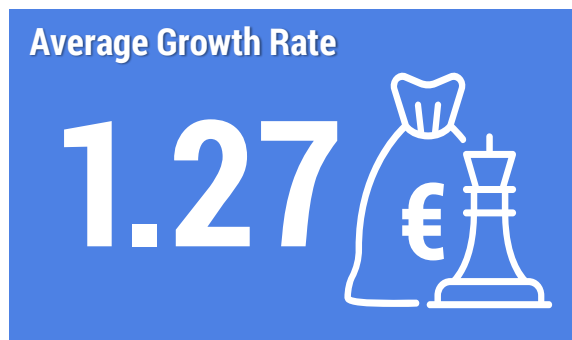


Naming and rebranding

Remain current! A renewed brand **allows to connect with a new audience**. To announce a new era, with new products, propositions, values, etc.

Clients hire us on an interim or project basis.

International Experience



Our Clients

Projective GROUP

Eneco eMobility

Fionafestival Film festival management platform

GMP+ International

likifin

SAKSHAM GROUP

eset

VIE People

INTERSTELLAR

shiperone

freek, zorgt voor je hypotheek

TEAM ROCKSTARS IT

Our Preferred Clients



Scale-ups and
M&A / B&B



B2B Service &
SaaS Providers



Comp. size: 10-
500+ employees



Finance, HR, IT,
Legal, Tech, etc.

Want to Know More?



- >25 years international experience as Senior Marketing Professional and Consultant at B2B M&As, Tech Scale-ups and S/M/L Enterprises.
- McKinsey, KPMG and ING Bank alumnus, amongst others.
- 'Getting the job done' is his natural attitude and behavior.
- Founder and owner of Ministry of Marketing (est. 2012).

→ Call Hans!

[Or schedule an appointment](#)