

Brand Value and Strategic Brand Control

Brand Census[®]

by TAIKN Strategische Markenberatung and Konzept & Markt

The Brand Census[®] is a multi-level brand valuation procedure that empirically determines the selection and weighting of valuation criteria – individually, for each brand. This allows the market circumstances specific to a particular brand to be taken explicitly into account.

The typical questions to which the Brand Census[®] is addressed are:

- What is my brand worth?
- What are the factors that drive brand value?
- Are the investments made in my brand worth it?
- Which brand characteristics offer the greatest leverage for brand success?
- How can I manage the brand in a value-oriented manner?
- Has brand management succeeded in enhancing brand value?
- What are the points of departure for improved brand positioning?

Brand valuation using the Brand Census[®] is based exclusively on survey data.

Each Brand Census[®] analysis begins by measuring brand strength based on brand-by-brand analysis of brand decision funnels.

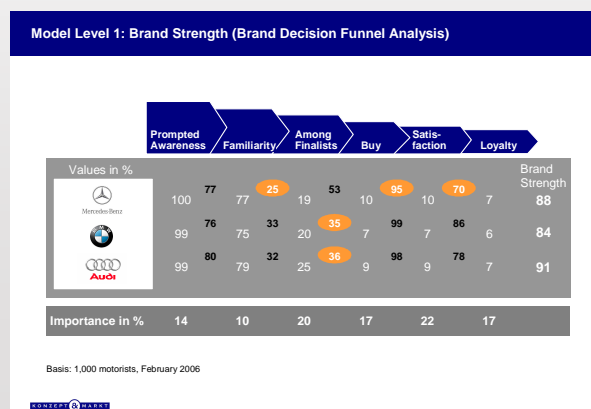
Main Benefits:

- Takes a brand's individual circumstances into account
- Empirically founded model for brand value
- Direct derivation of measures to take
- Reveals brand strengths and weaknesses in competition
- Takes free associations of brands into account
- Empirical demonstration of the current position
- Generates recommended fields for future brand positioning

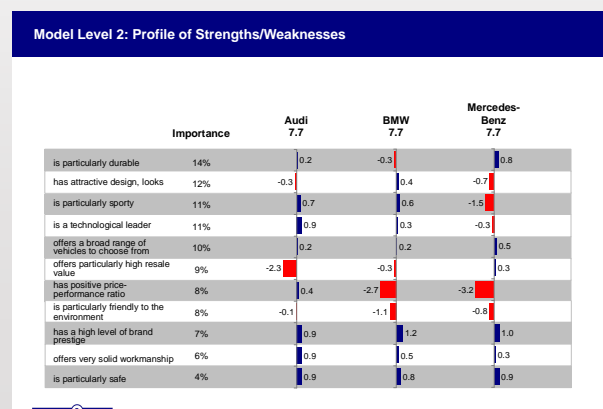
Particularly Helpful for:

- Brand controlling and brand management
- Brand steering
- Purchase and selling of brands
- Due diligence processes

Brand-by-brand measurement of brand strength



Analysis of brand drivers



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Brand strength is measured based on market-specific analyses of brand decision funnels, combined with an empirically determined scoring model. For each brand, the importance of the brand decision funnel levels is determined based on statistics generated using the model.

Individual brand driver analyses provide indications useful for brand control. The levels of importance of brand drivers are also empirically determined.

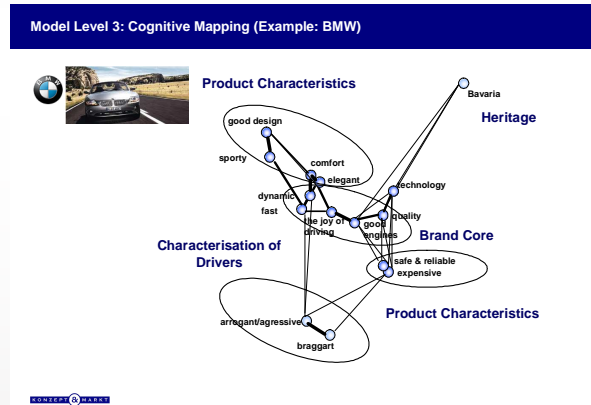
Cognitive mapping reveals the spontaneous associations that are formative for a particular brand. It uncovers what can be considered the 'shared social knowledge' about a brand.

A brand's monetary valuation is identified on the basis of a procedure to determine its earning rate.

The Brand Census® Methodology:

- Survey carried out with a core target group for the brand
- Model level 1: Determination of brand success (individual brand decision funnel analyses)
- Model level 2: Identification of drivers behind a brand and brand positioning (Brand Control System)
- Model level 3: Cognitive mapping
- Model level 4: Determining the brand's monetary value

Cognitive mapping



Uses:

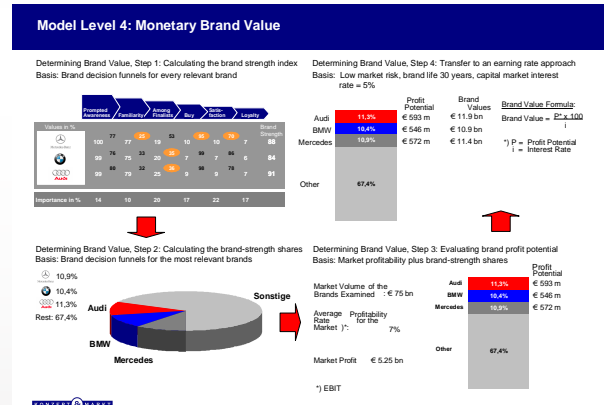
The Brand Census® delivers important bases for decision-making in matters relating to brand control and reveals a brand's value to a company.

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Determining financial value



- Brand value controlling
- Purchase and sale of companies
- Value-oriented brand management

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