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Harnessing Digital to Give Your Brand an Edge in the Marketplace

Allen Adamson, Landor Associates
Dear Colleagues,

Thank you to all of the attendees who joined us on Wednesday, May 29th for Measuring & Managing Brands in a Digital World at the NYU Stern School of Business. Our shared insights made this conference a huge success. Over 120 academics and marketing professionals were in attendance for a day of discussion and exploration on measuring brand equity, and learning best practices in brand management.

Links to all of the presentations by our speakers can be found in the following pages. You can also find key learnings and ideas from the conference by searching the hashtag #MMBDW on Twitter.

The Center would love to hear your feedback on the event -- we need engagement from all of you to tell us what you liked, and how we can improve our next conference. Take our quick survey at http://bit.ly/mmbdwfeedback. If you’re interested in collaborating on research, you can also send us a note at measurablemarketing@stern.nyu.edu.

Once again, we thank you for your participation, and hope you continue to stay involved with the Center. Stay posted for news about next Measurable Marketing conference later this year.

We look forward to seeing all of you again soon.

Warm regards,

Russ Winer  
E. Craig Stacey  
Anya Takos
Agenda

May 29, 2013
Measuring & Managing Brands in a Digital World
Follow Us Live on Twitter @MeasurableMktg #MMBDW

Registration & Breakfast
8:00 am / Check-in at KMC Lobby
Breakfast outside of KMC 1-70

Welcoming Remarks
8:30 am / KMC 1-70
Russell S. Winer, NYU Stern

Opening Keynote
8:40 am / KMC 1-70
Brian Solis, Altimeter Group

Session 1//The State of Measurement: Tracking the Value of Your Brand
9:00 am / KMC 1-70
Edgar Baum, Brand Finance Canada
Emma Hrustic, Interbrand
Ann Green, Millward Brown
Q&A with Andrea Bonezzi, NYU Stern

20 Years of Brand Valuation: Facts & Insights
10:00 am / KMC 1-70
Marc Fischer, University of Cologne

NETWORKING & COFFEE BREAK
10:25 am / Outside KMC 1-70

Session 2//Digital Content: The Art of Brand Storytelling
10:40 am / KMC 1-70
Daniel Slotwiner, Facebook
Bahriye Gören, Art of Branding USA
Matthew Van Houten, AT&T
Robert Passikoff, Brand Keys, Inc.
Q&A with Scott Galloway, L2 Think Tank, NYU Stern

NETWORKING LUNCH
11:55 am / Commons M-100

Internet vs. TV Advertising: A Brand-Building Comparison
1:00 pm / KMC 1-70
Michaela Draganska, The Wharton School

Session 3//The Age of Big Data: Modern Marketing’s Impact on Brand Metrics
1:25 pm / KMC 1-70
Anshul Sheopuri, IBM
E. Craig Stacey, NYU Stern School of Business
Ted Marzilli, YouGov
Scott Galloway, L2 Think Tank, NYU Stern
Q&A with Xueming Luo, University of Texas at Arlington

Building Brands Through Social Currency
2:20 pm / KMC 1-70
Erich Joachimsthaler, Vivaldi Partners Group

Social Media Intelligence
2:35 pm / KMC 1-70
Wendy Moe, R.H. Smith School of Business
David Schweidel, Goizueta Business School

NETWORKING & COFFEE BREAK
3:00 pm / Outside KMC 1-70

Session 4//Case Studies: Building Marketing Insights & Analytics
3:15 pm / KMC 1-70
James Walker, Prophet
Sanchia Templar, British Telecom
Randall Beard, Nielsen
Q&A with Russell S. Winer, NYU Stern

Religion & Branding
4:10 pm / KMC 1-70
Tülin Erdem, NYU Stern

Closing Keynote
4:40 pm / KMC 1-70
Allen Adamson, Landor Associates

Closing Remarks
4:55 pm / KMC 1-70
Russell S. Winer, NYU Stern

WINE & CHEESE NETWORKING RECEPTION
5:00 pm / Commons M-100
The Power of Shared Experiences & The Increasing Irrelevance of NPS

Brian Solis
Altimeter Group

ABSTRACT

In a social economy, asking customers "would they refer a product or service" bears little significance. As experiences are shared in real-time across the communities, networks, and apps, the question now should reflect reality, "did they recommend the product or did they dissuade others through shared experiences." The answers as you’ll see are not only different, they’re telling.

Download Presentation Slides

SESSION 1: THE STATE OF MEASUREMENT // TRACKING THE VALUE OF YOUR BRAND

S1 // Brand Valuation: A Strategic Tool in the Digital Age

Edgar Baum
Brand Finance Canada

ABSTRACT
Brand Valuation has evolved substantially from point-in-time transaction use. The access to data, especially in our digital age has taken Brand Valuation beyond trademarks and transactions to become a management tool. This is especially critical as intangible assets, notably brands, make up 50% of global corporate market capitalization, and approximately 80% of the value of the S&P 500. This presentation will address the technical foundations of brand valuation and take a deeper look into how organizations use and can use this tool to better manage their brands and get a competitive advantage. A brief look at data sources to inform brand valuation will be covered as well.

Download Presentation Slides
SESSION 1: THE STATE OF MEASUREMENT // TRACKING THE VALUE OF YOUR BRAND

S1 // Measuring Brands from the Inside Out

Emma Hrustic
Interbrand

ABSTRACT

Traditional approaches to measuring brands deliver numbers, sometimes provide insights, but seldom give clear guidance on the strategic direction for a brand. Rather than rely on a single, primary research source, most companies can gain more from systematic aggregation, analysis and activation of myriad data on brand that is already internally or publicly available. By starting with the most accessible and relevant data, companies can get a more accurate and comprehensive look at strengths and shortcomings and gain a better understanding of areas where more specific, additional research may be needed. When this information is organized in a framework that takes all aspects of market perceptions as well as internal competencies and capabilities into account, it becomes possible to deliver a strategic roadmap and identify tactical actions that will pave the way to a stronger brand-inside and out.

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SESSION 1: THE STATE OF MEASUREMENT // TRACKING THE VALUE OF YOUR BRAND

S1 // The Meaningfully Different Brand

Ann Green
Millward Brown

ABSTRACT

What is it that makes brands 4x more likely to grow and in turn, maximize their in market valuation? Learn more about the concept of meaningful difference as a key determinant of equity and get an early look at new analyses highlighting the relationship between social, brand equity and sales.

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20 Years of Brand Valuation: Facts & Insights

Marc Fischer
University of Cologne

ABSTRACT

Brands influence the decisions of customers, managers, investors and government authorities. All these stakeholders have a high interest in quantifying the value of a brand in monetary units. As a result, numerous brand valuation methods have been developed and applied to thousands of brands in the last 20 years. The estimated brand values differ significantly across methods for the same brand, but also across different brands, industries, product types, time, etc. Executives ask whether they should invest into brand building and how to measure the financial value of brands. They would like to know which industry, market, and firm conditions favor the growth of brand value. To answer these questions, the presenter uses a unique database that includes more than 24,000 financial brand equities from 17 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 3,800 brands originating from more than 70 countries in the period 1992-2011. The data provide insights into the validity of prominent valuation methods and generalizations about brand values.

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SESSION 2: DIGITAL CONTENT // THE ART OF BRAND STORYTELLING

S2 // Designing Social Ads with Data

Daniel Slotwiner
Facebook

ABSTRACT
What traditional principles still predict in-market performance? Daniel Slotwiner, Head of Facebook’s Measurement Solutions Group, will discuss the brand value of creative, and will highlight an important way advertisers can get more out of their media.

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Great stories make for memorable books, movies, TV shows and even legends. Likewise, if we want our brands to be remembered and build an emotional connection with our consumers, we need to tell a story. Especially in today’s labyrinth of digital media, the brands that are able to cut through the clutter are the ones that tell arresting tales to convey their message, build credibility and lasting customer loyalty.
SESSION 2: DIGITAL CONTENT // THE ART OF BRAND STORYTELLING

S2 // You’re On Facebook? Now What?

Robert Passikoff
Brand Keys, Inc.

ABSTRACT

Being on Facebook has, perhaps, become a given. It’s expected and relatively inexpensive. But now that you’ve marketing in the digital world, what should you actually be doing to increase engagement, consumer loyalty, and ROI. Brand Keys will present a category case study from their 45,000-consumer Customer Loyalty Engagement Index and show not only what brands should do, but what consumers actually want.

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Internet vs. TV Advertising: A Brand-Building Comparison

Michaela Draganska
The Wharton School

ABSTRACT
A key issue for media planners determining the share of their advertising budgets to spend on Internet advertising is whether Internet advertising can build brands as effectively as television advertising. To address this question, we extend traditional brand-message recall measurement to facilitate comparisons between Internet formats and television. Specifically, we supplement brand-message surveys conducted during the campaign with a set of pre-campaign surveys to control for preexisting brand knowledge, and use a matching procedure to ensure the pre-campaign sample is comparable to the in-flight one. For our analysis, we use a rich data set comprising 20 campaigns, across multiple industries ranging from consumer packaged goods to telecommunications. We find substantial cross-brand variation in pre-existing knowledge as well as variation across advertising formats. In particular, individuals exposed to Internet display ads have significantly lower levels of pre-existing brand knowledge than television viewers. Such differences in "initial conditions" suggest biases in comparisons between Internet and television ads, and possibly a more general failure of the brands to establish lasting associations among individuals shifting media consumption from TV to the Internet. Incorporating these pre-existing differences between media formats results in brand lift measures for Internet ads that are statistically indistinguishable from comparable television lift measures.

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SESSION 3: THE AGE OF BIG DATA // MODERN MARKETING’S IMPACT ON BRAND METRICS

S3 // Shaping Business Outcomes Via Big Data Analytics

Anshul Sheopuri
IBM TJ Watson Research Center

ABSTRACT
IBM recently launched the Customer Experience Lab as part of the focus towards Front Office Innovations. One of the key pillars of this Lab is the focus on developing solutions for the CMO in our client organizations. In this talk, we will summarize key lessons learnt from multiple client engagements in each of which we analyze large datasets and derive customer centric insights to drive business outcomes.

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SESSION 3: THE AGE OF BIG DATA // MODERN MARKETING’S IMPACT ON BRAND METRICS

S3 // Brand Performance

E. Craig Stacey
NYU Stern

Ted Marzilli
YouGov

ABSTRACT

Utilizing YouGov’s BrandIndex data, the Center for Measurable Marketing has completed multiple studies. These projects have looked at the impact which marketing activities have on sales both directly and indirectly by producing changes in brand perceptions. In this presentation, findings from these case studies will be reviewed.

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SESSION 3: THE AGE OF BIG DATA // MODERN MARKETING’S IMPACT ON BRAND METRICS

S3 // Small Data

Scott Galloway
L2 Think Tank / NYU Stern

ABSTRACT

Scott Galloway, Clinical Professor of Marketing and CEO of L2 Think Tank, presents his thoughts on how emerging technologies and media platforms can inform our everyday decisions.

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Building Brands Through Social Currency

Erich Joachimsthaler
Vivaldi Partners Group

ABSTRACT
Brands today are no longer created, they are co-created. Social currency builds strong brands, according to our research. Joachimsthaler will present case studies of brands that do this well and also offer guiderails for companies to explore the model of building strong brands.

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ABSTRACT

Increasingly, businesses are turning to social media as a source of market research. Comments posted on social networking sites, blogs and microblogs, and discussion forums have provided a wealth of data from which marketers have been trying to extract metrics pertaining to the health of their brand. Traditionally, carefully designed surveys have been employed for this purpose. Today, with the proliferation of social media, marketers have turned to social media to "listen in" on the conversations surrounding their brand. However, key differences exist between traditional research methods and social media listening. A well-designed survey identifies and targets the relevant respondent population; and questions are structured to focus on specific topics of interest, with care taken to avoid any potential response biases. In contrast, social media provides an unstructured and open forum allowing anyone to comment on any topic of interest to them. In this environment, researchers have identified several factors that influence posted opinions, ranging from venue effects, where the choice of where to post is related to what you post, to social dynamics, where the social interactions in the venue alter the opinions subsequently expressed. As a consequence, metrics based on opinions expressed in social media are often not comparable to those expressed through a well-designed survey. In this presentation, the authors will discuss how organizations can move from social media monitoring to social media intelligence by understanding the science behind opinion behavior online and its implications for social media metrics.
SESSION 4: CASE STUDIES // BUILDING MARKETING INSIGHTS & ANALYTICS

S4 // Creating Analytics / Insights Capability

James Walker
Prophet

Sanchia Templar
British Telecom

ABSTRACT

Using BT as an example, how do you create an Analytics/Insights capability in a fast changing media business where the communication and experience channels are where the "new" are outweighing the "old"? What are the kinds of processes for requirements gathering and capability scoring, and then how practically do you implement these changes in a massive organization to achieve rapid transformation? James Walker from Prophet and Sanchia Templar from BT will give a joint presentation.

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SESSION 4: CASE STUDIES // BUILDING MARKETING INSIGHTS & ANALYTICS

S4 // How Measurement is Transforming Digital Brand Advertising

Randall Beard
Nielsen

ABSTRACT
In recent years, we have seen major shifts in the media landscape, both within and across devices. Now, advertisers must navigate this ever-complex landscape and learn to optimize both the reach and resonance of their advertising to achieve the highest reaction-and ultimately increase ROI. Join Randall Beard, Global Head of Advertiser Solutions at Nielsen, as he shares specific cases and explains how advertisers have-and you can-put the 3Rs to work to elevate the performance of advertising and media plans.

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ABSTRACT

Are brands the "new religion?" Practitioners and scholars have been intrigued by the possibility, but strong theory and empirical evidence supporting the existence of a relationship between brands and religion is scarce. In what follows, we argue and demonstrate that religiosity is indeed related to "brand reliance," i.e., the degree to which consumers prefer branded goods over unbranded goods or goods without a well-known national brand. We theorize that brands and religiosity may serve as substitutes for one another because both allow individuals to express their feelings of self-worth. We provide support for this substitution hypothesis with U.S. state-level data (field study) as well as individual-level data where religiosity is experimentally primed (study 1) or measured as a chronic individual difference (study 2). Importantly, studies 1 and 2 demonstrate that the relationship between religiosity and brand reliance only exists in product categories in which brands enable consumers to express themselves (e.g., clothes). Moreover, studies 3 and 4 demonstrate that the expression of self-worth is an important factor underlying the negative relationship.
Harnessing Digital to Give Your Brand an Edge in the Marketplace

Allen Adamson
Landor Associates

ABSTRACT

Adamson will share a few simple tips on ways brands can unlock the power of digital and bring them to life with real world examples.

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