

CASE STUDY

WOOLMARK



Brief

WOOLMARK needed an independent valuation of its brand globally for the purposes of an expert opinion in the courts of Australia to support Cape Wool's claim to its share of intangible value. Intangible Business' brief was to determine this value and to provide meaningful brand insights for ongoing brand management.

Approach

Consumer, key market and competitor research was benchmarked and analysed to produce an evaluation of profitability through the supply and value chain. Consumer research covering WOOLMARK, other ingredient brands, and direct and indirect competitors was analysed for use in informing communications strategies.

A robust royalty application to the use of the WOOLMARK brand was determined, putting an accurate figure to WOOLMARK's true brand value. The brand was valued by key markets supported by an integrated licensing programme.

Outcome

The expert report that Intangible Business produced resulted in a successful resolution of the dispute out of court. The parties also gained valuable insights into its brand, how it was perceived in key global markets, and a competitor analysis.



INTANGIBLE
BUSINESS

Service
Brand valuation

Territory
UK
Australia
South Africa
Worldwide

Sector
Apparel

Intangible Business Ltd