

## Brand valuation in real time



ISO 10668

The brand value is an indicative variable that directly correlates the value of the business with brand image (calculated on the basis of the daily statements in the media) and makes the financial significance of a positive image clear. This combination of two very different data sources is also an example of how BrandfTicker can create valuable insights for brand owners.

This is how we calculate the financial value of the brand:

1. We measure brand image based on statements made in the public print, online and social media because the brand's significance goes beyond the customer target group and the opinion of the stakeholders is best recorded through their voluntary expressions.
2. We characterize the brand based on the terms (adjectives) that are frequently used to describe it because they help us understand the brand's perception/characteristics. People talk a lot more frequently about essential, rather than irrelevant, qualities.
3. We analyze the semantics of these adjectives because they tell us something about how strongly a statement about a brand is influenced by its image. You may call a company or product 'trustworthy' only if you believe in it and have a reference/experience that confirms your view. Conversely, you may well describe something as 'stylish' or "compatible" even without any reference/experience, because the information is available, obvious and perceptible. Each term can be placed on a scale between "perceived" (explicit) and "believed" (implicit) information. Those adjectives, that are strongly based on belief need a brand as a reference point and are primarily borne by brand image. Consequently, terms are influenced by the brand to varying degrees.
4. We multiply the degree to which a term is brand-influenced by its frequency because a strongly brand-influenced term, which at the same time is used frequently, has a greater impact on brand value than a term that can be stated independently from the brand and is little discussed. We sum up the brand-influenced share of all statements in the conversation.
5. We call the result of this multiplication 'brand contribution' because it represents the portion of the holistic perception of the company or product which is driven by the brand. There is enough scientific evidence that purchasing decisions are in line with how people perceive a company or product and the portion thereof contributed by the brand.
6. We multiply this 'brand contribution' by the total value of the company and get the brand value, because the company value is the result of people purchasing the goods and services of a company and the influence of its brand on their behavior.