Capstone Project Proposal
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2020 was a remarkable year in so many ways. The U.S. financial markets included. From the meteoric rise of companies like Tesla, cryptocurrencies like Bitcoin and record declines in commodities like gold, what made this year so unique?

As a brand consultant, one hypothesis is that consumer/public brand perception played a major role in stock performance. Not just in 2020, but in prior years as well. The key question is what brand factors or attributes contribute most to the value of a company's underlying stock?

My client and employer, Landor & Fitch, is the world's largest branding agency. The agency has proprietary access to consumer brand perception survey data—data that tracks the shifting perception of brands in the minds of consumers every year since 1995. This data is known in the industry as the Brand Asset Valuator (BAV).

This project will use the last few years of proprietary BAV data in conjunction with publicly available stock market records to conduct analysis. By having a new or deeper understanding of how consumer brand perception impacts the financial markets, Landor & Fitch will be better armed to sell its services to major brands in the years to come, and will be able to make stronger recommendations on how prospective clients with publicly traded stocks may want to shift their brand strategies over the next few years.

The resulting deliverables will include:
- An initial model
- Code
- A written report of the findings, methodology, and model performance
- A slide deck of the findings designed for stakeholders of Landor & Fitch:
  - Insights & Analytics, Executive Director
  - Brand Strategy, Executive Director
  - Managing Director, Landor & Fitch Chicago
  - New Business Director, Landor & Fitch Chicago