



## **BUILDING A MODERN DAY BRAND**

1980



tangible assets.

The value of a company was almost exclusively based on

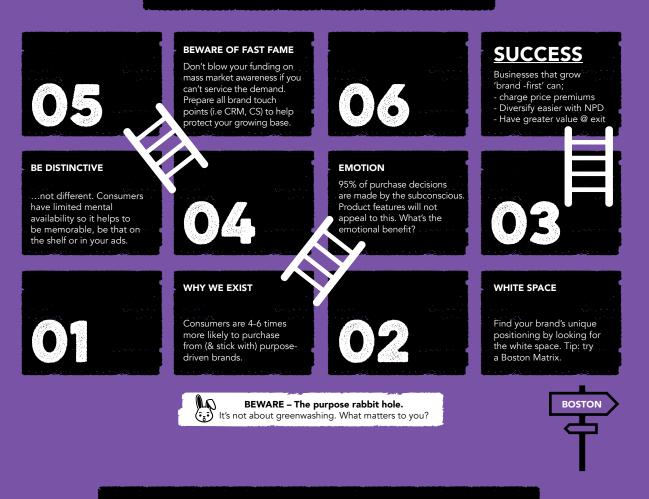
Modern day



Today the value of a company is now proportionally more intangible. At least 30% of that attributed to brand.

Source: Millward Brown Optimor's analysis

## STEPS TOWARDS GROWING A FAMOUS BRAND



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