

# BRAND CENSUS®

## VALUE-BASED BRAND MANAGEMENT

Konzept & Markt GmbH  
Rheingaustraße 88  
D-65203 Wiesbaden

+ 49 (0) 611 6 90 17 0  
www.konzept-und-markt.com



### The Brand Census® depicts the individual brand situation!

- 1 Brand valuation**  
using the proven purchasing funnel model
- 2 Determination of the individual value drivers** of your brand
- 3 Brand management** is consequently based on the market value

#### Fields of application

- ▶ **Value-based** and scientifically proven **brand controlling** with empirically verified data.
- ▶ **Brand management** based on individual statistic driver analyses.
- ▶ **Monetary brand valuation** according to DIN/ISO and the Brand Valuation Forum standards. Certifiable by auditors.



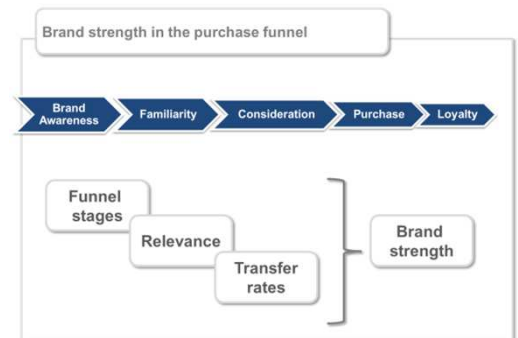
#### Your benefits

- ▶ **Simple execution**, high clarity and stringent reporting.
- ▶ The **individual brand situation** is taken into account in our models.
- ▶ Brand steering and brand valuation are connected and enable a **value-based brand management**.



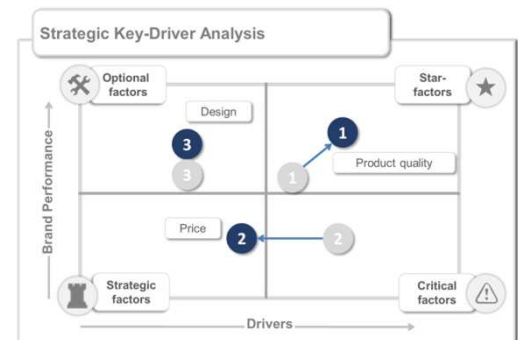
## Scientifically measured brand strength

- ▶ The **purchasing funnel** is the basis for the determination of brand strength.
- ▶ The number and relevance of the funnel stages are identified **individually** for each brand.
- ▶ The data is collected in **statistically representative** brand target groups.
- ▶ The empirically verified brand strength allows specific **benchmarking** with competitors.



## Identifying the brand's success drivers

- ▶ Each brand has **individual drivers** for its success. The Brand Census® identifies them!
- ▶ Determining the **drivers' relevance** to brand strength enables value-based brand management.
- ▶ In the Brand Census® individual success drivers for the brand are identified and analysed using **tailored statistic models**.



## Reliable determination of monetary brand equity

- ▶ The brand strength determined in the Brand Census® provides the basis for an **empirically verified monetary brand valuation**.
- ▶ The derivation of the brands equity is made taking the **specific valuation reason** and the brand's individual requirements into account.
- ▶ The brand equity determined by these measures is not subject to any subjective influences.
- ▶ It is **certifiable** by auditors and fulfils the **DIN/ISO standard 10668** and the principles of the **Brand Valuation Forum**.

