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PEOPLE'S REPUBLIC OF CHINA**

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Brand evaluation - Principles and fundamentals

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1:1-2009:

The translation method used in this standard is equivalent to ISO 20671:2019 "Brand Evaluation Principles and Basis":

This standard was proposed and managed by the National Brand Evaluation Standardization Technical Committee (SAC/TC532):

Drafting organizations of this standard: China Brand Building Promotion Association, China National Institute of Standardization, China Asset Evaluation Association, Yangtze River Pharmaceutical Group

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Co., Ltd., Yibin Paper Co., Ltd., Weigao Group Co., Ltd., Canny Elevator Co., Ltd., Longji Green Energy Technology Co., Ltd:

Company, Haihui Group Co., Ltd., Weichai Power Co., Ltd., Haier Group Company, Sichuan Airlines Co., Ltd., Jiuzhitang Co., Ltd:

Co., Ltd., "Chinese Brand" magazine, Linyi Academy of Agricultural Sciences, Inner Mongolia Bayan Green Industry Co., Ltd., Zhejiang Deta Sente Data Technology

Technology Co., Ltd., Shanghai Junzhi Investment Management Co., Ltd., Wuchang City Qiaofu Courtyard Agricultural Co., Ltd., Huaxiangyuan Tea Co., Ltd:

Company, Jiangsu Salt Industry Group Co., Ltd., Beijing Oriental Yuhong Waterproof Technology Co., Ltd., Beijing Huiyan Shizhen Technology Co., Ltd.,

Beijing Shangjunze Culture Media Co., Ltd:

Introduction

0:1 General

Brands are one of the most valuable assets that have not yet been fully recognized:

Brands are used to distinguish different entities and their products and services: The carrier of the brand can include entities, products and/or services, product lines and/or

Combinations, cities, regions, etc: The brand owner can be a commercial organization or a non-profit organization: Brands can highlight entities and their products and/or services

The unique attributes and benefits of services, these attributes and benefits can include product functions and performance, emotional factors and social factors: At the same time

It is necessary to build brand awareness through experiences, which include the process, results and operation methods of entities providing products or services, and even interests:

Relevant parties participate in a deeper level, so as to gradually build a brand image in the awareness of stakeholders:

Brands are not only valuable to their holders, but also to other stakeholders: Brands can increase the

Economic value, reduce business risks, and achieve sustainable development: Although brands are different, the contribution of brands to economic benefits is unquestionable

of: Well-known brands can attract customers, and they can reduce operating costs by increasing prices, increasing sales, and increasing loyalty, thereby establishing an impact on revenue:

Competitive advantage of income and profitability, and enhance economic value:

0:2 Brand value

Brand is a valuable asset of the entity, and its value depends on the brand's contribution to stakeholders: Therefore, brand evaluation

There are two ways: financial and non-financial: GB/T 29187-2012 provides a financial approach to brand value evaluation methods:

This standard further proposes a non-financial brand evaluation framework on the basis of brand value evaluation, and from the perspective of input and (or) output

Determine the brand evaluation principles: This standard aims to provide guidance for the formulation and implementation of a series of brand evaluation standards: This standard is the basic standard:

A more detailed description of the terms, measurement methods, and evaluation process related to brand evaluation will be given in the subsequent standards:

0:3 Brand evaluation and brand value evaluation

Brand evaluation measures the brand based on two evaluation indicators of brand building elements (input), brand strength or brand performance dimensions (output)

value: Brand value evaluation refers to estimating the economic value of the brand to the company: It is the financial rights and interests of the brand owner: Brand Evaluation

It includes both brand value evaluation and consideration of non-monetary factors:

Brand value evaluation is from the perspective of the holder and/or entity, and brand evaluation is from the perspective of stakeholders: The two are related and coordinated:

use: Although this standard focuses on brand evaluation, the brand evaluation framework also comprehensively considers the relationship with brand value evaluation:

0:4 Brand Evaluation Framework

The overall framework of brand evaluation and brand value evaluation is shown in Figure 1: The frame consists of three parts, each of which starts from a specific angle

Degree to determine brand value: The various parts are interrelated, linking up and down, and the evaluation perspective covers holders and (or) entities and stakeholders: The box

The framework includes the elements of brand building (input), the dimensions (output) that measure brand strength, brand performance, financial results, and brand value evaluation:

This standard describes the basic principles of analyzing and reporting brand value, as well as the specific content of input and output under this framework: Attention

Yes, the above three parts can also be used independently for brand evaluation:

Figure 1 Brand evaluation framework

0:5 Brand building

The foundation of brand building is five elements, including tangible elements, quality elements, innovation elements, service elements and intangible elements: Five elements are product

The key to brand success is also the determinant of brand strength: The brand operation entity makes the necessary investment in the five elements to build the foundation of brand value,

And through strategic brand support and brand promotion activities to deliver brand value to the market:

0:6 Brand Strength and Brand Performance

Brand strength refers to the degree to which a brand has a positive or negative influence on customers and other stakeholders: Brand strength can take many ways

The formula is measured through different dimensions such as law and customers, and each dimension contains multiple indicators:

This standard provides optional indicators for each dimension when measuring brand strength: When evaluating the value of a specific brand, select relevant to the brand

Suitable indicators: Evaluate different types of brands, such as fast-moving consumer goods, luxury services, industrial products, and destination city brands:

The same indicators and weights:

Brand performance reflects the degree of brand influence in the market: For example, when other factors have more influence on the purchase decision than the brand, even

Well-known brands may also have weaker influence in the market: Conversely, when other factors have a weak influence on the purchase decision, non-known products

The brand may also have a greater impact (the level of competition can be regarded as one of the other factors that affect the purchase decision):