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# **MASB** **Standards Project**

## **Brand Evaluation Standards (BES)**

### **Project Review & Status**

**Frank Findley, MSW•ARS Research**  
**Edgar Baum, Strata Insights**  
August 2016  
Atlanta



**Marketing Accountability Standards Board**  
**of the Marketing Accountability Foundation**

# BES Project

<b>Project</b>	<b>Brand Evaluation Standards (BES)</b> (Stewart & Findley)	
<b>Issue Addressed</b>	ISO has a Brand Evaluation Standards Project in the works	<b>Strategy</b> Join ANSI and participate in ISO development of Brand Evaluation Standards
<b>Project Objective</b>	Collaborate w/ANSI & ISO to Influence the BEval Standards	
<b>Expected Outcome</b>	MASB BIV Standards recognized by ISO and applied across the world	
<b>When</b>	2018-2019	

# BES Milestones



EI Frame-Up 3/16

Join ANSI 4/16

Join ISO 289 4/16

Team Leaders 5/16

Cancun Meeting 5/16

\* Paper, Deck, or Publication outputs

# Emerging 'Family' of Brand ISO Standards

- **Brand Valuation - ISO 10668 (Published)**
  - Specifies a framework for brand valuation, including objectives, bases of valuation, approaches to valuation, methods of valuation and sourcing of quality data and assumptions. It also specifies methods for reporting the results of such valuation.
- **Brand Evaluation – ISO/TC289 (Current Working Draft)**
  - Specifies the fundamentals and principles for brand evaluation, including the requirements for general principles, evaluation dimensions, methods, process, data requirements and the use of evaluation results. Scope includes ISO 10668 but is not limited by it.
- **Brand Management - ISO TBD (Proposed Not Begun)**
  - Specify the process for responsible control by brand fiduciaries. May include certification requirements for brand managers overseen by a 'brand academy'.

# MASB Roles

- **Represent U.S. ANSI Members' Interests**
  - In last plenary meeting uncovered that brands from certain categories which are relatively unique to U.S. and thus only represented through MASB involvement (e.g. private healthcare brands)
- **Share knowledge to inform international standards**
  - Common Language Dictionary -> Definitions used in standards
  - MMAP -> Requirements for evaluation dimensions & data quality assumptions
  - BIV Model -> Approaches to valuation, brand management best practices
- **Organize**
  - Potentially host Plenary/WS/WG/CAG meeting in U.S.
- **Evangelize**
  - Represent efforts within U.S.
  - Provide relevant case examples
  - Recruit new members (organizations and individuals) - call for participation!

# Third Plenary Meeting Delegates



# Next Steps

- **Complete team plan and initiate team meetings**
- **Communicate formation of TAG and recruit non-MASB participation**
- **Stewart to participate in WG 1 in-person session in Fall 2016 to update and expand upon Brand Evaluation standard**
- **Attend April 2017 Vienna Plenary where formal Brand Evaluation Standard Draft will be formalized for final ISO review**

# Project Team

## Team Leaders



Dave Stewart  
LMU



Frank Findley  
MSW•ARS

## Team Heroes



Edgar Baum  
Strata Insights



John Willard  
MASB



TBD

## Staff



Allan Kuse  
MMAF Center  
Sponsor



Meg Blair  
MAF/MASB



Erich Decker-Hoppen  
Communication



Karen Crusco  
Executive Assistant  
Admin

Team Meets: TBD



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# Thank-you!



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