

# ISO 20671-2:2023-03 (E)

## Brand evaluation - Part 2: Implementation and reporting

---

<b>Contents</b>		<b>Page</b>
Foreword .....		iv
Introduction .....		v
1	Scope .....	1
2	Normative references .....	1
3	Terms and definitions .....	1
4	Steps of brand evaluation .....	2
4.1	General .....	2
4.2	Step 1 -- Brand development .....	3
4.3	Step 2 -- Brand strength .....	3
4.3.1	General .....	3
4.3.2	Methods for determining the indicators for brand strength .....	4
4.4	Step 3 -- Brand performance .....	5
4.4.1	General .....	5
4.4.2	Revealed preference approach .....	6
4.4.3	Stated preference approach .....	7
4.4.4	Impact on financial results .....	7
4.5	Step 4 -- Financial brand value .....	8
5	Reporting .....	8
6	Continuous improvement .....	9
6.1	General .....	9
6.2	Executing a continuous improvement cycle .....	9
6.3	Brand accountability .....	9
6.3.1	General .....	9
6.3.2	Connection between marketing and consumers .....	10
6.3.3	Connection between marketing and finance .....	10
6.3.4	Connection between finance and investors .....	10
Annex A (informative) Example of input elements and audit questions .....		11
Annex B (informative) Example of output dimensions and audit questions .....		12
Annex C (informative) Example of methodology for aggregate brand strength .....		14
Annex D (informative) Self-assessment criteria for the brand evaluation framework .....		17
Annex E (informative) Example of indicator grouping .....		18
Bibliography .....		19