



ISO 20671

The international seal of quality for valuable brands.

TRIGGERS IMPROVEMENTS IN BRAND MANAGEMENT LEADING TO VALUE CREATION.

The Certified Brand Seal of Quality is the first international seal of value for valuable brands, which is based on an objective evaluation process. It shows the value and future viability of a brand and confirms all stakeholders that the brand management is capable implemented.

Brands as distinguishing features and essential value factors are of great importance for companies, regions, associations, their customers and stakeholders, and the global economy. According to the latest studies of the European Brand Institute, the brand value represents on average around 40% of the company value - and the trend is rising!

The Certified Brand Seal of Quality is based on the know-how and over 20 years of relevant experience of European Brand Institute and a global team of brand management experts.

Together, they have developed an international standard for increasing the efficiency of value-based brand management. The findings of this work are manifested in the new International standard ISO 20671 - a framework that defines the dimensions for holistic brand management.

CERTIFIED BRAND CREATES BRAND AWARENESS

The companies, regions and associations awarded with the Certified Brand Seal of Quality work on their future fitness in accordance with the highest standards of brand management in order to trigger improvements and increase the value of their brand.



Benefits



Know-how Transfer through the ISO 20671 implementation process.
Brand-check, risk and potential analyses.



Optimization of brand management processes and brand governance.
Savings and/or gains.



Internationally recognized seal of approval, reflects quality orientation and enhances reputation.
Documented brand-quality based on ISO 20671.



Turn your brand into an asset that can be activated & reported.
Brand and SDG reporting, annual impairment tests.



Proof of brand use.
Annual documentation for several stakeholders.



Potential brand value growth of about 6-41 % p.a..
Observed with companies, already implemented this program.

European Brand Institute - Your competent partner for ISO 20671 implementation and certification.

We advise you on all brand-relevant topics: Brand Measurement, Reporting & Governance Systems, Brand Rating Improvement.

Contact

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EUROPEAN BRAND INSTITUTE

EUROPE'S INDEPENDENT BRAND & PATENT VALUATION EXPERTS AND CONSULTANCY.

The European Brand Institute (EBI) is Europe's leading research institute for the evaluation of intangible assets.

Our key activities emphasize on brand value and patent value.

Through our research and participation in the international standardization of brand and patent valuation and especially the new ISO on brand evaluation, as well as our advisory and consulting services, we contribute to a sustainable development in Europe and globally.



„Brands are one of the most significant but least understood assets for companies and economies.“

*Dr. Gerhard Hrebicek
President European Brand Institute*

BRANDING FOR COMPETITIVENESS AND SUSTAINABLE GROWTH.

EBI in partnership with UNIDO developed the joint program "Branding for Competitiveness and Sustainable Growth" which delivers know-how about better management of the brands according to the latest ISO standards, and organizes trainings for managers and coaches in the various countries and business segments aiming to contribute to the brand value and economic growth.

COOPERATION PROGRAM



www.europeanbrandinstitute.com



BRANDS – ASSET OF THE FUTURE

54%

of consumers always buy their preferred brand.

UP TO

40%

of consumer choice is driven by brand.

40%

average contribution of brand value to company value.

3%

increase in total shareholder return with one marketing experienced director.

ONLY

2.6%

of board members have managerial-level marketing experience.