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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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Brand evaluation - Implementation and reporting

品牌评价 实施与报告

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents".

Drafting.

This document is equivalent to ISO 20671-2:2023 "Brand evaluation - Part 2: Implementation and reporting".

The following minimal editorial changes have been made to this document.

- a) To align with existing standards, the standard will be titled "Brand Evaluation Implementation and Reporting";
- b) An additional explanation has been added to the introduction to clarify the relationship between this document and ISO 20671 and ISO 10668;
- c) The descriptive text in section 3.4 of Chapter 3 has been changed;
- d) Correct "P" to "X" in 4.4.2 Revealing Preferences Method.

Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents.

This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of Brand Evaluation (SAC/TC532).

Introduction

This document is based on GB/T 29187-2012 "Brand Evaluation - Requirements for Brand Value Evaluation" and GB/T 39654-2020 "Brand Evaluation - Requirements for Brand Value Evaluation".

Based on the principles and foundations, this expands upon the brand evaluation standard system. It is consistent with GB/T 29187-2012 and GB/T 39654-2020.

The brand evaluation content remains consistent, and this document provides a methodology for implementing brand evaluations and reporting results.

GB/T 29187-2012 provides a financially oriented brand value evaluation procedure, enabling organizations to report on their brand's value at a given point in time.

Financial value. Organizations that follow the brand value evaluation procedures outlined in GB/T 29187 typically conduct brand value evaluations independently of the brand owner.

Brand valuation conducted in accordance with GB/T 29187 can be used to assess brand value for external stakeholders such as investors, regulators, and potential buyers or licensors.

The financial value of the brand is reported by the public.

GB/T 39654-2020 is a process standard that brand owners can apply with the support of internal or external brand evaluators.

This document provides a framework for focusing on long-term evaluations of an operating entity's brand by customers and other stakeholders. The document's...

One potential use case is to support the brand management and marketing functions of operating entities, determine the allocation of resources aimed at brand building, and serve

as...

It forms the basis for external reporting of brand performance.

The conceptual framework for brand evaluation provided by GB/T 39654-2020 is shown in Figure 1.

Figure 1 Brand Evaluation Framework

The organization implements the four stages of brand evaluation by fully implementing the GB/T 39654-2020 brand evaluation framework.

a) Brand building. Determine how the organization views the role of the brand within the organization (i.e., brand elements), and how it relates to financial and operational aspects.

Brand investment (i.e., brand embellishment), and subsequently how to bring the brand to market, including marketing, stakeholder engagement, and brand building.

Brand protection (i.e., brand activities). The above content is quantitatively analyzed using relevant input indicators.

b) Brand strength. The output indicators of brand strength are quantified through 5 evaluation dimensions.

c) Brand Performance. Record and validate the impact of brand building and brand strength metrics on customer choice in the market (i.e., market choice).

The selection process involves identifying and measuring the impact of brand strength on financial performance, and determining the financial impact on the brand owner.

The impact of brand building, and its effectiveness in achieving organizational goals.

d) Brand value. Provides the brand's monetary value at a specific point in time, i.e., the brand's overall contribution to the company within the expected timeframe.

e) Continuous improvement. Establish a feedback loop to achieve continuous improvement by reviewing the differences in brand evaluation results between the two periods.

Note: The four stages of brand evaluation include brand building, brand strength, brand performance, and brand value.

Continuous improvement is implemented based on the differences in brand evaluation results between the two periods. In current business practice, brands are often considered peripheral to the business.

Brand elements are often simplified to the need to construct superficial symbols such as names, logos, or trademarks. It is advisable to actively manage and measure brands to enhance their appeal.

The value of the operating entity. Brand evaluation standards should be used to manage the

brand to enhance the value established through improvements in brand strength and brand performance.

Value, and ultimately enhance the brand's financial value.

It is evident that brand evaluation creates a feedback loop for continuous brand improvement, thereby generating greater long-term value for the business entity. Based on the feedback results...

Investing in (changing the combination and value of brand inputs) can enhance a brand, thereby bringing more benefits to customers and other stakeholders.

This document aims to improve the interests and experience of the brand and generate higher returns on brand equity for operating entities that use and own the brand.

This laid the foundation for high-level organizational planning and governance.

The principles of the brand valuation framework also apply to external investors and creditors. This involves monitoring brand strength, brand performance, and/or brand value.

Value assessment can not only clarify the return on investment targets of internal planning, but also enable investors and creditors who are aware of the brand's asset value to understand its true value.

Return on investment target.

A brand evaluation framework demonstrates that brand evaluation is complex and multi-dimensional, providing information for various purposes. Using dimensions appropriate for the brand and...

In short, brand value can be simply evaluated as brand strength. Brand strength is a necessary procedure for assessing brand performance and is used in comparative analysis.

The impact of factors such as brand and level of competition on market outcomes. Brand performance is one of the bases for subsequently determining the brand's monetary value. Through holding...

Further evaluation of the relationship between brand input factors and the dimensions that constitute brand strength can help determine how to improve brand strength.

Brand Evaluation Implementation and Reporting

1 Scope

This document specifies the requirements for the implementation and reporting of brand evaluation.