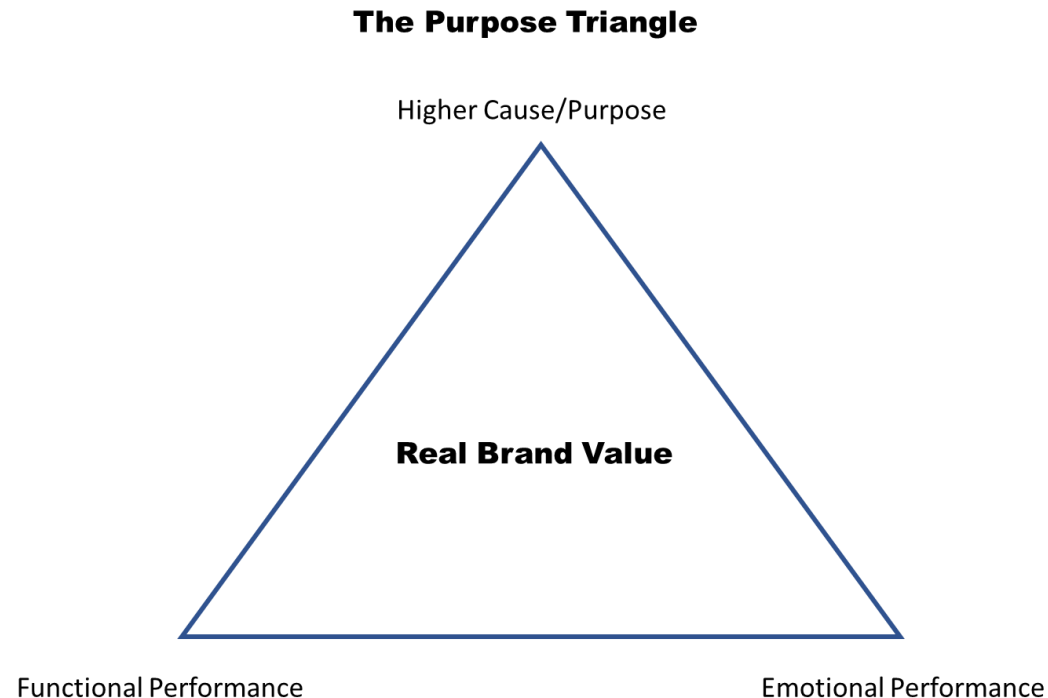


# Tool: Real Brand Value

During your journey to identify your brand or company purpose, you might be aided by the following visual exercise, tweaked from the original idea of Milan Semelak at <http://createvalue.com/>.



## Tool: Real Brand Value (cont.)

The real value of your value proposition as a combination of 3 factors. In my view, you don't necessarily need to pick just one.

- a. The functional performance or benefits of your company,
- b. the emotional content and context, and finally
- c. the impact you have on the world as measured by others.

It's a mix, it is just directional. The scores of each factor sums up to 100.

Patagonia for example might look like 60% on Purpose, 30% on Emotional Performance and only 10% on Functional Performance of its product range.

Nike on the contrary could look like 10% on Purpose, 50% on Emotional Performance and the rest 40% on Functional Performance. Two companies competing in a similar product space but in such different ways

	Purpose	Emotional	Functional
Patagonia	60%	30%	10%
Nike	10%	50%	40%

This approach is simple, can be quantified using research and can be benchmarked with your competition. Spend some time with your team thinking about this triangle. Its implications on strategic choices and execution can be significant.