

# CASE STUDY

## Diana, Princess of Wales, Memorial Fund



### Brief

Diana Princess of Wales Memorial Fund employed Intangible Business to evaluate the opportunity in the US market for the application of the Diana brand in specified market sectors including fine writing, jewellery, fragrance, glassware, ornaments and personal stationery.

### Approach

The size of the market opportunity was evaluated and the potential value available to the Diana brand identified. Each of the main players in each of the market segments were assessed to determine suitable licensing partners. A number of factors including portfolio analysis, market knowledge, channels of distribution and modus operandi were evaluated. Intangible Business determined the value of the opportunity available and the potential risk to achieving defined targets. Each market segment was also analysed to define relevant royalty rates and consequently, potential revenue.

### Outcome

A thorough analysis of the US market was delivered in a report to the client to implement its licensing programme. The report explained all the opportunities available to the Diana brand, with their potential risks and returns

