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# Measurement Standards Presentation

## ISO/TC 289 Brand Evaluation

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Atlanta



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

# About the ISO 289 Brand Evaluation Project

- **How the project got started**
- **Who the participants and observers are**
- **What the project will accomplish**

# About the ISO 289 Brand Evaluation Project

- **How the project got started**
  - **1<sup>st</sup> Brand Valuation Standard established in 2006 in Austria**
  - **2007-2010 ISO:10668 development committee led by DIN-Germany to expand to an international context**
  - **Development resulted in a meta-standard to allow for existing brand valuation practices to remain valid**
  - **2013 China called for a permanent committee**

# About the ISO 289 Brand Evaluation Project

- 2013-2014 all of the technical committee preparations were fulfilled and Bobby Calder was nominated as Chair on a 5-year term
- September 2014 was the 1st plenary in Beijing where the Working for the Brand Evaluation Principles and Fundamentals was established as well as task groups for establishing terms and definitions and increasing global participation
- Gerhard Hrebicek and Dr. Fang nominated as co-chairs of the Working Group

# About the ISO 289 Brand Evaluation Project

- **2016 Plenary in Mexico resulted in the 1<sup>st</sup> formal draft of the Brand Evaluation Standard as well as the 1<sup>st</sup> formal definitions which were merged into the standards**

# About the ISO 289 Brand Evaluation Project

- **Secretariat**
  - - China (SAC)
- **Participating Countries (12)**
  - - Austria (ASI)
  - - Barbados (BNSI)
  - - Canada (SCC)
  - - China (SAC)
  - - Finland (SFS)
  - - France (AFNOR)
  - - Germany (DIN)
  - - Italy (UNI)
  - - Mexico (DGN)
  - - Russian Federation (GOST R)
  - - United Kingdom (BSI)
  - - United States (ANSI)
- **Observing Countries (23)**
  - - Bahrain (BSMD)
  - - Belgium (NBN)
  - - Colombia (ICONTEC)
  - - Costa Rica (INTECO)
  - - Czech Republic (UNMZ)
  - - India (BIS)
  - - Iran, Islamic Republic of (ISIRI)
  - - Israel (SII)
  - - Japan (JISC)
  - - Korea, Republic of (KATS)
  - - Malaysia (DSM)
  - - Malta (MCCAA)
  - - Netherlands (NEN)
  - - New Zealand (SNZ)
  - - Poland (PKN)
  - - Portugal (IPQ)
  - - Saudi Arabia (SASO)
  - - Singapore (SPRING SG)
  - - Slovakia (SOSMT)
  - - Spain (AENOR)
  - - Switzerland (SNV)
  - - Thailand (TISI)
  - - United Arab Emirates (ESMA)



# Brand Evaluation

## Background

The first ISO standard for branding, brand management and brand reporting.

Additional standards for process of evaluation and brand management.

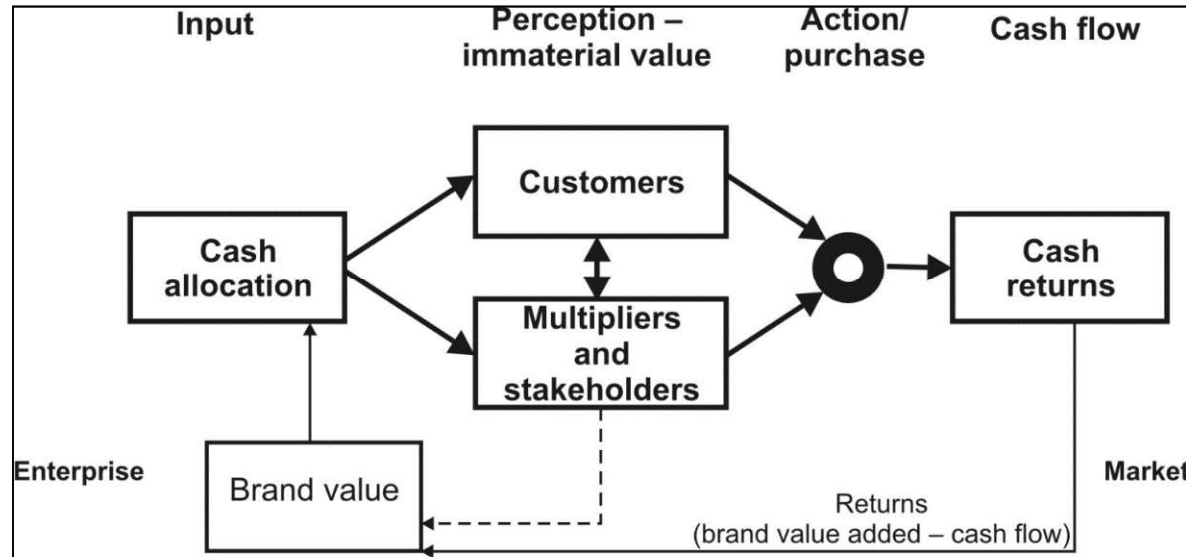
Family of standards related to building, maintaining and measuring brands.

Brand standards enable a best of class brand development process.



# Brand Evaluation

## Process



systematic examination/evaluation of a brand

addressing how to create or maintain sustainable growth

helping the brand-using entity to achieve superior value





# Brand Evaluation

## Framework

### 6 Dimensions





# Brand Evaluation

## Timing - Development Process



- National Mirror Committees with representatives of the brand industry
- Strong industry input with the goal of a standard **easy to adapt and applicable**
- **Pilot projects** in the industry and **certification** of pilot partners in 2018
- Marketing for standard with certified companies (~ 100 worldwide)



# About the ISO 289 Brand Evaluation Project

- **What the project will accomplish**
  - **A systematic evaluation of a brand that address how to create and maintain sustainable value and growth**
  - **A formal, transferable process that allows organizations to establish brand management protocols within the organization**
  - **Bring the level of rigor for financial brand management to something that is comparable to manufacturing management**

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# Thank-you!

**MASB**

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