
MASB Standards Project

Brand Evaluation Standards (BES) Project Review & Status

**John Willard, Willard Enterprises
February 2017
Orlando**



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

BES Project

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



International Organization for Standardization



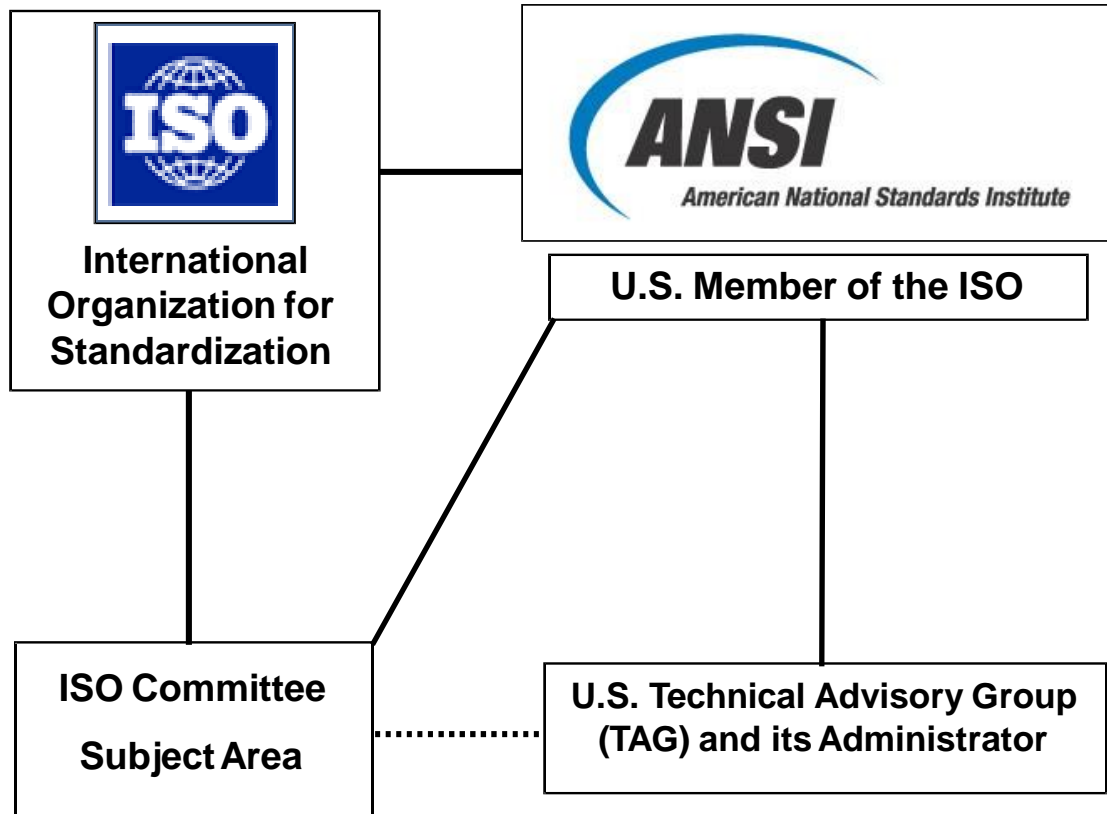
Founded in 1947, ISO's scope covers any and all possible standardization subjects not addressed by IEC or ITU.

The ISO is a non-government organization and network of the national standards institutes of countries, one member per country, with the ISO Central Secretariat located in Geneva, Switzerland.

ISO has 164 member countries. The ISO member organization from each country is the organization that best represents that country's national standards system. In many cases, especially with developing countries, the ISO member is a government agency.



Summary: Organizational Relationships



JCB CARD



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CARDHOLDER NAME

Evaluation and Valuation – Key Distinction

- **Brand evaluation** refers to the assessment of the value of a brand *to its owners/operators and stakeholders (especially for customers)* in making a decision.
- **Brand valuation** refers to the estimation of the monetary value of a brand *to a company*. It is the equity the company has in the brand as an asset.
- Brand evaluation and brand valuation are related ... to each other.
 - Brand valuation is defined from the entity's point of view.
 - Brand evaluation is defined from the consumer or customer point-of-view. It reflects the value of the brand to the customer in making a decision to purchase or otherwise accept a good or service.

Source: CD 20671.2 draft of standards

About the ISO 289 Brand Evaluation Project

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

ISO TC-289 Brand Evaluation Participants

- **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/MASB)
- **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)

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!

BES Milestones



El Frame-Up 3/16

Join ANSI 4/16

Join ISO 289 4/16

Team Leaders 5/16

Team Plan 10/16

Cancun Meeting 5/16

Respond to WG-1 doc 9/16

* Paper, Deck, or Publication outputs

Next Steps

- Team meeting tomorrow morning to discuss CD 20671.2 draft of standards
- Develop U.S. POV prior to Vienna meeting in April
- Recruit non-MASB member participation
 - [Dave Stewart's LinkedIn Article](#)
- Attend April 2017 Vienna Plenary where Brand Evaluation Standard Draft will be formalized for final ISO review

Project Team

Team Leaders



Dave Stewart
LMU



Frank Findley
MSW•ARS



John Willard
Interim TAG Admin

Team Heroes



Edgar Baum
Strata Insights



Bobby Calder
Northwestern



Greg Silverman
Concentric

Staff



Allan Kuse
MASB ED
Sponsor



Meg Blair
MAF/MASB



Erich Decker-Hoppen
Communication



Karen Crusco
Executive Assistant
Admin

Team Meets: 4th Thursday of each month



Thank-you!



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