Assessing Brand Integrity ROI: Insights from Research and Practice

Firms struggle to determine both the allocation and deployment of brand integrity resources. To inform decision making, they seek to understand how well their brand integrity function is performing and how to maximize its effectiveness with finite resources. In this webinar, Professor Jeremy Wilson from Michigan State University will share insightful lessons on valuing brand integrity based on his ongoing research and outreach with a wide array of brands across many industries.

Placed within the context of a total business solution, Jeremy will discuss key issues and questions facing industry as well as review the preferred uses and necessary elements of ROI assessment. He'll offer insight into how firms are measuring brand integrity performance, based on a benchmarking study of large firms, and their implications for estimating ROI. To help practitioners improve their brand integrity performance assessment strategy, he will provide insights for conceptualizing what success means and key components for measuring it properly.

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Dr. Jeremy Wilson is a Professor of the School of Criminal Justice at Michigan State University (MSU), where he also founded and directed the Center for Anti-Counterfeiting and Product Protection and the Program on Police Consolidation and Shared Services. Prior to joining MSU, Dr. Wilson was a Behavioral Scientist at the RAND Corporation, where he led the development of the Center on Quality Policing and the Police Recruitment and Retention Clearinghouse. He has held a wide variety of appointments and honorary titles at prestigious institutions around the world, and he has served as an instructor for numerous brand protection, supply chain security, and law enforcement training programs.

As a scholar, educator, advisor, and consultant, Dr. Wilson has collaborated with multinational corporations, police agencies, communities, task forces, professional associations, governments, and other public and private entities throughout the U.S. and the world on many complex public safety problems, and he has led over $10M of projects sponsored by the U.S. Congress, various units of the U.S. Departments of Justice and Interior, community and institutional foundations, local governments, police departments, professional associations, and companies. Among other areas, he has written extensively for practitioners and scholars on brand protection, product counterfeiting, police staffing and personnel planning, organizational consolidation, resource allocation, community policing, field interventions for violence prevention, data and measurement, empirical modeling and evaluation.

With over 150 publications, Dr. Wilson's research and commentary have been featured in numerous books, professional publications, academic journals, and Congressional and State testimony, and in various forms of national and international media. Recently the MSU Innovation Center recognized him with the Corporate Connector Award for his extensive brand integrity partnership building with industry, and the Police Section of the Academy of Criminal Justice Sciences honored him with the O.W. Wilson Award for his contributions to police research and practice. He has received additional leadership, research, service, and supervisory awards by the American Society of Criminology, RAND Corporation, The Ohio State University, Indiana University, Michigan State University, Johnson & Johnson, Underwriters Laboratories, and the City of Lansing.