

Brand Finance Announces Solidified Presence in Latin America

- **Brand Finance opens office in Mexico City**
- **Brand Finance Mexico to service Spanish speaking Latin American region**
- **Brand valuation is an essential part of strategic planning and brand management**

Mexico City and London, May 16, 2016 – Brand Finance, the world’s leading brand valuation and strategy consultancy, announced today the start of operations in Mexico City. With offices in over 15 countries, the firm solidifies presence in Mexico and Spanish speaking countries of Latin America.

Brand Finance’s office will be headed by Laurence Newell, a local branding expert with over 20 years of experience creating, developing, and valuing brands to face consumer needs throughout Mexico and Latin America.

“Our firm is best known for tracking the brand values of thousands of the world’s top brands for nearly twenty years,” said Brand Finance Chief Executive David Haigh. “We are eager to bring our expertise to Mexico and the rest of the Spanish speaking Latin American region.”

Brand Finance was set up in 1996 with the aim of bridging the gap between marketing and finance. For almost 20 years, the firm has helped companies to connect their brands to the bottom line, building robust business cases for brand decisions, strategies, and investment.

The work of brand valuation helps finance experts evaluate marketing programs and marketing experts present their case in the boardroom. As an essential part of strategic planning and brand management, understanding the value of a brand helps to define brand and marketing budgets, increase understanding of brand portfolios, conduct brand architecture analysis, and better prepare for brand extension planning.

Laurence Newell, Managing Director of Brand Finance Mexico said, “Mexican companies understand the importance of developing their brands to drive stakeholder preferences and in general improve business performance. This is an excellent moment to introduce the services of an independent and impartial expert on valuing brands into the Mexican market.”

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About Brand Finance

Brand Finance is the world's leading brand valuation and strategy consultancy, with offices in over 20 countries. We provide clarity to marketers, brand owners and investors by quantifying the financial value of brands. Drawing on expertise in strategy, branding, market research, visual identity, finance, tax and intellectual property, Brand Finance helps clients make the right decisions to maximize brand and business value and bridges the gap between marketing and finance.