

# Numbers Only Tell Part of the Story in M&A

## What is the Role of a Brand in Mergers and Acquisitions

*How do you know if the company/product you are acquiring has a healthy brand?*

*What do customers and prospects actually think of the brand?*

*How will the acquired brand(s) integrate into my portfolio?*

Of course the financials are critical in an evaluation and The role of a brand in M&A is multifaceted and can significantly impact the transaction's success and can *accelerate value creation*. **Remember, a logo is not a brand.** When conducting due diligence for an investment or acquisition, asking brand-related questions is essential to assess the brand's value, health, opportunities, and potential risks. Here are the top ten brand-related questions for due diligence:

1. What is the brand's history and background, including its founding date and significant milestones?
2. What is the brand's reputation, and how is it perceived by its target audience, customers, and the general public?
3. Does the brand have any trademark or intellectual property protections in place? Are there any pending or past legal disputes related to the brand's intellectual property?
4. What is the brand's market positioning, and how does it differentiate itself from competitors?
5. What is the brand's current market share and growth potential within its industry or sector?
6. What is the brand's future marketing and growth strategy, and how does it plan to maintain or enhance its brand value?
7. What do you need to invest in the brand(s) post-transaction to allow it to thrive?
8. Has the brand conducted market research or customer surveys to understand customer satisfaction and loyalty?
9. What is the brand's online and social media presence, and what are the key performance indicators (KPIs) related to its digital marketing efforts?
10. Are there any outstanding brand-related liabilities, such as warranties, product recalls, or pending regulatory issues?

This short list of questions provides a sample of our brand due diligence that helps assess the brand's current state, portfolio fit, and growth potential and identify any risks or liabilities that may affect the investment or acquisition decision. Brand due diligence is complimentary (often revealing) to thoroughly reviewing financial statements and legal documents.

In summary, the role of the brand in M&A is critical. Starting with brand due diligence and developing a comprehensive brand strategy M&A playbook will ensure a smooth integration and, most importantly, *accelerate value creation*.



**SightCast** is a brand strategy and M&A advisor. We work with companies and advisors to evaluate brands through brand due diligence, assist in brand integration, optimize brand portfolios, and prepare brands for divestitures, carve-outs and exits.

David Wisnom III is an innovative brand strategist, author and M&A advisor with over 25 years of experience in creating, building and revitalizing brands - from startups to Fortune 50. David held executive roles with the two largest global brand strategy and design firms, worked as an M&A advisor with Securieon Group, and was the first Global Brand Strategist for M&A at Intel Corporation.

To learn more about our advisory services and the customized M&A brand playbooks, please contact David Wisnom III at 650.255.5559 or [wisnom@sightcastinc.com](mailto:wisnom@sightcastinc.com)