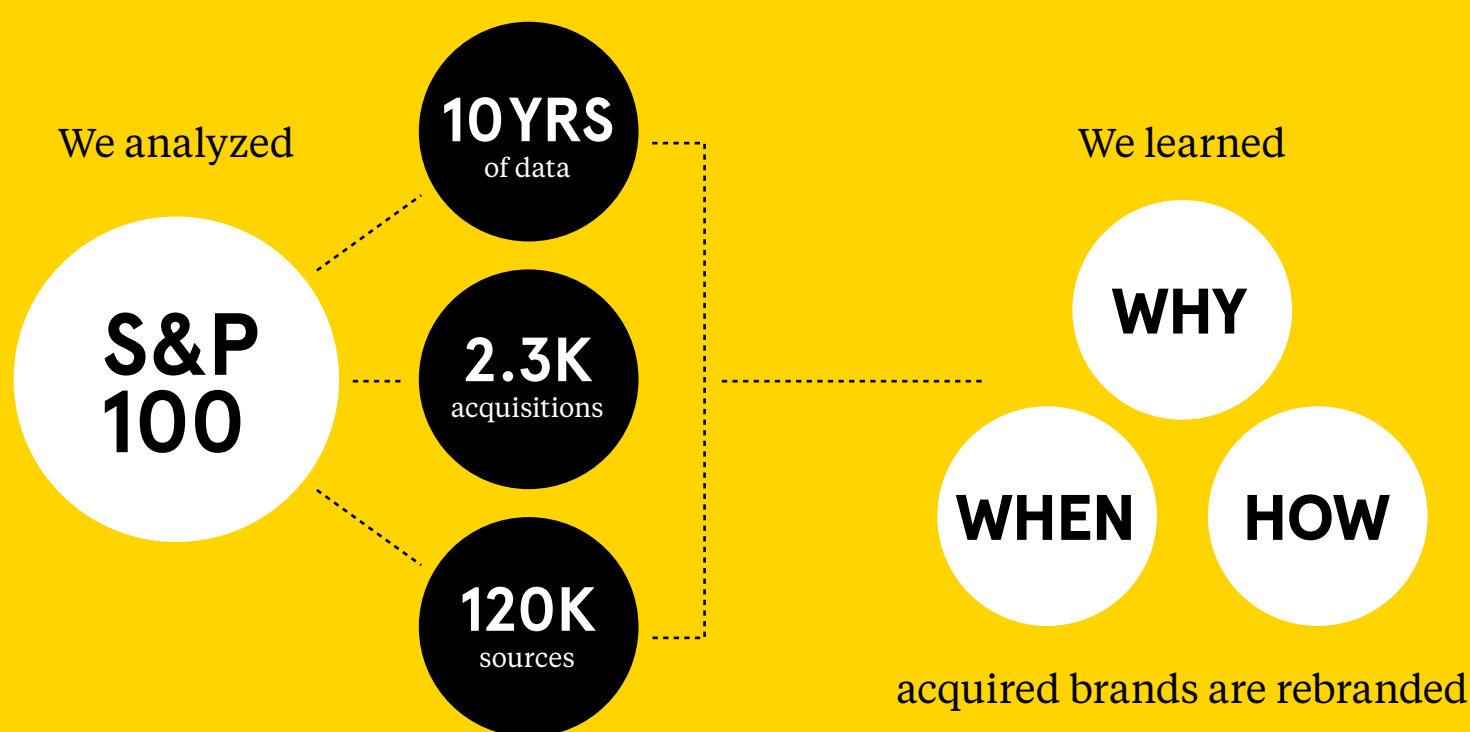


# LANDOR M&A BRAND STUDY

The first quantitative benchmark of brand behavior



## TWO KEY FACTORS DETERMINE TRANSITION BEHAVIOR



INDUSTRY

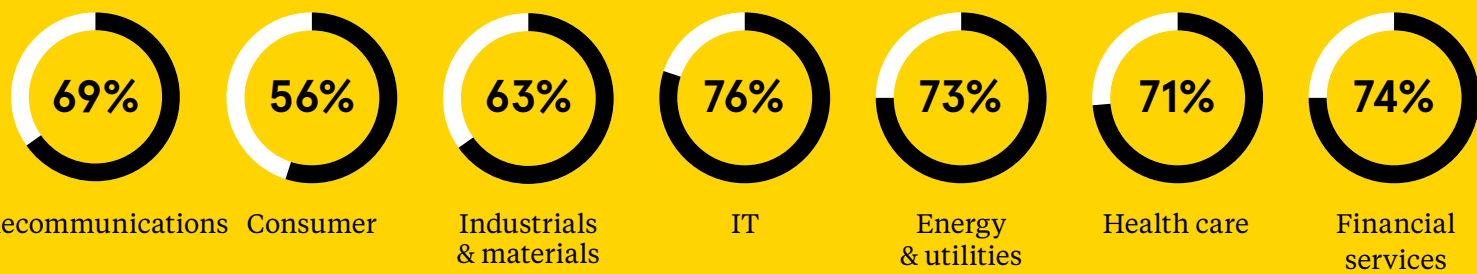


DEAL SIZE

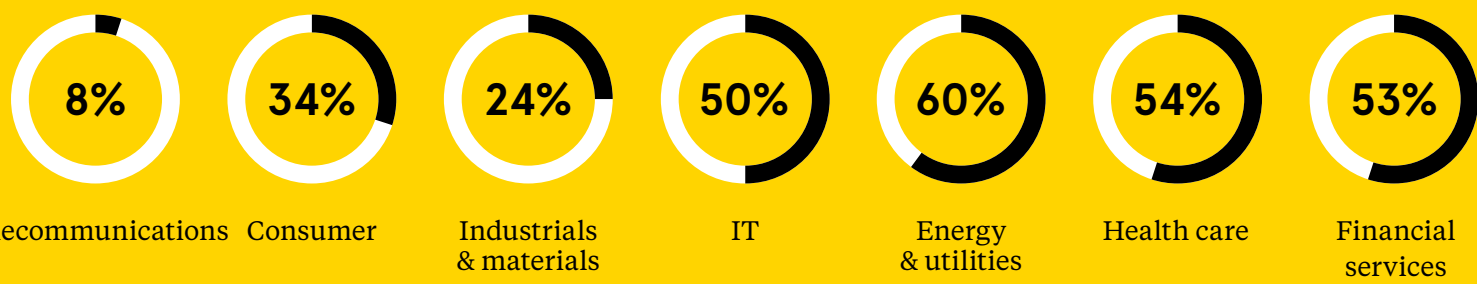
### INDUSTRY

Acquirers within an industry behave similarly

Percentage of acquired brands transitioned over 7 years



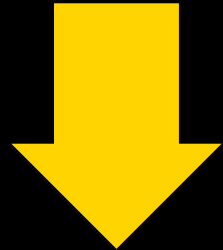
Percentage of acquired brands transitioned in the first year



### DEAL SIZE

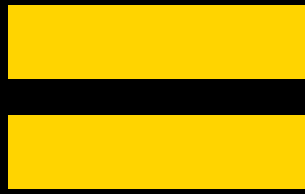
The smaller the deal, the more quickly the acquired brand is transitioned

Deals under  
\$99M



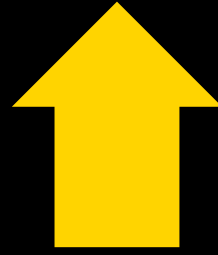
78% transitioned

Mergers of equals  
result in rebrands



nearly 40% of the time

46% transitioned



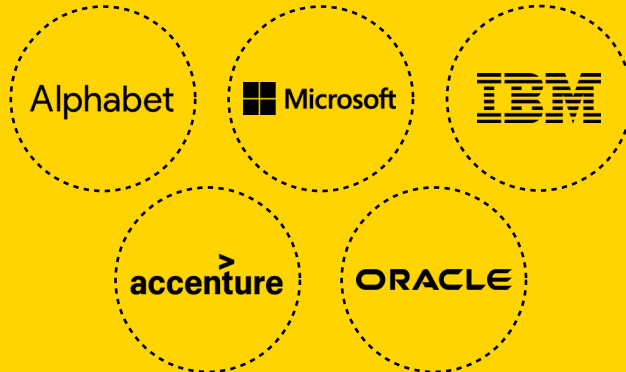
Deals over  
\$5B

### MOST ACQUISITIVE



IT

Nearly 3 times more acquisitive



5 most

acquisitive companies

