

CASE STUDY

The Cavern Club



The Most Famous Club In The World



Brief

Cavern City Tours Limited asked Intangible Business to value the Cavern Club brand. The purpose was to put the brand on the balance sheet in accordance with accounting standards.

Brand characteristics and findings

The Cavern Club brand is intrinsically linked to the Beatles and the Liverpool music scene, which imparts it with unique iconic brand characteristics and appeal as a venue of significant importance to British culture and the music scene on a global level.

The brand is truly transnational, appealing to all people from all nations who appreciate its heritage and importance to modern culture, this brand is genuinely iconic and totally unique.

Approach

Intangible Business conducted a thorough review of the music industry on an international level and identified benchmark iconic music venues. This required a close review of the brand's international appeal and its existing commercial and non-commercial activity.

The brand was valued on an arm's length basis in accordance with International Valuations Standards Council regulations and ISO 10668 Brand Valuation Standard and presented to the Executive Board of Cavern City Tours Limited.

Outcome

Our analysis and valuation clearly demonstrated the significant value of the brand.

Most interestingly the brand generates far greater wealth for Liverpool as a city, and for the UK Treasury as a whole. For example The Cavern Club is cited as one of the most popular Beatles destinations for tourists in Liverpool.

Service
Brand Planning and Strategy
Valuation

Territory
Global

Sector
Music
Entertainment

