

Translated English of Chinese Standard: GB/T29186.6-2021

www.ChineseStandard.net → Buy True-PDF → Auto-delivery.

Sales@ChineseStandard.net

GB

NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA

ICS 03.140

CCS A 00

GB/T 29186.6-2021

**Evaluation of brand value elements - Part 6: Intangible
elements**

品牌价值要素评价 第6部分：无形要素

Issued on: April 30, 2021

Implemented on: November 01, 2021

**Issued by: State Administration for Market Regulation;
Standardization Administration of the People's Republic of
China.**

Table of Contents

Foreword.....	3
1 Scope.....	4
2 Normative references.....	4
3 Terms and definitions	4
4 Basic requirements	5
5 Evaluation index system	5
6 Index measurement	6
7 Result measurement and calculation	10
Appendix A (Informative) Evaluation index system of brand value intangible elements	11

Foreword

GB/T 29186 "Evaluation of brand value elements" is divided into 6 parts:

- Part 1: General principles;
- Part 2: Tangible elements;
- Part 3: Quality elements;
- Part 4: Innovation elements;
- Part 5: Service elements;
- Part 6: Intangible elements.

This Part is Part 6 of GB/T 29186.

This Part was drafted in accordance with the rules given in GB/T 1.1-2009.

This Part was proposed and managed by the National Technical Committee 532 on Brand Evaluation of Standardization Administration of China (SAC/TC 532).

The drafting organizations of this Part: China Appraisal Society, China Council for Brand Development, China United Assets Appraisal Group, Zhonghe Asset Appraisal Co., Ltd., China Tong Cheng Assets Appraisal Co., Ltd., Beijing Liancheng Asset Evaluation Co., Ltd.

The drafters of this Part: Zhang Genghua, Han Liying, Hu Zhi, Chen Minghai, Lv Anran, Du Yuanyu, Yu Yue, Han Yan, Hong Fangyuan, Li Yejiang, Luo Jing, Lv Haoyang, Chen Meichi, Zhu Jun, Zhang Shufan, Liu Wutang, Han Qiqi, Yue Huaguang, Sun Jianbo.

Evaluation of brand value elements - Part 6: Intangible elements

1 Scope

This Part of GB/T 29186 specifies the basic requirements, evaluation index system, index measurement, result calculation for the evaluation of intangible elements of brand value.

This Part applies to various entities to carry out evaluation of brand value elements, brand evaluation and brand management activities.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only the dated version applies to this document. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 29185, Brand value - Vocabulary

GB/T 29186.1, Evaluation of brand value elements - Part 1: General principles

GB/T 29187, Brand valuation - Requirements for monetary brand valuation (GB/T 29187-2012, ISO 10668:2010, IDT)

ISO 20671:2019 Brand evaluation - Principles and fundamentals

3 Terms and definitions

Terms and definitions determined by GB/T 29185, GB/T 29186.1, GB/T 29187, ISO 20671:2019 and the following ones are applicable to this document.

3.1 Intangible elements

Knowledge, strategy, and cultural resources that are possessed by the entity.

Note 1: It does not have a physical form and is recognizable.

Note 2: It reflects the positioning, image, uniqueness and influence of the brand.

Note 3: It is the brand recognition at the awareness level of market participants such as brand entities, customers and other stakeholders, and the business environment activities and resources that affect brand practice; it continues to play a role in the creation, cultivation, and maintenance of brand building.

4 Basic requirements

When carrying out the evaluation of brand value intangible elements, it must be carried out in accordance with the general principles and evaluation procedures that are specified in GB/T 29186.1. When constructing the evaluation index system, obtaining evaluation data, calculating evaluation results, and issuing evaluation reports, it must comply with corresponding requirements of GB/T 29186.1; the personnel implementing the evaluation shall meet the capability requirements which are set out in GB/T 29186.1.

5 Evaluation index system

5.1 Overview

When evaluating the brand value intangible elements, it can be carried out from three aspects: brand culture, brand influence, and brand management.

5.2 Index system composition

The evaluation index system of brand value intangible elements is shown in Figure 1.

This is an excerpt of the PDF (Some pages are marked off intentionally)

Full-copy PDF can be purchased from 1 of 2 websites:

1. <https://www.ChineseStandard.us>

- SEARCH the standard ID, such as GB 4943.1-2022.
- Select your country (currency), for example: USA (USD); Germany (Euro).
- Full-copy of PDF (text-editable, true-PDF) can be downloaded in 9 seconds.
- Tax invoice can be downloaded in 9 seconds.
- Receiving emails in 9 seconds (with download links).

2. <https://www.ChineseStandard.net>

- SEARCH the standard ID, such as GB 4943.1-2022.
- Add to cart. Only accept USD (other currencies - <https://www.ChineseStandard.us>).
- Full-copy of PDF (text-editable, true-PDF) can be downloaded in 9 seconds.
- Receiving emails in 9 seconds (with PDFs attached, invoice and download links).

Translated by: Field Test Asia Pte. Ltd. (Incorporated & taxed in Singapore. Tax ID: 201302277C)

About Us (Goodwill, Policies, Fair Trading...): <https://www.chinesestandard.net/AboutUs.aspx>

Contact: Wayne Zheng, Sales@ChineseStandard.net

Linkin: <https://www.linkedin.com/in/waynezhengwenrui/>

----- The End -----