



Brand Value Measurement Guide

Your Company Name

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Brand value measurement guide



01

To serve as a step by step guide for understanding, building, measuring and improving brand health, equity and asset value

02

To gain insights into what makes a brand distinctive in the customer's mind by identifying and testing the brand's distinctive assets

03

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01

Brand Value

- › Brand value: definition and its importance
- › Top brands by brand value
- › Assets that customers associate with the brand
- › Steps for finding brand value proposition
- › Value proposition canvas

Brand health

- › Brand health: definition and metrics to track
- › Methods and framework to measure brand health
- › How to improve brand health

Distinctive assets identification and measurement

- › Understanding distinctive assets: definition and benefits
- › Methodology to identify the potential of distinctive assets
- › Brand performance test using distinctive asset grid
- › Measuring brand emotional response
- › Test conclusion

Factors to sustain brand value

Ways to increase brand value

02

Measuring brand value through equity and asset valuation

Part A Brand Equity

- › Brand equity: Definition and Key components
- › Brand perception map: mapping a brand's life
- › How to build brand equity
- › 6 step approach to measure brand strength

Methods and models to measure brand equity

- › Conjoint analysis
- › Young & Rubicam brand asset valuator model
- › Interbrand valuation method
- › Aaker's brand equity model
- › Marketers' methodologies for valuing brand equity
- › Other ways to measure brand equity

How to improve brand equity

03

Part B Asset Valuation

Asset valuation: Definition and importance

Types of Assets

- › Tangible assets
- › Intangible assets

Asset valuation approaches

- › Cost-based approaches
- › Market-based approaches
- › Income-based approaches

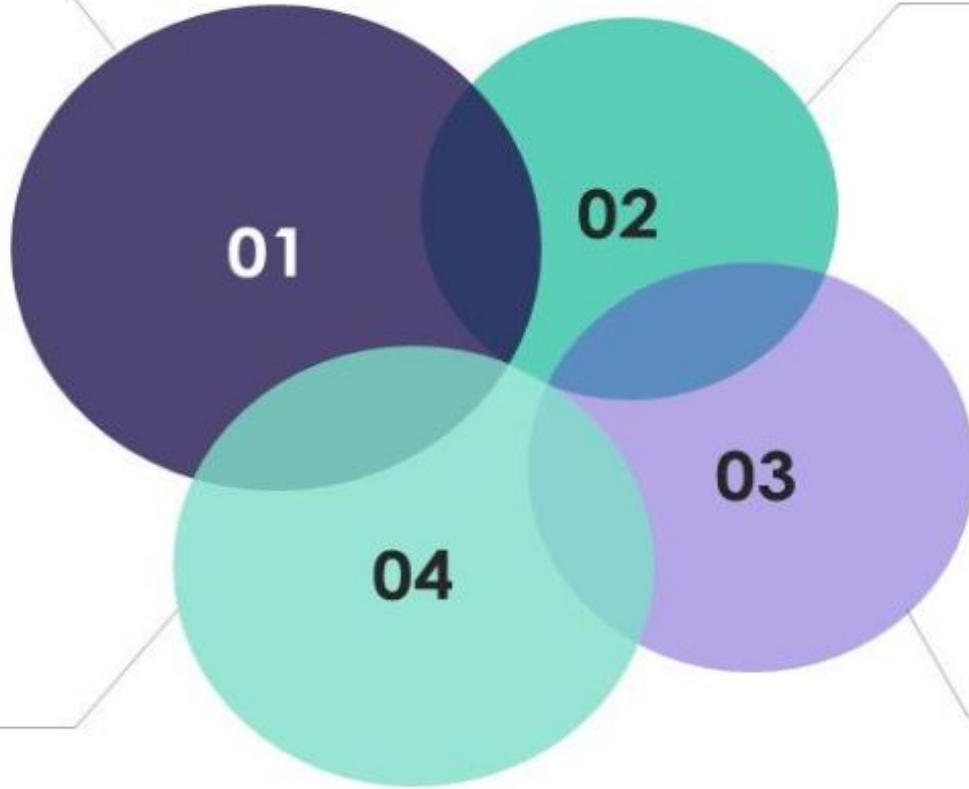
Sample asset valuation report

- › Valuation of intangibles
- › Historical operating results
- › Acquisition forecast
- › Diligence information
- › Relief from royalty
- › Content cost approach
- › Greenfield approach
- › Workforce cost approach
- › Excess earning
- › Finite life
- › Weighted average returns analysis
- › Reasonability check

Performance measuring dashboards

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