

# Brand Valuation



## ISO 10668:2010 – BRAND VALUATION STANDARD

ISO 10668:2010 specifies requirements for procedures and methods of monetary brand value measurement.

ISO 10668:2010 specifies a framework for brand valuation, including objectives, bases of valuation, approaches to valuation, methods of valuation and sourcing of quality data and assumptions. It also specifies methods for reporting the results of such valuation.

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## KEY APPROACH

### 1. Income approach

The standard identifies six income-led brand valuation methodologies

### 2. Market approach

The market approach prescribes that valuers should consider the value of similar assets that have been bought or sold and calculate the value of the brand if it were to be acquired. This is carried out by reference to multiples of a brand's acquisition prices with the most comparable transactions being the most applicable. Adjustments will need to be made for parity for elements such as brand strength, differing products, services or geography.

### 3. Cost approach

The cost approach is based on an analysis of the amount invested in creating the brand and the amount that would be required to recreate an asset with similar characteristics. This approach is rarely used for established brands but can serve as a useful benchmark



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