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**NATIONAL STANDARD OF THE
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Brand evaluation - Cities

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009. This standard is proposed and managed by the National Brand Evaluation Standardization Technical Committee (SAC/TC532). This standard was drafted by: China City News, China National Institute of Standardization, China Brand Building Promotion Association, and Central University for Nationalities. The main drafters of this standard are: Xie Shujiang, Chang Liang, Cai Huali, Zheng Zhishou, Liu Zhengliang, Lu Anran, Wang Qianqian, and Wang Hao.

City brand is an important asset of the city. Strengthen the nurturing of urban brands and increase the popularity, reputation and credibility of urban brands. The economic and social development of the city is of great significance. Developing urban brand evaluation is an important means of nurturing urban brands. This standard base In order to actively evaluate concepts and design secondary indicators in terms of urban visibility, urban development strength, urban brand presentation, and integrated urban word of mouth Standards, and then classify them into the first-class indicators of brand elements such as urban tangible assets, intangible assets, quality, service, and technological innovation, and use the number The learning model quantitatively evaluates the comprehensive influence of the city brand. This standard can be used as a third party organization to carry out urban brand evaluation and urban management The basis of the city brand. Brand Evaluation City

1 Scope

China's national standard for evaluating the brand of a city. It applies the brand valuation framework - normally used for companies and products - to a place. The idea is less strange than it first sounds. A city competes for investment, for skilled residents, for tourists, for events and for the location of headquarters, and much of what decides those contests is reputation rather than measurable fact: what people believe about a place's business environment, its quality of life, its culture and its reliability. That belief has economic consequences, and cities spend accordingly on promoting themselves. What has been missing is any disciplined way to say whether the spending achieved anything. A brand evaluation standard supplies the framework - what attributes are assessed, from what

evidence, and how the result is expressed - so that a city's standing can be tracked over time and compared with another's on the same basis, rather than asserted in a brochure.

This standard stipulates the index system of urban brand evaluation and the calculation method and evaluation process of the comprehensive influence of urban brands. This standard applies to third-party agencies to carry out urban brand evaluation. City managers can self-evaluate urban brand construction Refer to use.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article Pieces. For undated references, the latest version (including all amendments) applies to this document.

GB 3095 Ambient Air Quality Standard Division and Assessment of Quality Grades for

GB/T 17775 Tourist Areas (Points) Production Safety Incident Report and Investigation and Handling Regulations State Council Order No. 493

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 City city The municipalities, cities, districts, counties, and towns established by the state according to the administrative system.

3.2 City brand citybrand A combination of elements that can create a unique impression and association in the awareness of stakeholders in cities (3.1), including names, terms, symbols, logos, Design or a combination thereof.

3.3 City brand comprehensive influence comprehensiveinfluenceofcitybrand;CICB The city brand (3.2) demonstrates its ability to influence from multiple dimensions.

3.4 City brand evaluation citybrandevaluation Quantitatively evaluate the activities of the city brand's comprehensive influence (3.3).

3.5 Evaluation index baselineofevaluationindicator The evaluation criteria of each quantitative evaluation index are generally taken as the optimum value, the average value or the specified standard value.

3.6 Weight value weightofevaluationindicator The importance of each evaluation index in the index system of city brand evaluation (3.4).