



Cuttime

## NE Brands &amp; Bands

## FIT &amp; ROI BRIEF

## Brand x Artist Fit &amp; ROI

## OVERVIEW

## Motivation:

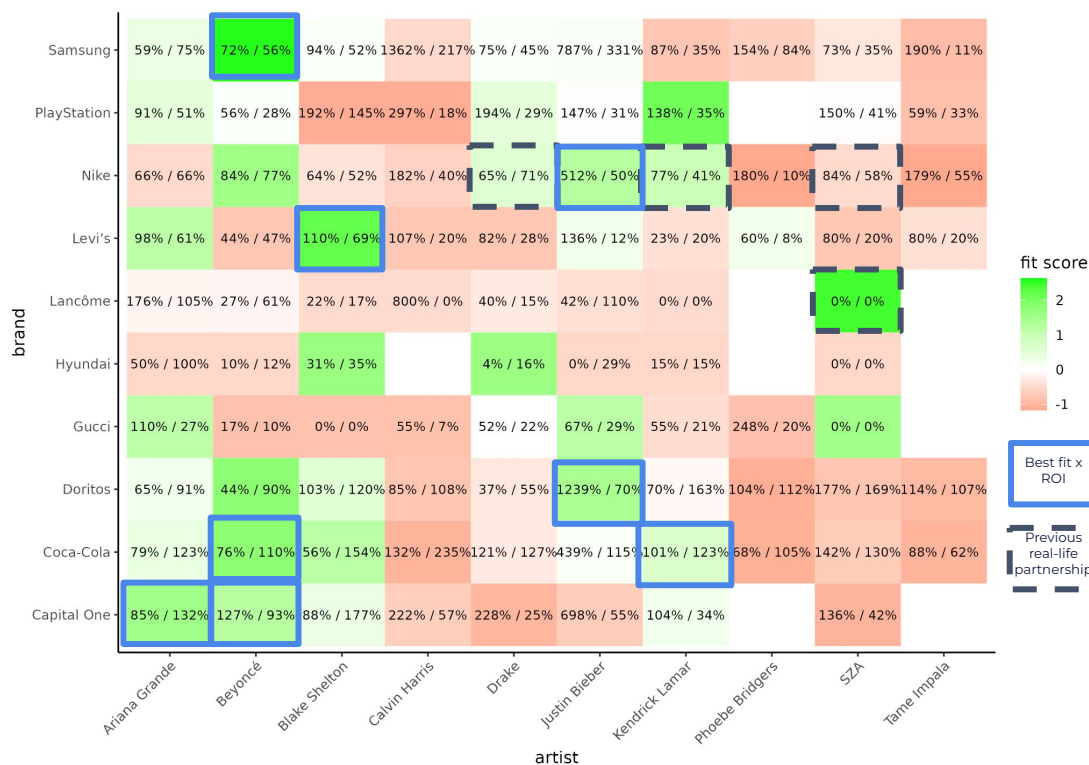
This one-pager details the process of calculating fit scores and expected ROI for potential brand / artist partnerships. Understanding consumers' perceptions of brand / artist partnerships, as well as the amount we might expect consumers to spend if such partnerships were to happen, is critical for providing informed recommendations for which artists brands should work with (and vice versa).

## Method:

Here is the approach we took to explore brand x artist fit and ROI:

1. Consumers indicated 1) their top brands and artists (out of the lists we provided) and 2) which of those brands and artists would make a good partnership. We employed a Wilson scoring method to determine a 'fit score' for each brand / artist pairing; **the fit score indicates the extent to which consumers thought the partnership would be a good fit**, accounting for varying numbers of consumers who considered each pairing.
2. We then calculated expected ROI by considering 1) **the amount of money consumers said they would spend, at baseline**, on their top brands and artists, and 2) **how much money consumers said they would be willing to spend if there were a partnership** between different pairings of these same brands and artists.

## FINDINGS



**Fit scores** indicate the extent to which consumers thought a brand / artist pairing would be a good partnership fit.

**Percentages indicate the ROI** for each partnership, based on the following formula:

**((Expected spend if brand x artist partners + baseline spend) / baseline spend) - 1**

## INTERPRETATION:

**Color** indicates fit score; **more green = better fit**

**Percentages** indicate Artist ROI / Brand ROI  
**Left-hand side = artist ROI**  
**Right-hand side = brand ROI**

## KEY TAKEAWAYS

- Even among popular brands and artists, there is **considerable variability in partnership perceptions**, with some potential pairings being favored much more than others.
- ROI shows an inconsistent relationship with fit, suggesting that **consumers' perceptions of brand / artist partnerships might not predict changes in their spending**, whether that's for purchases involving the artist (e.g., merch) or the brand.

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