

Accelerating Value Creation in M&A

Brand ScoreCard + Custom M&A Brand Playbook = Accelerate Value Creation

The role of a brand in M&A is multifaceted and can significantly impact a transaction's success. Using the SightCast Brand ScoreCard to objectively measure the health and quality of the target or portfolio brand, can provide data-driven insight to craft a customized M&A Brand Playbook for a successful brand integration.

Need answers to these questions?

- How can we differentiate our M&A offering from the competition?
- Why should we use a M&A brand scorecard?
- What is an M&A brand playbook, and why do I need one?
- Are we acquiring a healthy brand(s)?
- How much do we have to invest in the brand(s) post-acquisition
- How do we optimize our brand portfolio?
- How do we prepare our brand for a stronger exit?

SightCast uses these proprietary, proven set of tools to answer brand related questions, develop brand strategies, and create playbooks and integration roadmaps.

Buy-Side

Buy Side Playbooks
Brand Due Diligence
BrandDiagnostic Scorecard
Brand Portfolio Evaluation
Integration Strategy

Portfolio Optimization & Management

Portfolio & Brand Strategy
Brand Integration
Brand Rationalization
Brand Revitalization
Brand Architecture
Naming, Identity
& Messaging

Exit

Go-To-Market Prep
Sell-Side Playbook
Brand Strategy for Exits,
Carveouts & Divestitures
Narratives & Messaging
Teasers & Confidential Information
Memorandums

SightCast
Brand Strategy and M&A Advisors

Numbers don't tell the entire story.... At SightCast, we specialize in M&A Brand Strategy and Advisory Services. We work with PE firms, M&A advisors, Brokers and founders to develop customized brand strategies, brand integration and exit playbooks. *We are all about accelerating value creation.* To learn more about our unique services or schedule a free consultation, contact David Wisnom III at wisnom@sightcastinc.com