

# Brand Value and Strategic Brand Control

## Corporate Brand Census<sup>®</sup>

by TAIKN Strategische Markenberatung and Konzept & Markt

The Corporate Brand Census<sup>®</sup> is an instrument for the valuation and control of corporate brands. The special feature of a brand valuation using the Corporate Brand Census<sup>®</sup> is that it makes allowances for the importance of stakeholder groups to the corporate brand. The Corporate Brand Census<sup>®</sup> works exclusively using survey data; it assesses not only one's own corporate brand but the major competitors' as well, thereby enabling system-internal benchmarking.

The typical questions to which the Corporate Brand Census<sup>®</sup> is addressed are:

- What is my corporate brand worth?
- What stakeholder groups are particularly important for my corporate brand?
- How do the individual stakeholder groups perceive the corporate brand?
- What are the points of departure for improved brand positioning?
- Which brand characteristics offer the greatest leverage for brand success?

Each Corporate Brand Census<sup>®</sup> analysis begins by identifying the stakeholders relevant for the brand under study and by empirically determining the importance of the different stakeholder groups.

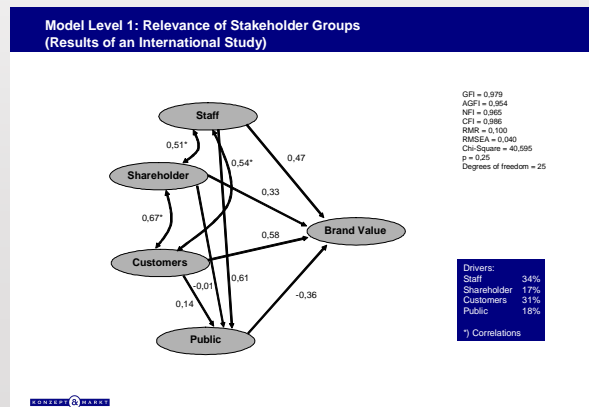
### Main Benefits:

- Relevance of stakeholder groups
- Direct derivation of measures, broken down according to the major stakeholder groups
- Reveals corporate brand strengths and weaknesses in competition
- Empirical demonstration of the current position
- Generates recommended fields for future brand positioning

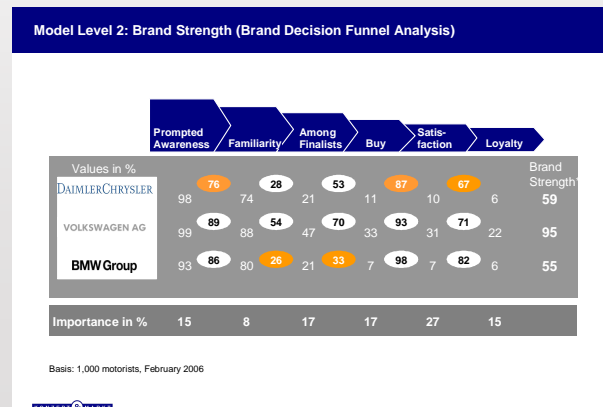
### Particularly Helpful for:

- Top management for derivation of strategic business decisions
- Marketing officials for control of the corporate brand
- Due diligence processes

### Causal-analytical identification of levels of importance of stakeholders



### Individual stakeholder analysis of brand strength (e.g. customer perspective)



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The importance of the stakeholder groups to the brand is determined based on a causal analysis.

This basic model calculation is followed by a measurement of brand strength levels for individual stakeholders. This measurement is based on analyses of brand decision funnels, combined with an empirically identified scoring model for each separate stakeholder group.

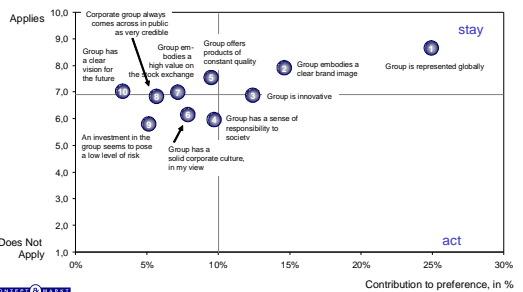
Individual stakeholder analyses of brand drivers yield indications for corporate brand control. The levels of importance of brand drivers are also determined empirically and individually for each stakeholder group.

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

## Analysis of brand drivers (customer perspective)

### Model Level 3: Analysis of Brand Drivers

Image Assessment in the Strategic Action Portfolio (Customer Perspective – Driver for Familiarity)



### Uses:

The Corporate Brand Census<sup>®</sup> delivers important bases for decision-making in matters relating to the control of corporate brands.

### Contact:

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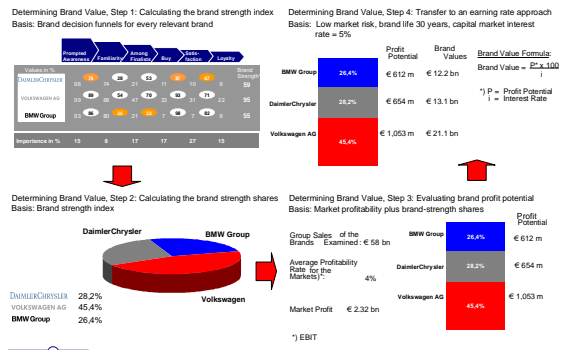
www.konzept-und-markt.com

## The Corporate Brand Census Methodology:

- Survey of all relevant stakeholder groups
- Model level 1: Calculation of stakeholder importance levels (causal analysis)
- Model level 2: Determination of brand success (individual brand decision funnel analyses)
- Model level 3: Identification of drivers behind a brand and brand positioning (Brand Control System)
- Model level 4: Determining a corporate brand's monetary value

## Determining financial value

### Model Level 4: Monetary Brand Value



- Brand value controlling
- Purchase and sale of companies
- Stakeholder-oriented brand control