

Al Bhimani's Discussion of

**The predictive
abilities of brand equity
measures**

FOCUS OF STUDY

- Whether brand equity measures are associated with future financial performance
- Two hypotheses:
 - Relative information content
 - Incremental information content

Potential Insights

- “Best” performance measures to explain future performance
- Extent of incremental value of BEMs over accounting
- Branding is a long term process, so s/b used as long term or short term PM?
- If branding is tied to corporate strategy, what are the strategy/BEM contingencies?

Insights from Study and Clarifications

- Expand on links with customer loyalty, quality issues, employee satisfaction, goodwill...
- Implications of small sample, country-specificity, partial representation...
- Relative incrementality...?
- Usefulness to PM systems design
- Does financial performance drive brand equity?