

Translated English of Chinese Standard: GB/T29186.1-2021
www.ChineseStandard.net → Buy True-PDF → Auto-delivery.
Sales@ChineseStandard.net

GB

NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA

ICS 03.140

A 00

GB/T 29186.1-2021

Replacing GB/T 29186-2012

**Evaluation of brand value elements - Part 1: General
principles**

品牌价值要素评价 第 1 部分：通则

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
Introduction	5
1 Scope.....	6
2 Normative references.....	6
3 Terms and definitions	6
4 General principles	8
5 Evaluation index system	8
5.1 Composition of the evaluation index system	8
5.2 Index selection	9
5.3 Determination of index weights	9
6 Evaluation data acquisition	9
7 Result measurement and calculation	10
7.1 Quantitative evaluation indexes	10
7.2 Measurement and calculation results.....	10
8 Evaluation subject and personnel capabilities.....	10
8.1 Evaluation subject.....	10
8.2 Evaluator's ability	11
9 Evaluation procedures	11
10 Evaluation report.....	11
References	13

Evaluation of brand value elements - Part 1: General principles

1 Scope

This Part of GB/T 29186 stipulates the general principles, evaluation index system, evaluation data acquisition, evaluation implementation, evaluation procedures and evaluation reports for the evaluation of brand value elements.

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 29186.2, Evaluation of brand value elements - Part 2: Tangible elements

GB/T 29186.3, Evaluation of brand value elements - Part 3: Quality elements

GB/T 29186.4, Evaluation of brand value elements - Part 4: Innovation elements

GB/T 29186.5, Evaluation of brand value elements - Part 5: Service elements

GB/T 29186.6, Evaluation of brand value elements - Part 6: Intangible elements

ISO 20671:2019 Brand evaluation - Principles and fundamentals

3 Terms and definitions

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

3.1 Brand

4 General principles

The evaluation of brand value elements shall follow the following principles:

- The selection of evaluation indexes reflects the characteristics of the industry, the type of the subject of brand and other characteristics;
- The acquisition of evaluation data shall be reliable, objective and sufficient;
- The evaluation process shall be open, transparent and fair;
- The evaluation methods should be consistent, to ensure that the results are relatively stable and comparable.

5 Evaluation index system

5.1 Composition of the evaluation index system

The basic elements that constitute the foundation of brand value include five categories: tangible, quality, innovation, service, and intangible. Each category of elements can be measured and evaluated by specific indexes, where:

- Tangible elements refer to the identifiable and directly measurable resources that are controlled by the entity. The indexes of the element include but are not limited to material resources and financial resources, which reflect the ability of the brand entity to control the tangible resources;
- Quality elements refer to the resources which are invested in quality commitment, quality management, and perceived quality. The indexes of the element include but are not limited to implementation of the quality management system, process documentation, and qualified quality management personnel, which reflect the sustainable and stable ability of the brand entity to provide products and services that meet customer needs;
- Innovation elements refer to the resources that are invested in innovation activities. The indexes of the element include but are not limited to the ability, sustainability and effectiveness of innovative activities, which reflect the capacity, sustainability and effectiveness of the brand entity's innovation activities;
- Service elements refer to the activities that are carried out by the brand entity to meet customer needs and strengthen brand perception and participation. The indexes of the element include but are not limited to

- Evaluation-related information and data which is obtained by the evaluation subject through surveys and other methods;
- Relevant investigation reports, literature and other relevant materials that are provided by credible third-party organizations;
- Relevant information that is publicly released by social media.

7 Result measurement and calculation

7.1 Quantitative evaluation indexes

The quantification of the evaluation of brand value elements can be measured and calculated according to the methods that are given in GB/T 29186.2 ~ GB/T 29186.6. In the quantification process, the metric calculation formula which is given in the above standard can also be optimized according to the actual situation.

7.2 Measurement and calculation results

By weighting and summing the scores of the evaluation indexes of each element, calculate the evaluation result of each element. The calculation formula is shown in Formula (1):

$$K = \sum_{i=1}^i K_i \times W_i \quad \dots\dots\dots(1)$$

Where:

K -- evaluation value of a certain element of brand value;

K_i -- evaluation value of the i^{th} first-level index in a certain element;

W_i -- weight of influence of the i^{th} first-level index on a certain element that is evaluated.

For example, the evaluation index system is composed of multi-level indexes; the brand value element score can be obtained by calculating indexes of each level; the calculation formula can be extended with reference to Formula (1).

8 Evaluation subject and personnel capabilities

8.1 Evaluation subject

Evaluation subjects are generally entities that carry out evaluation of brand value elements, brand evaluation and brand management activities.

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

Full-copy PDF can be purchased from 1 of 3 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).

3. <https://www.google.com/search?tbm=bks&q=ChineseStandard.net>

- SEARCH the standard ID, such as GB 4943.1-2022.
- Google Books -- Select your currency.
- Processed by Google (delivery, tax invoice etc.). Delivered in 9 seconds by Google.
- Tips: Download an unprotected **True-PDF** (text-editable) from Google-Books:
 1. <https://play.google.com/books> → 2. Sign in → Google account
 3. Find the **BOOK** you bought → 4. Click "3-dots" → Export
 5. Save as "*.pdf" (Save True-PDF to your local computer for offline reading/printing)

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

Accountable person and shareholder: Wayne Zheng

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 -----