



How Brands Create Growth and Prosperity for Cities and Regions

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BRIEF INTRODUCTION

EUROPEAN BRAND INSTITUTE GROUP



KR DI Dr. Gerhard Hrebicek, MBA

President European Brand Institute



- studied **Mechanical Engineering** and **Business Administration** at TU Wien
- graduated as MBA with **specialisation in Marketing und Finance** at University of Toronto
- obtained his Ph.D. on „**value-based management with special emphasis on intangible assets in particular brands**“ at the University of Graz
- Founder and President of the European Brand Institute
- President iconvienna, Chairman BRAND GLOBAL Council
- Chairman of the Austrian Committee for Brand- und Patent Valuations
ONR 16800, ÖNORM 6800 und ÖNORM 6801
- Chairman of the ISO Development Committee on ISO 20671: Brand Evaluation
- Publicly appointed and sworn expert to Austrian courts for brand valuation
- Scientific head of the Austrian, European and global brand valuation studies „GLOBAL TOP 100“, European Golf Brand Study



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MISSION

EUROPEAN BRAND INSTITUTE GROUP



The European Brand Institute is Europe's leading institute for the evaluation of intangible assets. Our key activities emphasize on brand value and patent value.

We raise awareness for brand values by annually publishing brand valuation studies e.g. „Global TOP 100“, hosting regular events on the topic of brand values and awarding personalities creating brand value.

Through our research and participation in the international standardization of brand valuation as well as patent valuation, our advisory and certification services we contribute to a sustainable development in Europe and globally.

Our mission is to



promote brand value awareness



support european and global brand management



engage actively in brand value research

SERVICES

EUROPEAN BRAND INSTITUTE



IP VALUATION & EVALUATION SERVICES

- Brand and Patent Valuation
- Brand and Patent Evaluation
- Brand Strength (Equity) Analysis
- Brand Measurement & Reporting
- Intangible Asset Valuation
- Intangible Asset Impairment Reviews (IAS 36 / FAS 142)
- IP - Asset Transfer Valuations
- Royalty Rate - Expert Opinions
- Function and Risk Analysis

WITH SPECIALIZED PARTNERS

- Setup of Brand & IP companies
- Balance sheet - brand & IP activation
- Brand Status / Portfolio analysis
- Trademark Registration
- Trademark Observation Services
- Market Research Design and Management
- Competitor Benchmarking
- Brand Portfolio Analysis and Evaluation

VALUE BASED BRAND MANAGEMENT CONSULTING SERVICES

- ISO 20671 compliant Brand Consulting
- Brand & IP (Co) Strategy
- ISO 20671 Brand Tracking
- Implementation of Brand Measurement, Reporting & Governance Systems according to ISO 20671
- Preparation for ISO 20671 Certification

FOR COURTS

- Expert Witness Opinions on various IP related questions
- Brand and Patent Infringement and Damages Assessment
- Loss of Profits / Value Calculations for IP
- Opinions on Licence Fees



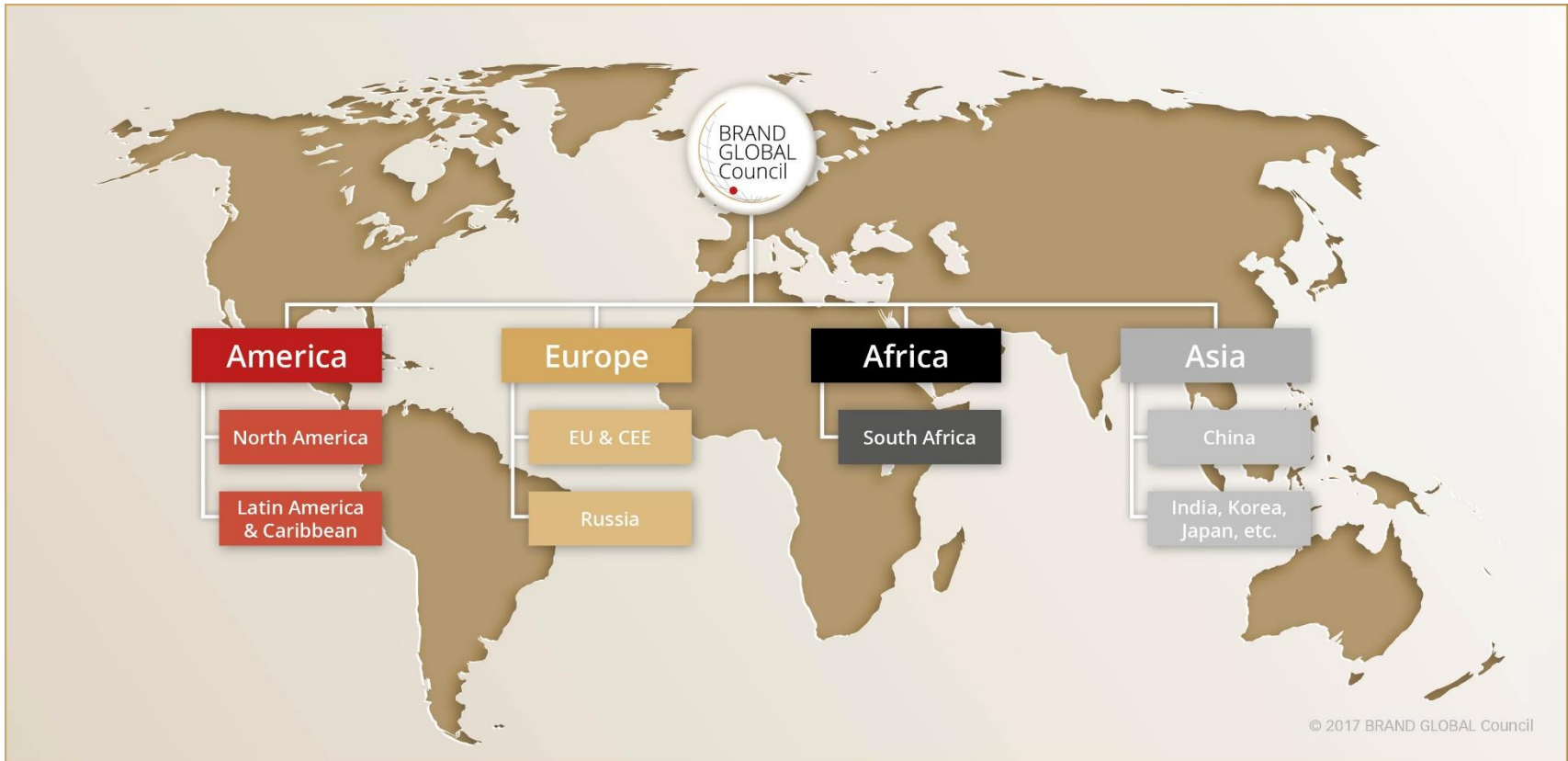
The international seal of quality for valuable brands.



INTRODUCTION FOR THE WORLD OF BRANDS



BE PART OF A GLOBAL NETWORK







Development of regional initiatives to raise awareness and help organizations communicate and improve the business and social value of brands.

PURPOSE AND MISSION



The BRAND GLOBAL COUNCIL - NGO with headquarter in Vienna - serves as **global think-tank** for coordination, know-how exchange, idea generation and development of collaborative initiatives and projects.

All activities are directed to enable organizations to report and **benefit from the value of their brands** and to making brand value a **means of economic development**.

-  promote best **measurement and reporting** of brand value and the adoption of standards for brand evaluations and valuations
-  communicate the importance of brand value to **investors and to other stakeholders** and decision-makers
-  demonstrate the role of brand value **in economic development**
-  act as a global forum for coordination, idea generation, and development of **collaborative initiatives**



BRAND INSIGHTS



People buy brands, not products



PHENOMENON BRAND

PSYCHOLOGICAL



Identification

Differentiation

USP – Unique
Selling Proposition

Protection

BRANDS are in people's minds

BRANDS influence behaviour and attitude

BRANDS develop experiences and emotions

BRANDS create orientation, trust and loyalty

ECONOMICAL



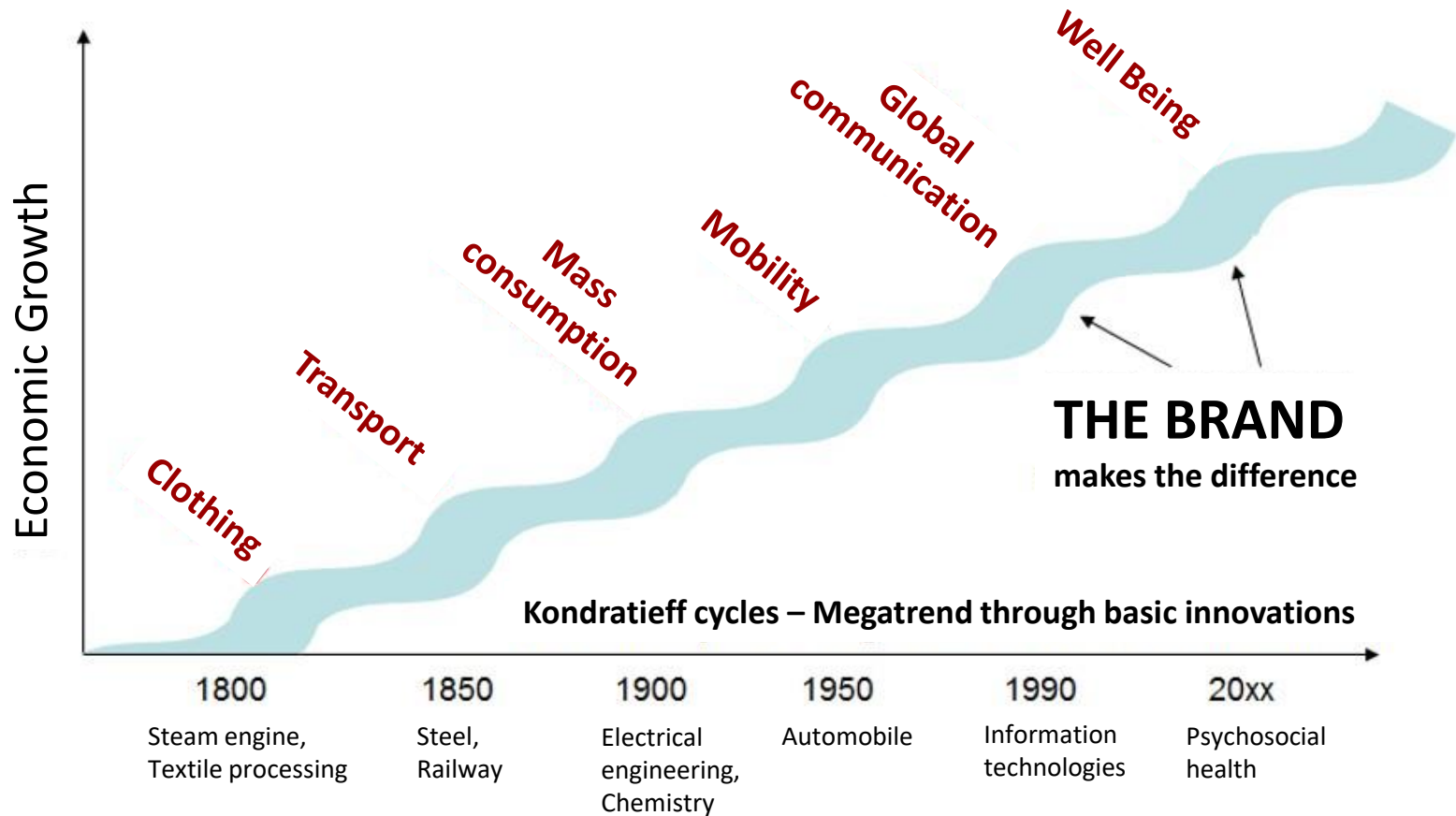
BRANDS create a competitive edge

BRANDS create profitability

BRANDS create growth

BRANDS reduce risks

Megatrend BRAND

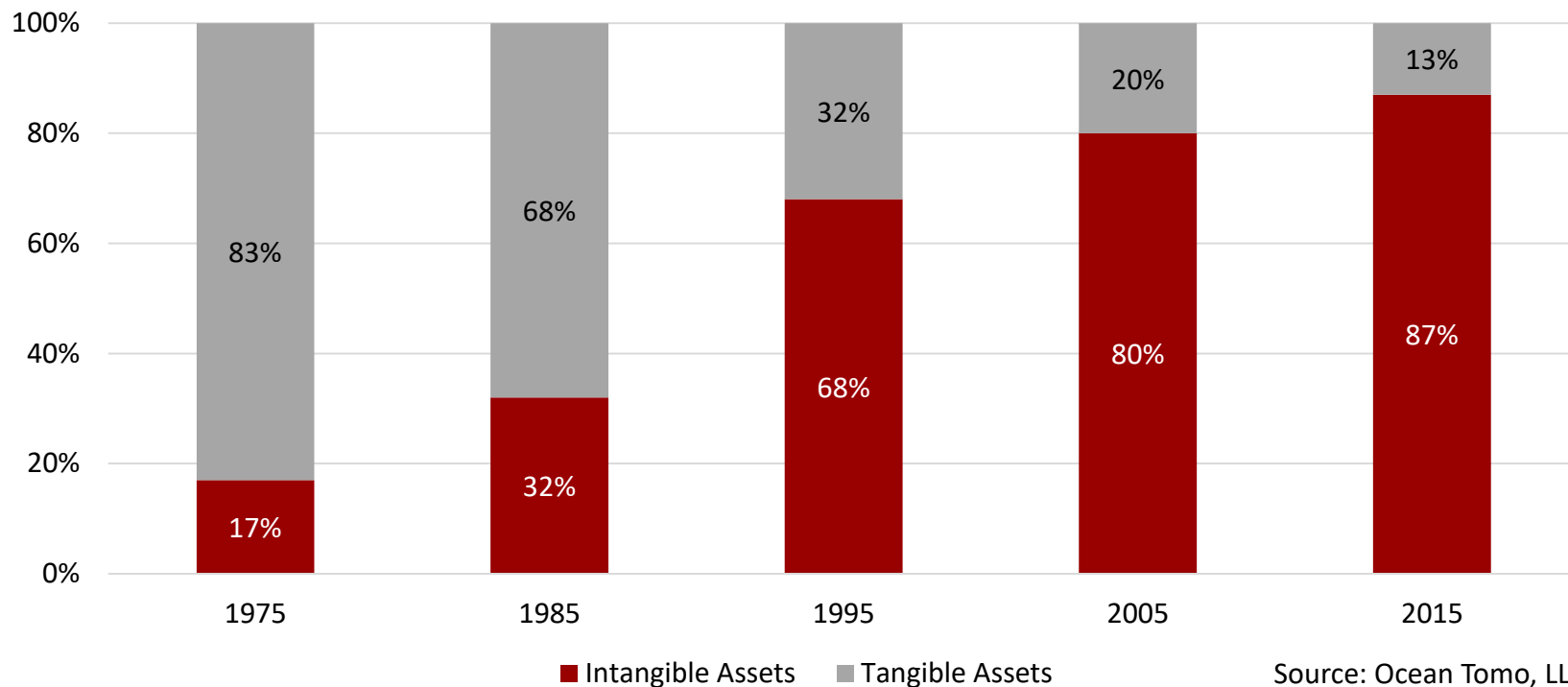




Investors Need IP Asset Information

Intangible assets are now more important than tangible assets in valuing companies.

Components of S&P 500 Market Value



Source: Ocean Tomo, LLC



Average Share of Brand Value

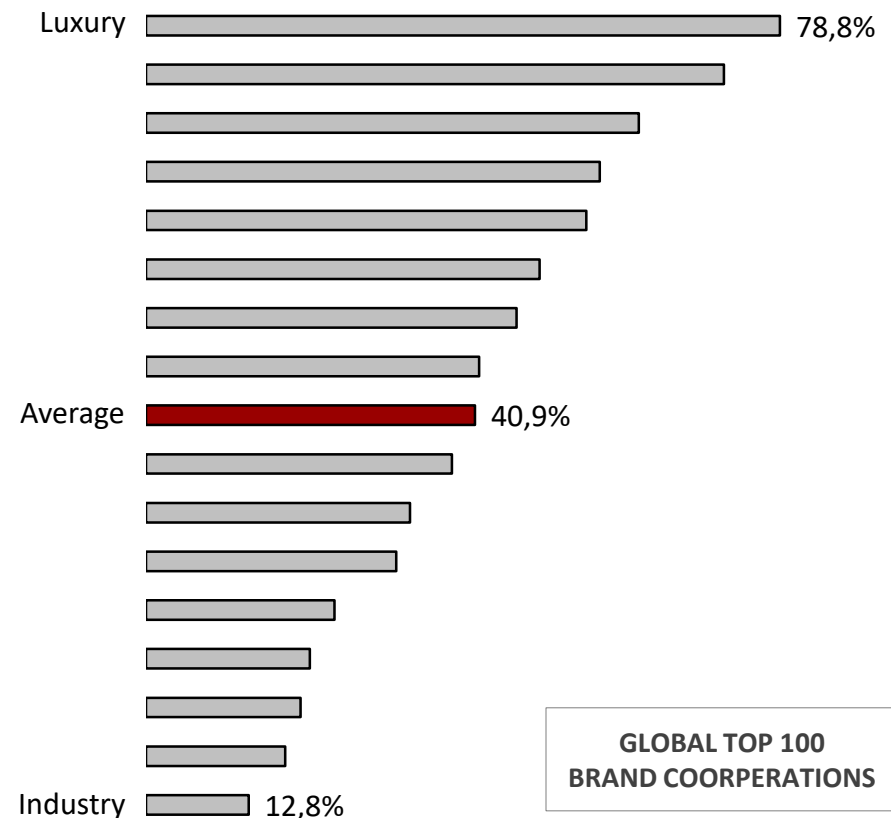
Average Share of Brand Value (market capitalization)

The average share of brand value across all industry segments is about 40% of the company's value.



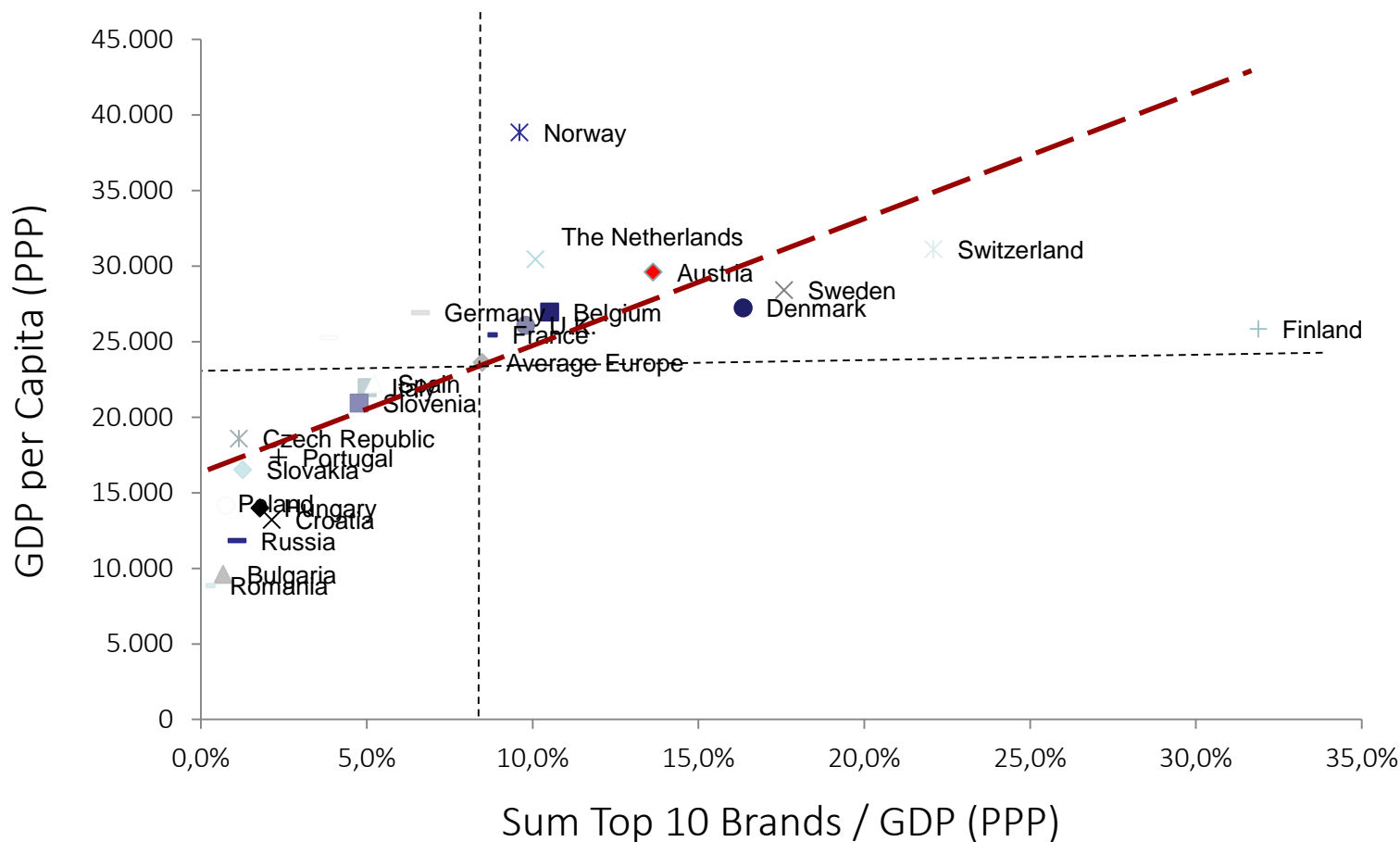
ISO 10668 / ON 6800

Average share of Brand Value / Company Value

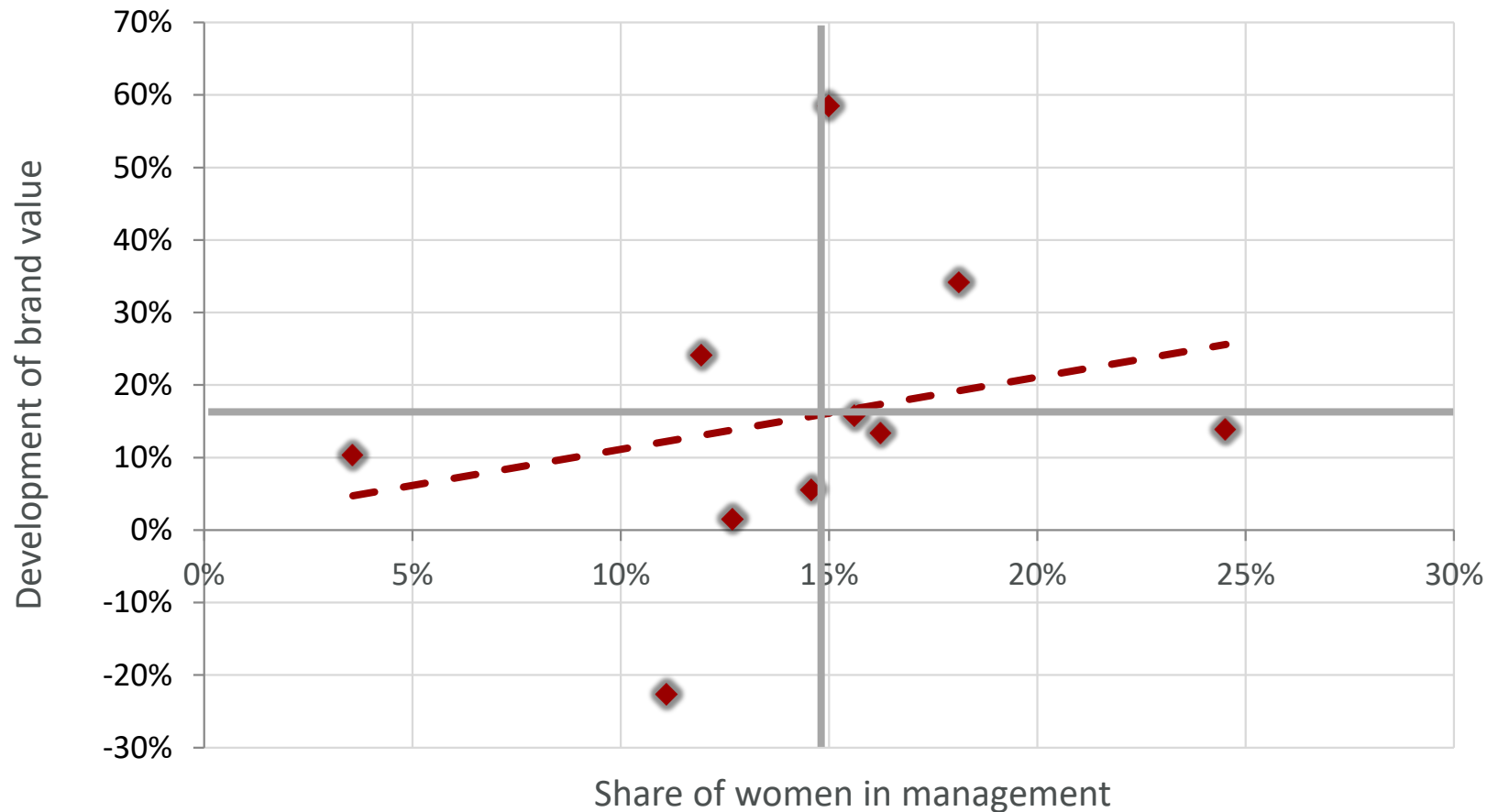


GLOBAL TOP 100
BRAND COOPERATIONS

Brands Create Prosperity for Regions



Women create Brand Value



Brand - Challenges

Key intangible **assets**

Increasing economic value
relative to physical assets

An **investment** creating financial
value and drives an organization's
growth

New approaches to analyzing and
reporting the true value of brands





Brands for Development

Brands are
an underutilized vehicle
for the economic development
of smaller and medium-sized organizations,
cities and destinations,
and economically underdeveloped regions!



A new ERA starting now...



“For the first-time, cities and regions have a globally applicable and accepted approach to monitoring and managing and reporting their brands”



CERTIFIED BRAND

ISO 20671

THE INTERNATIONAL SEAL OF QUALITY FOR VALUABLE BRANDS

TRIGGERS IMPROVEMENTS IN BRAND MANAGEMENT
LEADING TO VALUE CREATION



Know-how Transfer through the implementation process
Optimization of brand management processes
Turn your brand into an asset that can also be activated



Legal Protection



Marketing &
Communication



Products &
Services



Communities
Interaction



Quality &
Innovation



Partner
Relations



Financials,
GDP



Markets &
Segments



Integrated Brand Management for cities and regions

(rather than one-off marketing campaigns)

Consists of:

- **Vision, mission and identity**
- **Continuous process:** objectives, strategy, improvements and checking results
- **Implementation** according to **ISO 20671**



Integrated Brand Management for cities and regions



REGION BRAND

The region brand will transfer the image of the region to its brands and products. This will generate cost savings and synergetic effects in marketing and advertising. In addition, it will increase the willingness to be part of the regional brand experience.

ISO BRAND CERTIFICATION

To ensure a coherent brand image of the region product brands and company brands have to act upon defined principles. The ISO Brand Certification aims to strengthen the region brand by introducing the latest international standards to the brands of the region.



**CERTIFIED
BRAND**



Integrated Brand Management for cities and regions

Results in:

- **Increased** competitiveness, innovation & civic engagement
- **Positive impact** on investment, inhabitants and tourism
- **Higher returns** in real estate, infra & events
- **New sense of purpose & direction** for inhabitants, businesses and institutions







KEEP ON BRANDING!





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LET'S START THE JOURNEY TOGETHER