

Nevium Brand Score Tool

Nevium’s analytical methodology identifies and evaluates the components of a brand. The Brand Score indicates the strengths and weaknesses of corporate or product brand, and provides a framework for improvements. The Brand Score is a factor in understanding the value of a brand and can be used to measure the changing contribution of brand assets over time. The Brand Score analyzes a brand using 16 measurement points grouped into four dimensions. A brief description of the four dimensions of brand score and our sixteen measurement points:

TOTAL BRAND SCORE —*

BRAND DIMENSIONS

Brand Equity —* | **Brand Performance** —* | **Market Presence** —* | **Brand Opportunity** —*

MEASUREMENT POINTS

History	Sales / Growth	Awareness	Marketplace
Consistent Use	Premium Pricing	Differentiation	Transferability / Extendibility
Loyalty	Profitability	Market Share	Umbrella
Relevance	Licensing	Business Fit	Clear Path / Freedom to Use

MEASUREMENT POINT DEFINITIONS

History: Brand has signified the same products for a long period of time

Consistent Use: Brand message has been used constantly over time

Loyalty: Customers consistently seek out new products associated with the brand or trademark

Relevance: Brand is relevant to today’s customers and used prominently on website and social media

Sales / Growth: Brand is used with a significant and/or growing business

Premium Pricing: Branded products command a price premium relative to comparable products

Profitability: Branded product sales yield higher gross profits and/or operating profit margins

Licensing: The brand has been, or is currently, licensed by unrelated parties for a reasonable royalty

Awareness: Brand is well known in the marketplace

Differentiation: Unique brand compared to competing products. Brand is the focus of marketing and sales efforts

Market Share: Branded products have captured a significant market share, or share greater than comparables

Business Fit: Branded products are central to the success of the business, and the brand is used consistently by the entire firm

Marketplace: The brand is used in a growing industry

Transferability / Extendibility: Brand can be used with other products and services

Umbrella: Brand is used, or could potentially be used, to support sub-brands

Clear Path / Freedom to Use: Strong legal protection of all the brand components

Nevium provides solutions for managing, measuring and maximizing the value of intellectual properties and intangible assets. As intellectual property consultants, we believe IP must be measured and managed in order to maximize value.

For more information contact [Brian Buss at 858 255 4361](tel:8582554361) | brianbuss@nevium.com | [linkedin.com/in/brianbuss](https://www.linkedin.com/in/brianbuss)



A Sample Nevium Brand Score

The color-coded table below presents a sample Brand Score analysis. After analyzing the 16 measurement points, the results show the relatively stronger and weaker aspects of a brand. The measurement point scores combine to indicate the four brand dimension scores. The average all 16 measurement points yields a Total Brand Score.

Total Brand Score:		2.6	
Brand Equity	1.8	Market Presence	3.0
History	1	Awareness	3
Consistent Use	2	Differentiation	2
Loyalty	1	Market Share	3
Relevance	3	Business Fit	4
Brand Performance	2.25	Brand Opportunity	3.5
Sales / Growth	4	Marketplace	4
Premium Pricing	2	Transferability / Extendibility	5
Profitability	3	Umbrella	1
Licensing	0	Clear Path / Freedom to Use	4

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The Brand Score Tool allows brand owners and investors to focus on the relative strengths and weaknesses of the brand assets they are evaluating. Brand owners can focus their efforts on improving scores in one area, or exploiting the identified strengths of their brands. With these relative scores brands can be compared, and brand management can be analyzed over time.

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