

BRAND VALUE



THE PORTAL OF SUSTAINABILITY STRATEGY

Given the growing importance of marketing in today's economy, it is necessary that organizations making clear positioning in a way that generates value to institutions and stakeholders.

The ability to charge premium prices, reduce marketing costs and increased current purchases for current customers transfigures the skills of a process of building a strong brand.

The methodology for assessing **I&V - Innovation&Value** for a brand valuation is up tool for applications in:

- Decision Support in mergers, acquisitions and spin-offs for the calculation of the fair value of trading;
- Support to decision making in investment management;
- Create synergies investment in marketing;
- Increase market penetration;
- Improve resource allocation in marketing;
- Improve base information on marketing;



INNOVATION&VALUE

Contact us!
www.iv.srv.br

Phone +55 (11) 3587 1413
contato@iv.srv.br

St Alameda Santos, 200,
1 st floor, São Paulo.
CEP 01418-000