

WORKSHOP

Valuing Intangibles: Ranking Brands, Measuring Trade Mark Use

An ESRC Google Data Analytics Social Science Research Project at the

**Centre for Commercial Law Studies, 67-69 Lincoln's Inn Fields,
WC2A 3JB , CCLS Room 3.1**

25.11.2014

09:15-13:30

09:15-09:45 Coffee and Tea

09:45-10:15 Introducing the Project

10:15-11:00 Validating Measures Derived from Google Trends

11:15-12:00 Brand Value of Car Manufacturers and Models

12:15-13:00 Market Value and Brand Value of Listed Firms in Europe

13:15-13:30 Wrap Up and Outlook

Abstract

The aim of this project is to contribute to the measurement and understanding of intangible assets, specifically of brands. The project has two main objectives: first, to collect data from Google Trends on the frequency with which brands and trade marks are cited there and to show how the data can be used reliably. Secondly, to study the value and use of brands and trade marks in the United Kingdom and Europe with the help of data from Google Trends.

To identify exogenous changes in brand value we have chosen to focus part of our work on the brand value of car manufacturers and car models in the UK and Germany. Recalls of these products allow us to identify significant negative shocks to brand value in this industry.

The workshop will comprise three main presentations: the first provides results on obtaining data from Google Trends and on linking and using the data; the second contains results on changes in brand value in the car industry as a result of product recalls; the third will present findings from our work on brand value of listed companies in Europe.

The aim of the workshop is to collect feedback on the work to date and to spread knowledge about what we have learned about using data from Google Trends.

Please contact g.v.graevenitz@qmul.ac.uk should you plan to attend.