



THE BRAND HANDBALL



DI Dr. Gerhard Hrebicek, MBA

Executive Director European Brand Institute

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European Brand Institute



the **independent**, European **BRAND** valuation experts

- **raise awareness** for the value of BRANDS
- **support** the European way of BRAND management
- **research** European BRAND value developments
- **implement** value-based BRAND management & reporting
- **evaluate** the intangible asset BRAND

Welcome



DI. Dr. Gerhard Hrebicek, MBA

Executive Director – European Brand Institute

- **Initiator & chairman** of the world's first brand valuation standard
- **Austria's delegate** to the ISO project committee „brand valuation“
- Officially **appointed** and **sworn** brand valuation **expert**
- **Publisher** of Europe's first brand value study - **eurobrand2007**
- **Active Handball player** from 1978 - 1991

Agenda

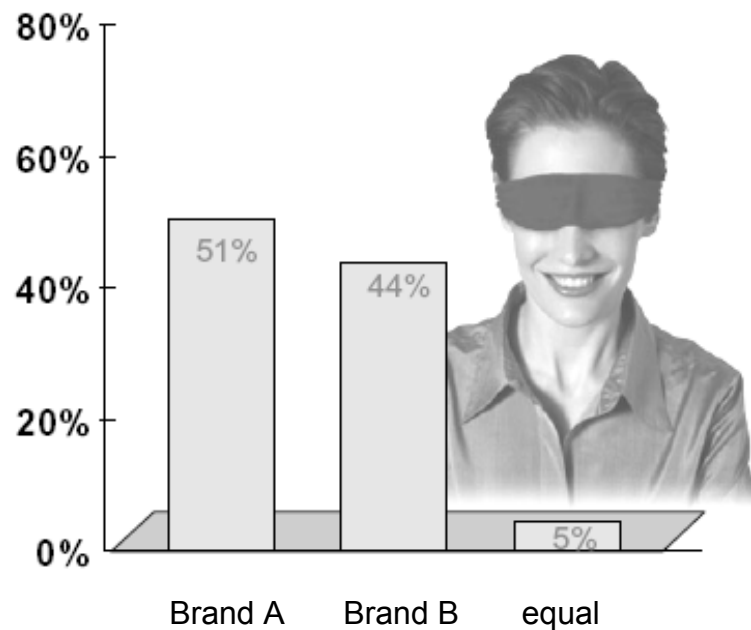


- **The power of brands**
- **The value of brands in Europe**
 - eurobrand2007
 - Sports brands
- **Branding & Sports**
- **Handball - Branding**

The power of brands



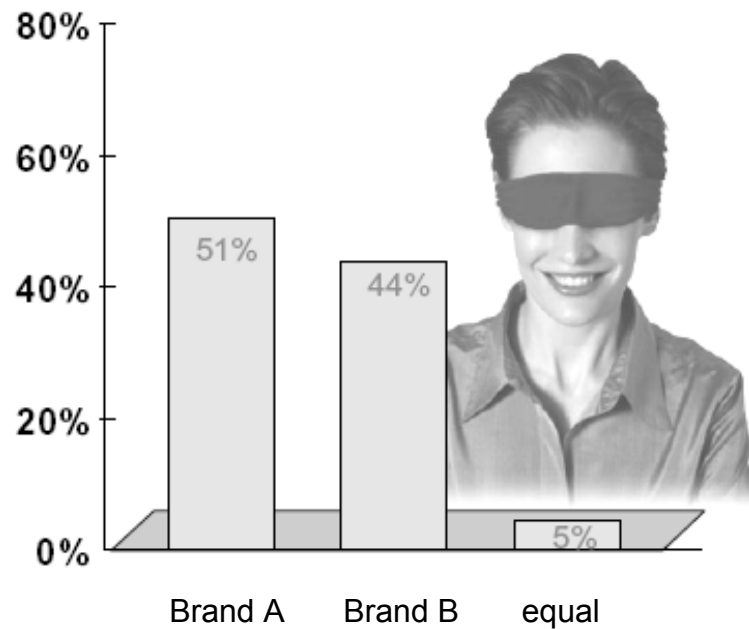
Blind Test - Preference



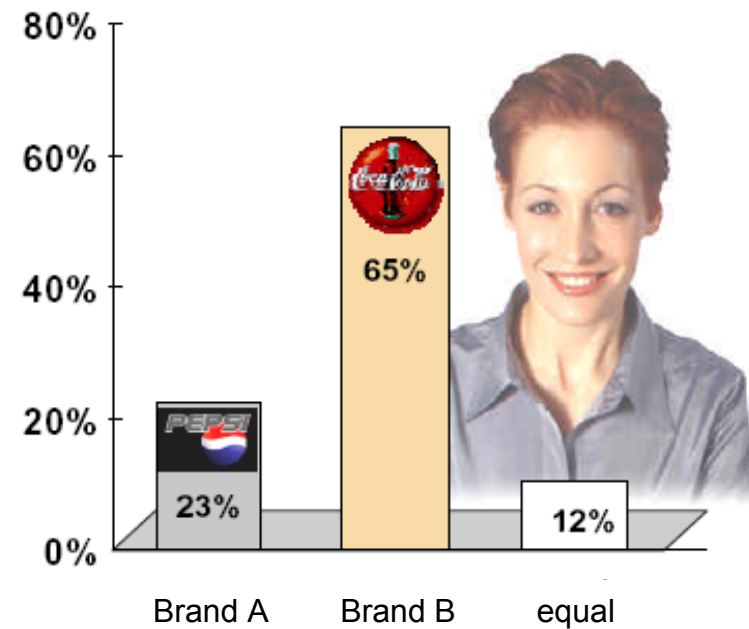
The power of brands



Blind Test - Preference



Branded Test - Preference

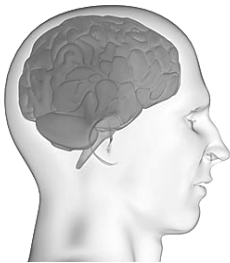


Source: Chernatony/McDonald 1992

The power of brands



Behavioural perspective:



Brands are in the mind of stakeholders
Brands are influencing attitudes and behaviour
Brands give guidance and create confidence and loyalty

Economic perspective:



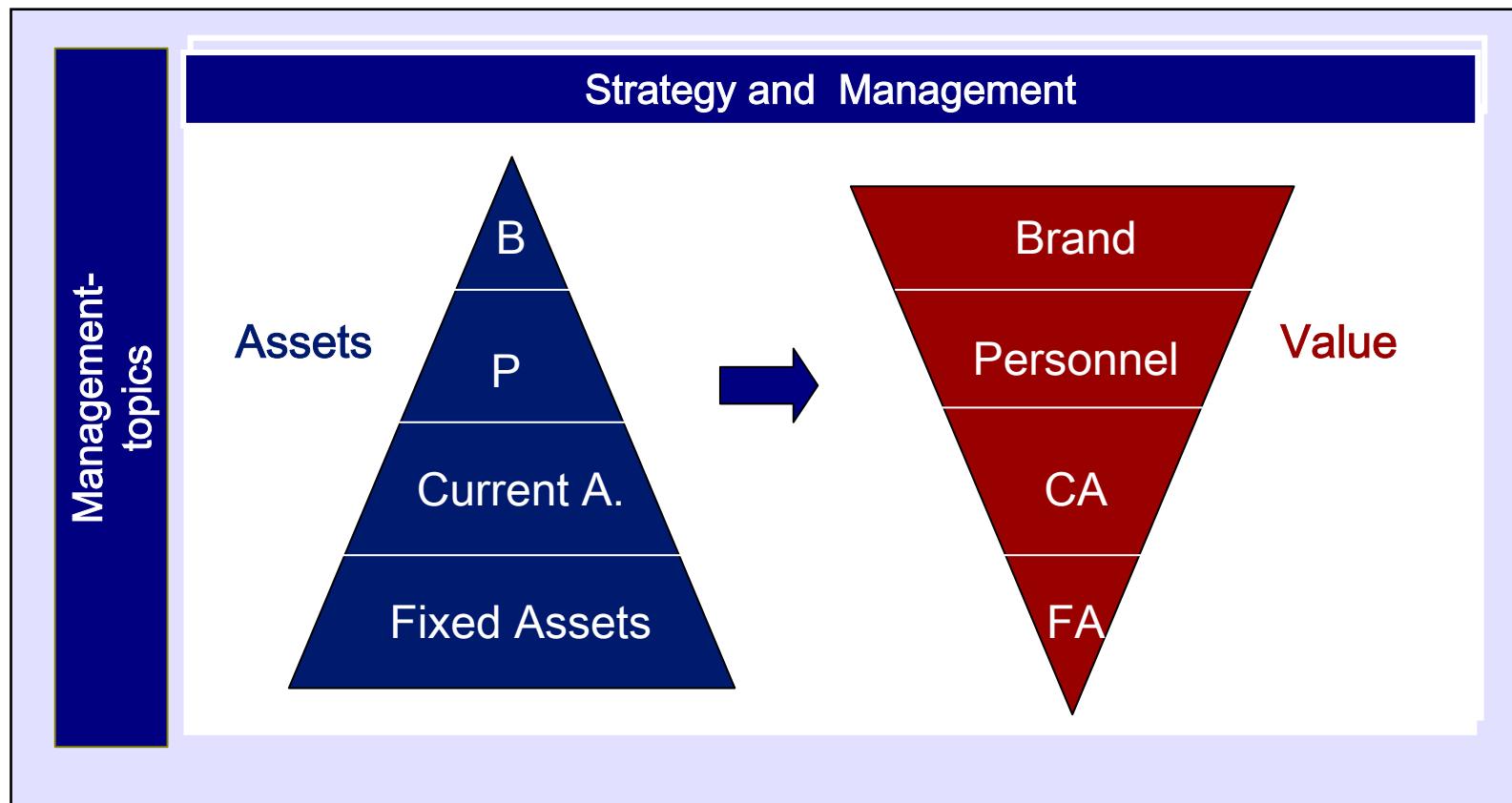
Brands increase profitability
Brands support economic growth
Brands reduce risks

- ➔ Brands link markets and companies
- ➔ People buy brands not products

The power of brands



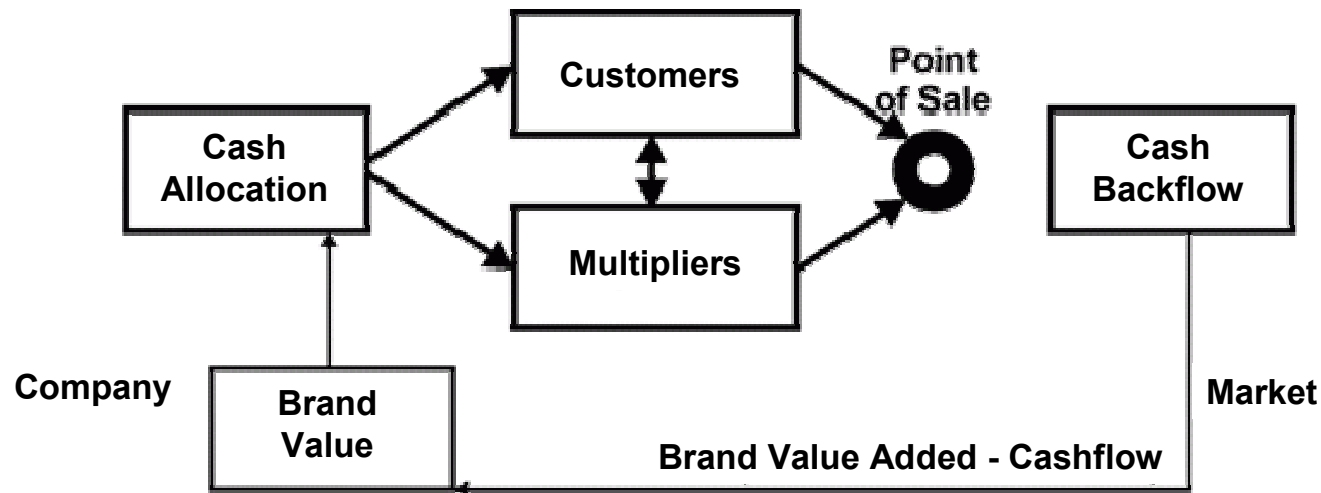
The focus of management is changing



The power of brands



The brand system

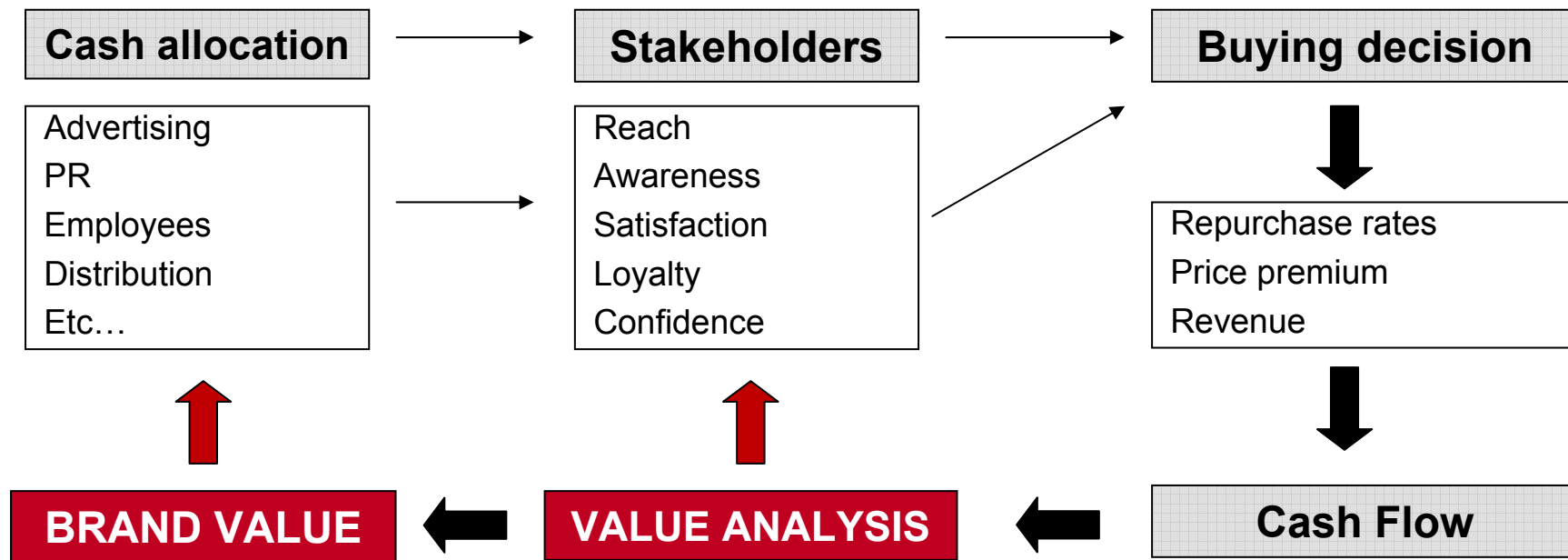


Strong brands are able to **enhance incoming cash flows**
and to **reduce capital expenditure**.

The power of brands



New era of brand management



→ Return on Brand Investment

Agenda



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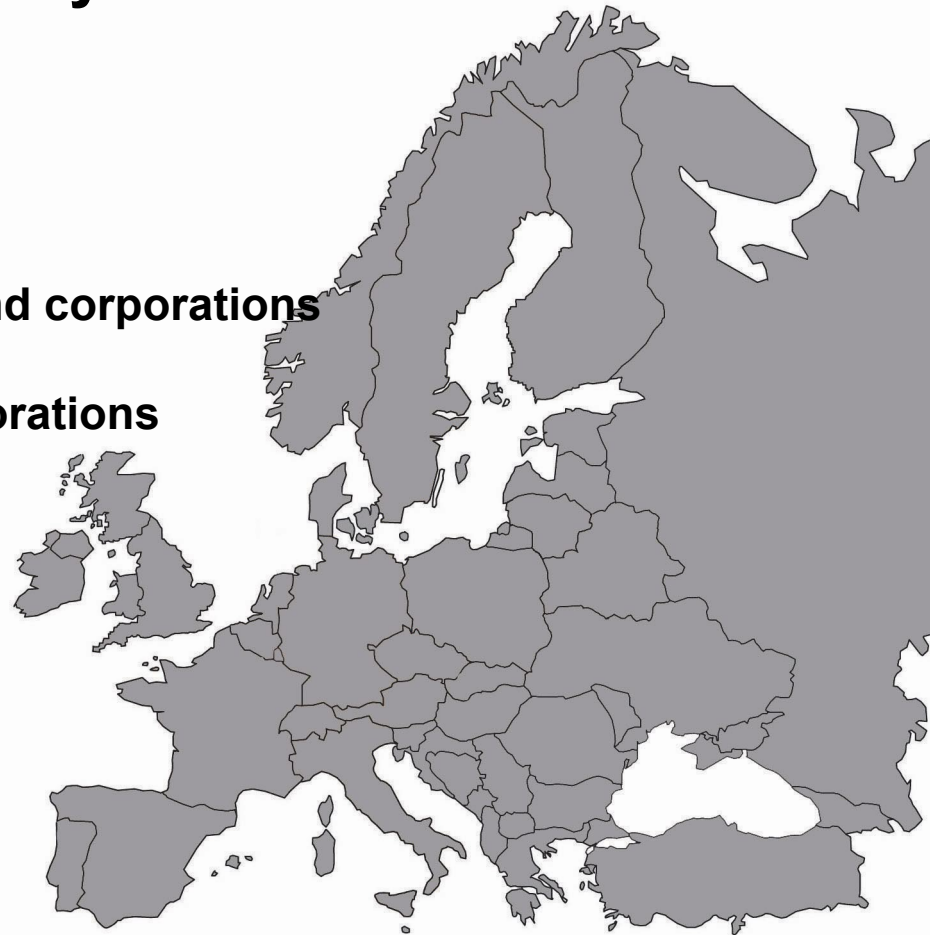
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Europe's first brand value study

eurobrand2007

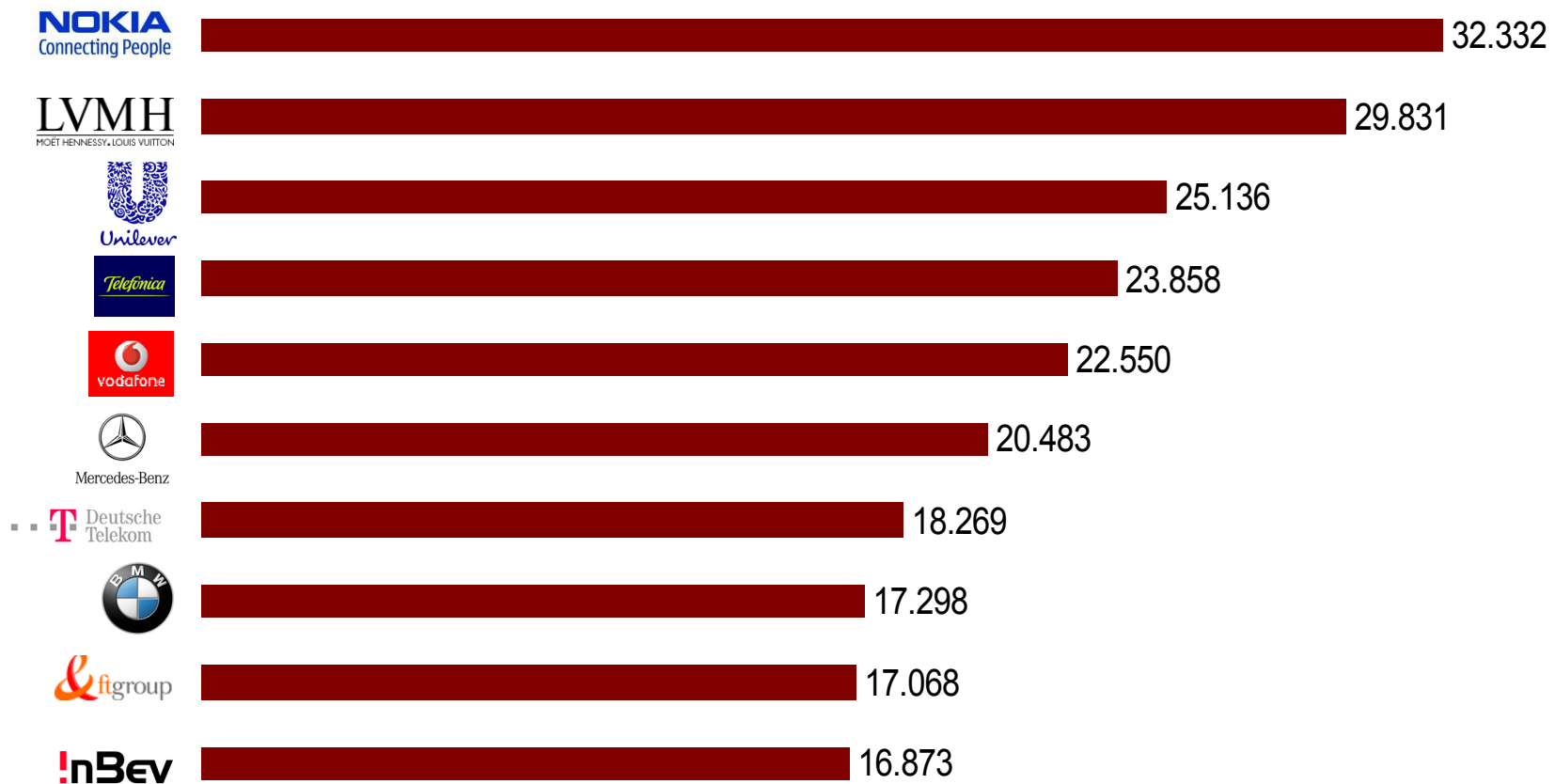
- 24 countries, 16 industries & 3000 brand corporations
- Europe's 50 most valuable brand corporations
- 25 most valuable single brands
- Country & Industry Analyses
- Detailed Country Reports



eurobrand2007

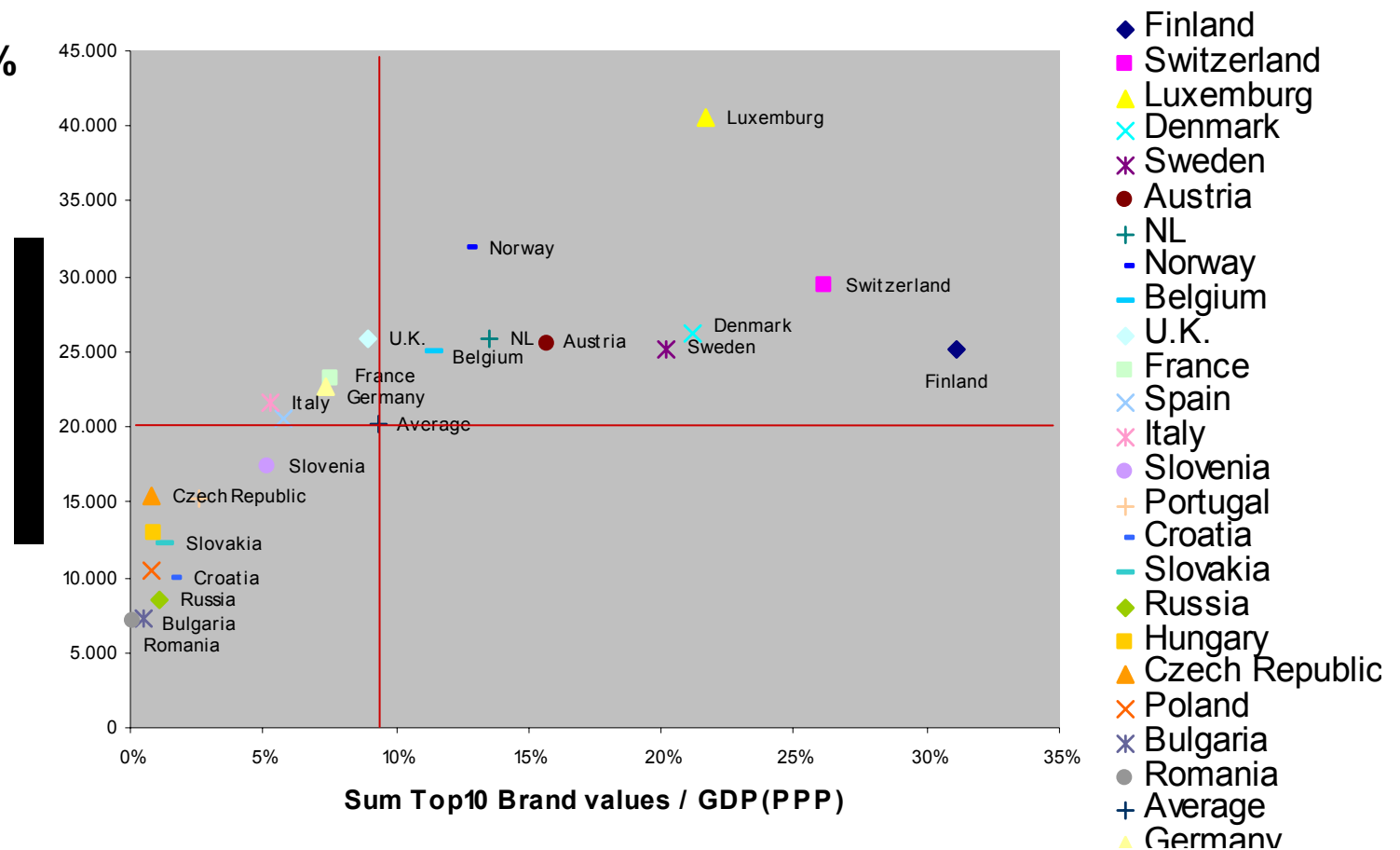


Brand corporations ranking



Brands as wealth creators

Correlation 82%



Sports brands



Soccer brands

Brand	Brand Value in €m
 Real Madrid	1.063
 FC Barcelona	948
 Manchester United	922
 FC Chelsea	828
 AC Milan	824

Brand	Brand Value in €m
Ronaldinho	47,0
David Beckham	44,9
Wayne Rooney	43,9
Samuel Eto'o	30,7
Lionel Messi	30,4

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▪ **Branding & Sports**

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Branding & Sports



**" Manchester United is a global brand:
The relationship to its customers lasts a lifetime "**

Peter Kenyon

CEO Manchester United

Branding & Sports



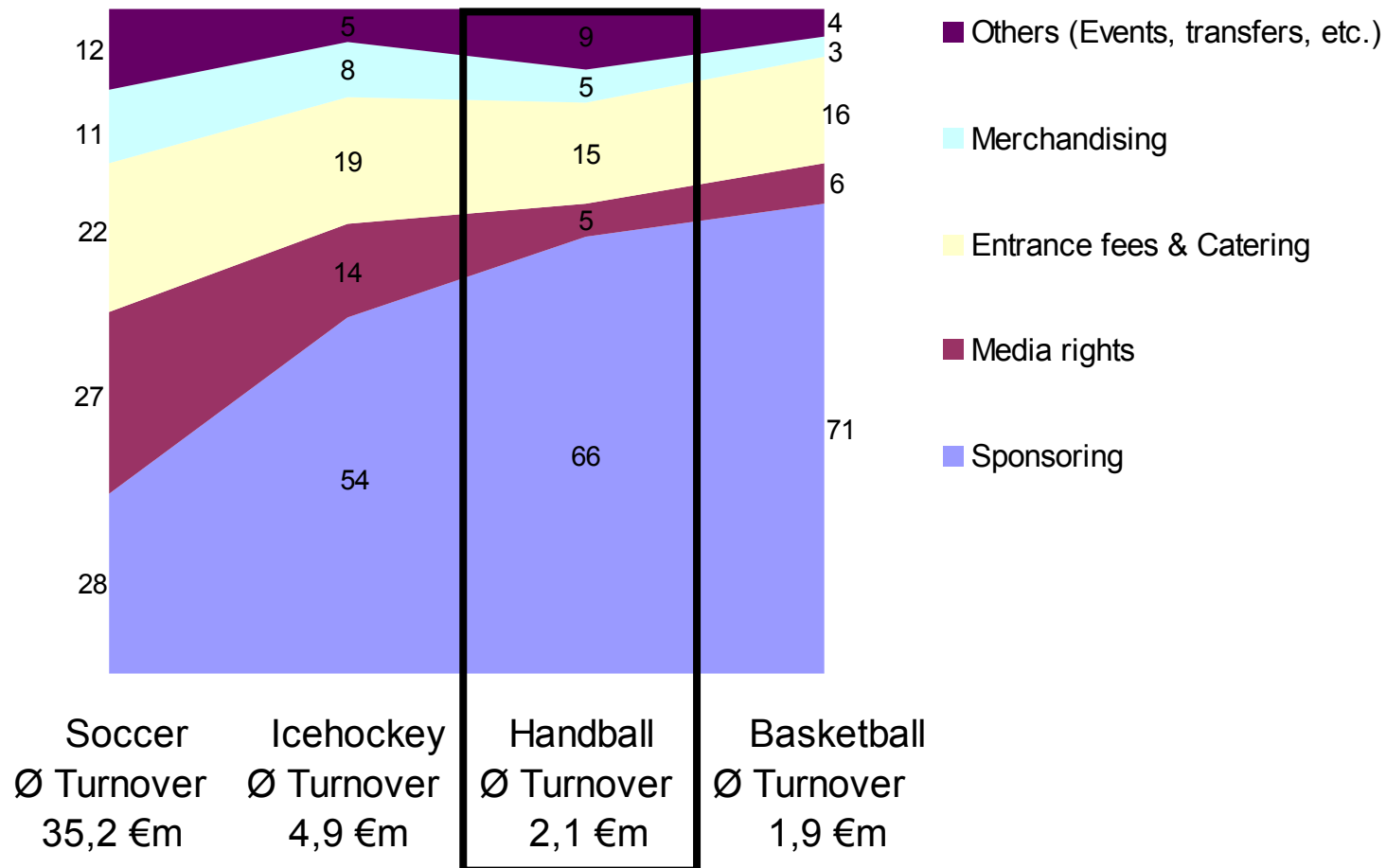
Changing paradigms – also in sports

- Global competition - information overload
- Need for identification & differentiation
- Brands are created by and for people
- Branding - key success factor
- Merchandising as a major income source

Branding & Sports



Turnover structure in % per sport in Germany's Top Leagues



Agenda

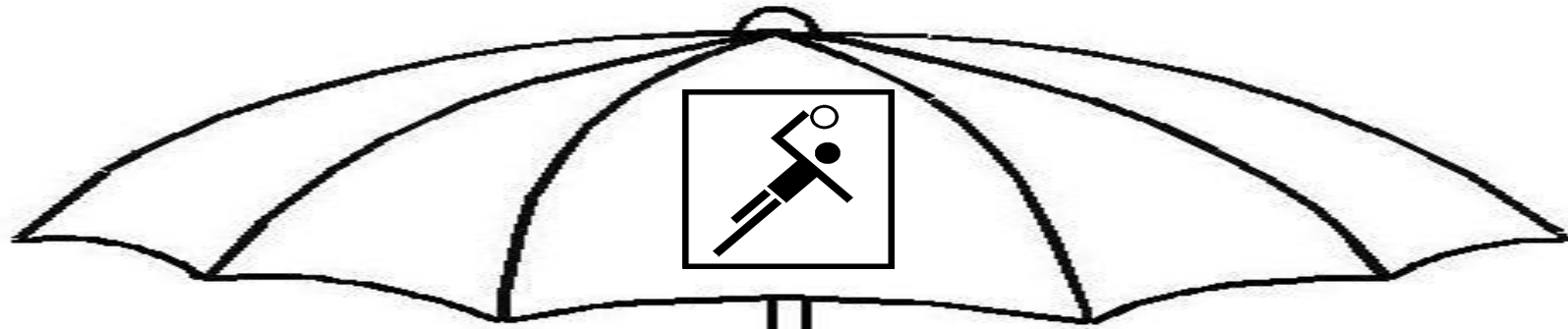


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The brand handball



**Umbrella
brand**



Sub brands



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The umbrella brand concept

- Every sub brand contributes to the umbrella brand
- Positive interactions between the brands
- Mutual benefit

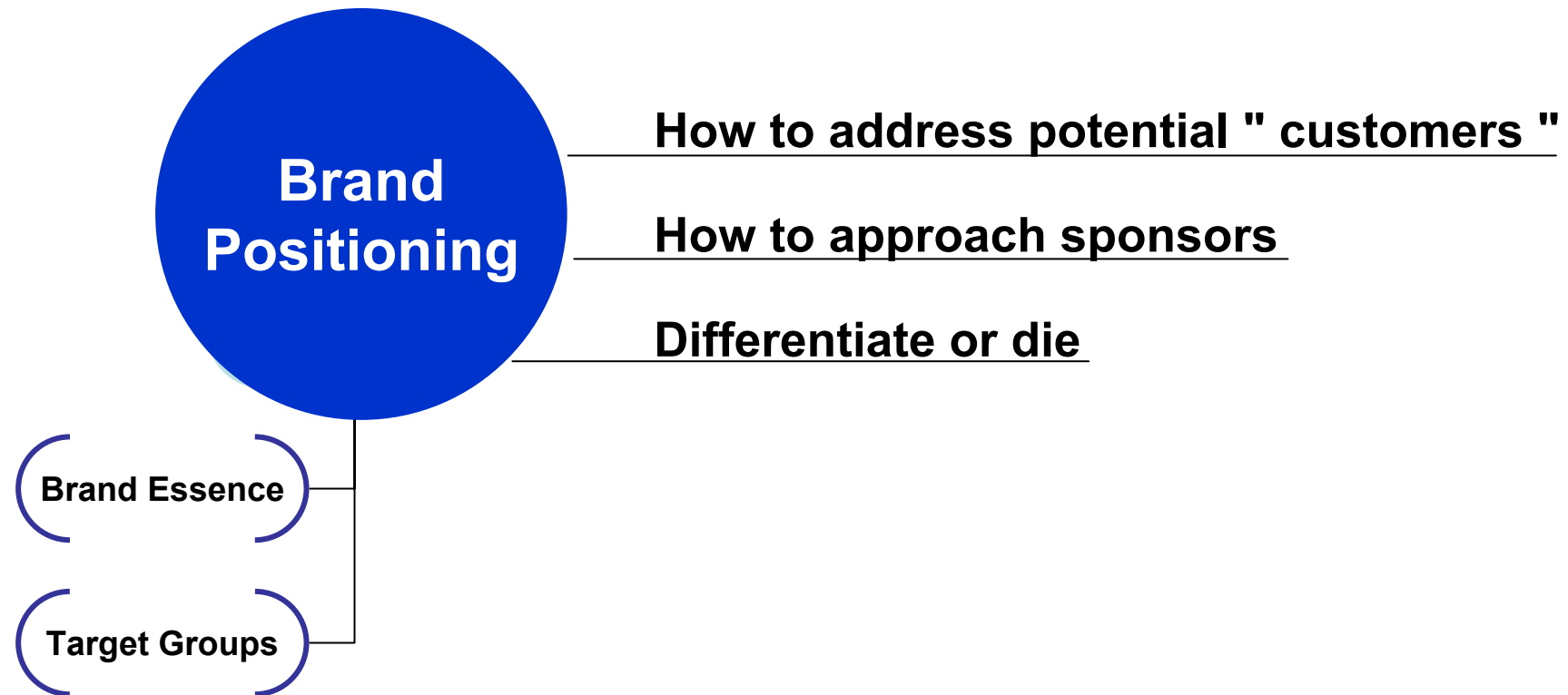
Advantages:

- Master brand positioning
- Coordinated communication strategy
- Consistent appearance
- Synergetic effects

Disadvantages:

- Complexity
- Need for professional structures

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The brand handball



Market research in a Top handball nation

Prospective customer profile:

- Male
- Ø Age: 41,5
- Married
- Sportive
- Well educated



Brand perception:

- Dynamic, fierce, exciting, technically challenging



Interested in the following goods or services:

- Travel, sporting goods, foodstuffs, fashion, technical products

The brand handball



Brands tell stories and entertain

Brands create emotions

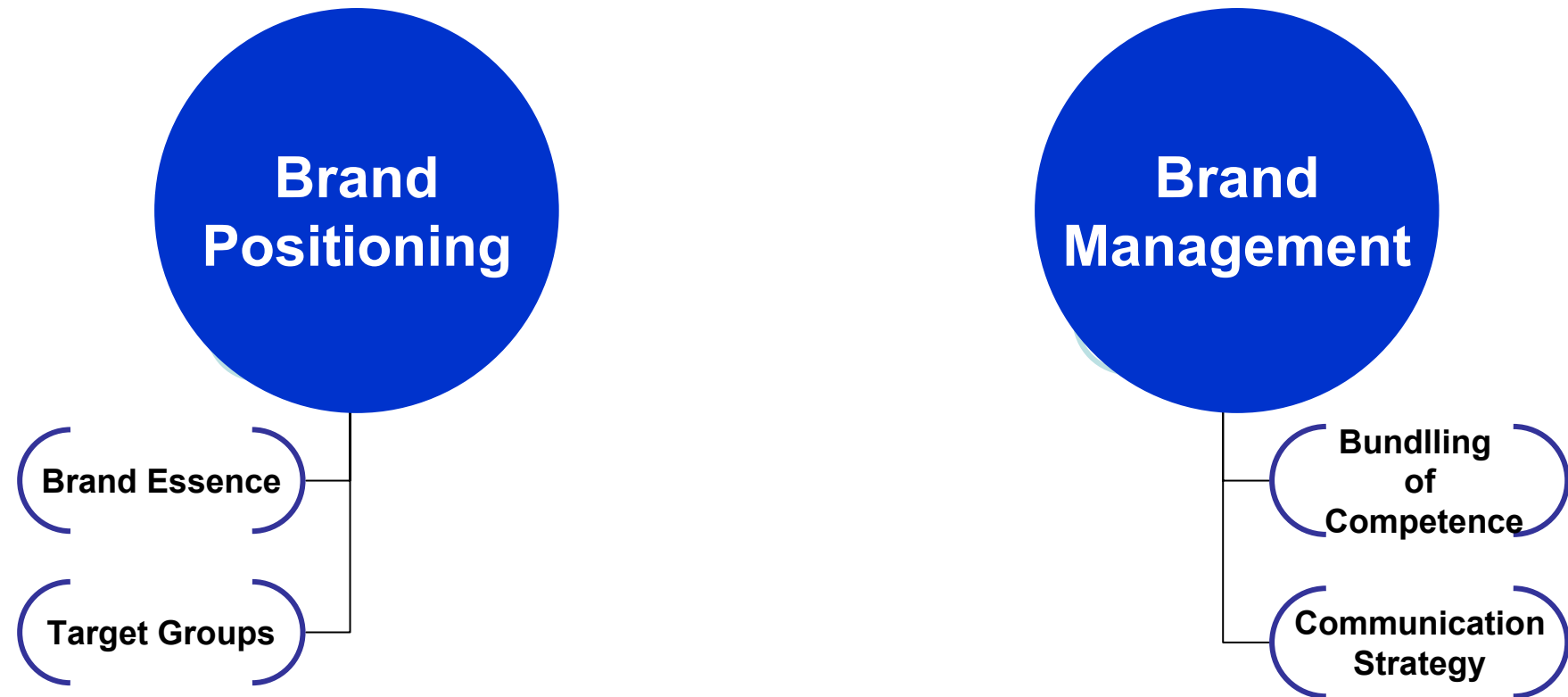
People make and break brands

**Brand
Management**

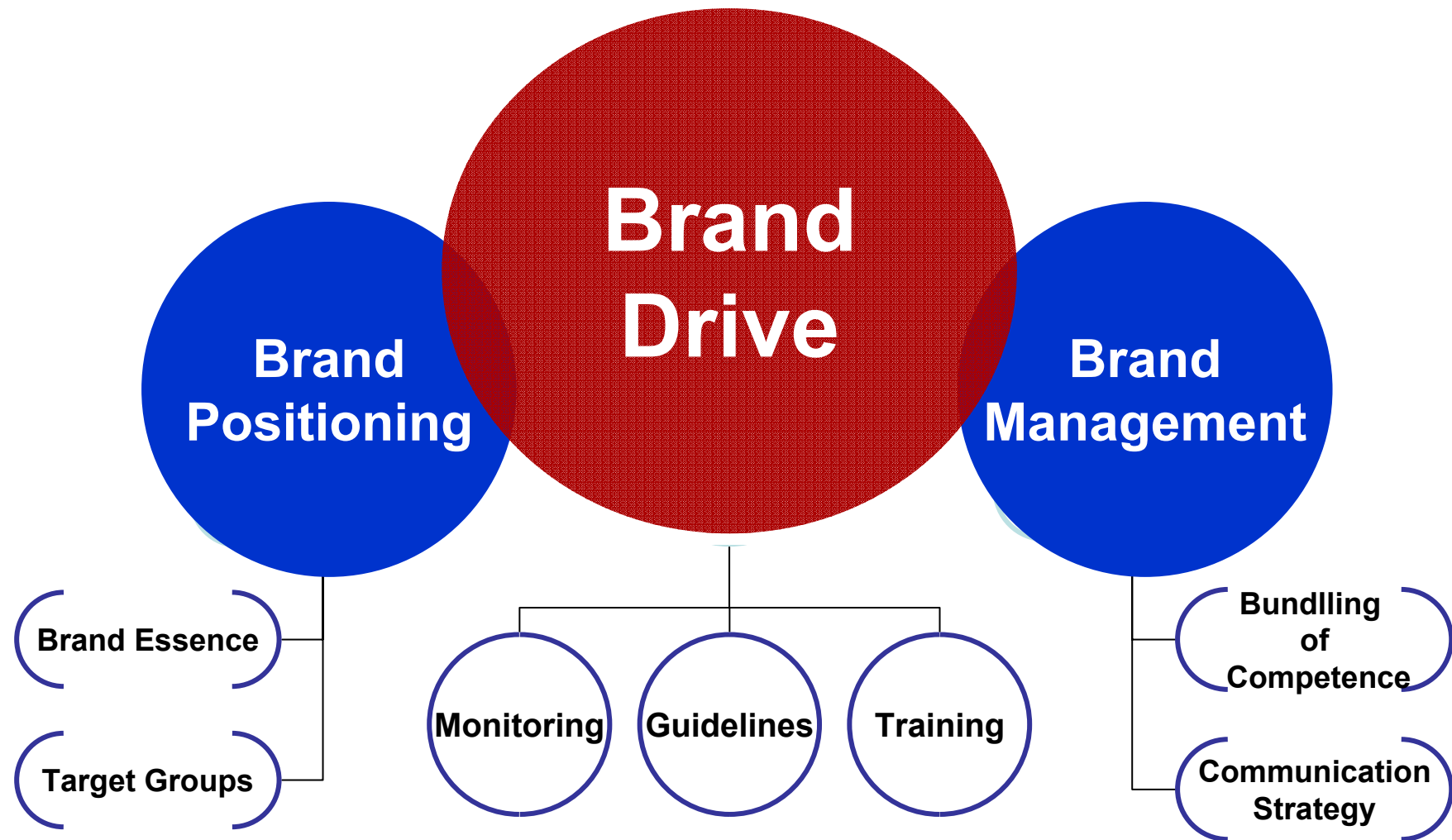
Bundling
of
Competence

Communication
Strategy

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European Brand Institute

SETTING NEW STANDARDS

www.eurobrand.cc

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