

**THE HONG KONG POLYTECHNIC UNIVERSITY  
DEPARTMENT OF MANAGEMENT & MARKETING**

**DEPARTMENTAL RESEARCH SEMINAR**

**Brand Value Creator  
A Better Tool for Measuring, Managing and Building Brands  
and  
Building & Leveraging Customer Loyalty**

**By**

**Scott Lee - Director, Synovate Hong Kong  
Frances Li - Director, Synovate Loyalty for Asia Pacific**

**Date: Monday, 26 March 2007**

**Time: 3:35 p.m. - 5:35 p.m.**

**Venue: M802**

**All interested are welcome**

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**CONTENT**

- How do we usually measure brand equity?
- What is BVC?
- How can you move Customer Loyalty to the centre of your business strategy?