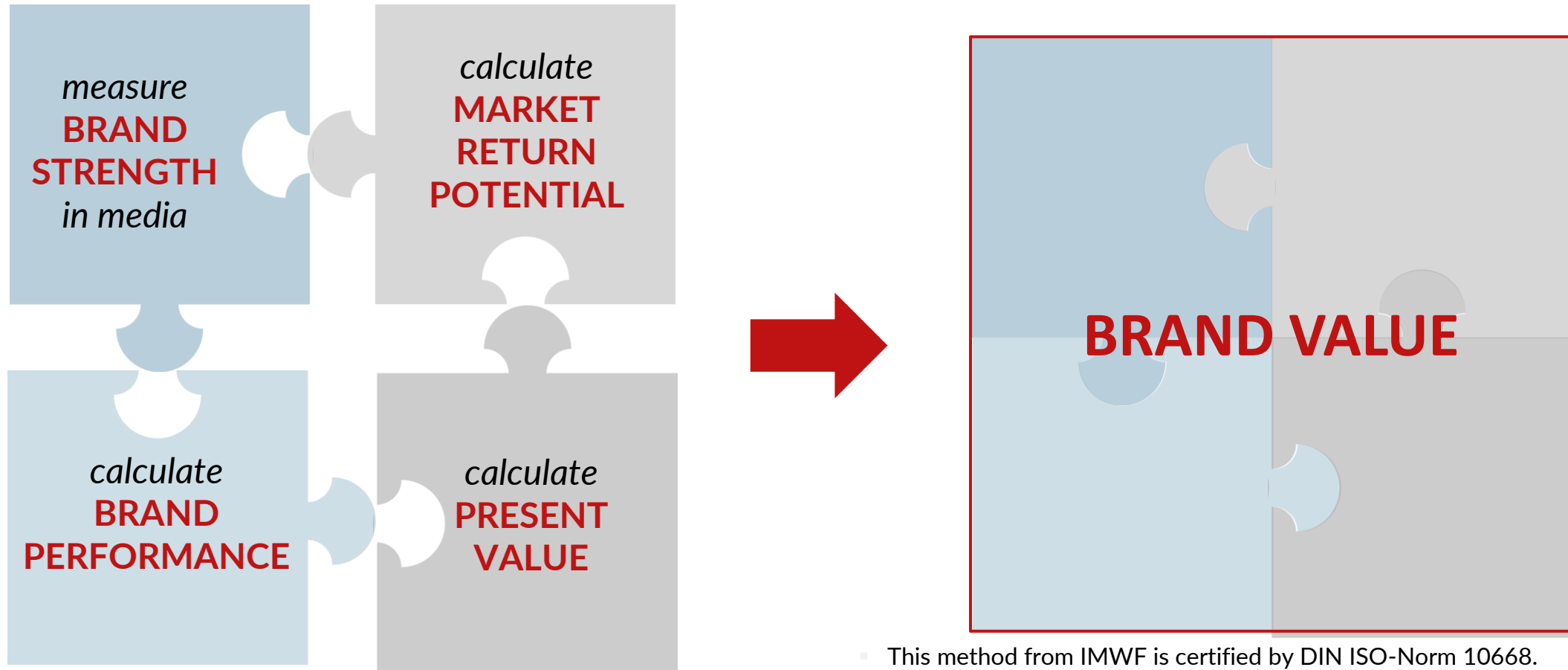


How we measure **Brand Value**

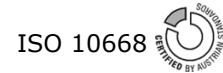
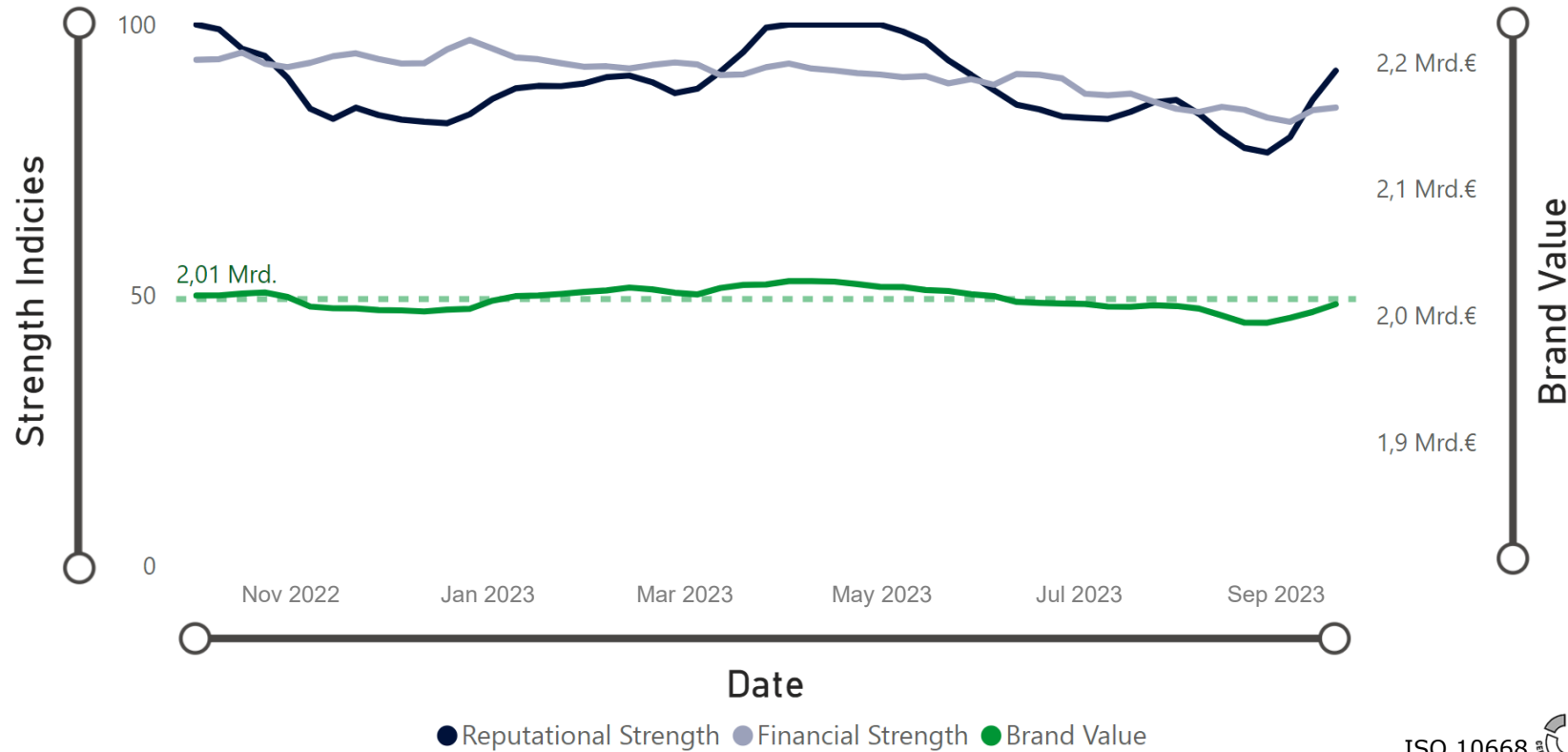


- This method from IMWF is certified by DIN ISO-Norm 10668.
- Scientific supervision by Professor Dr. Henrik Sattler, University of Hamburg
- Dean of the Faculty of Business Administration, Professor of Marketing & Branding

Brand Value example (b2b market)

Brand Value and Strength Indices

Indices within peergroup over time, individual Brand Value in € over time

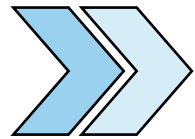


Brand Value

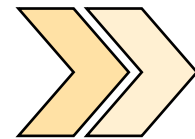
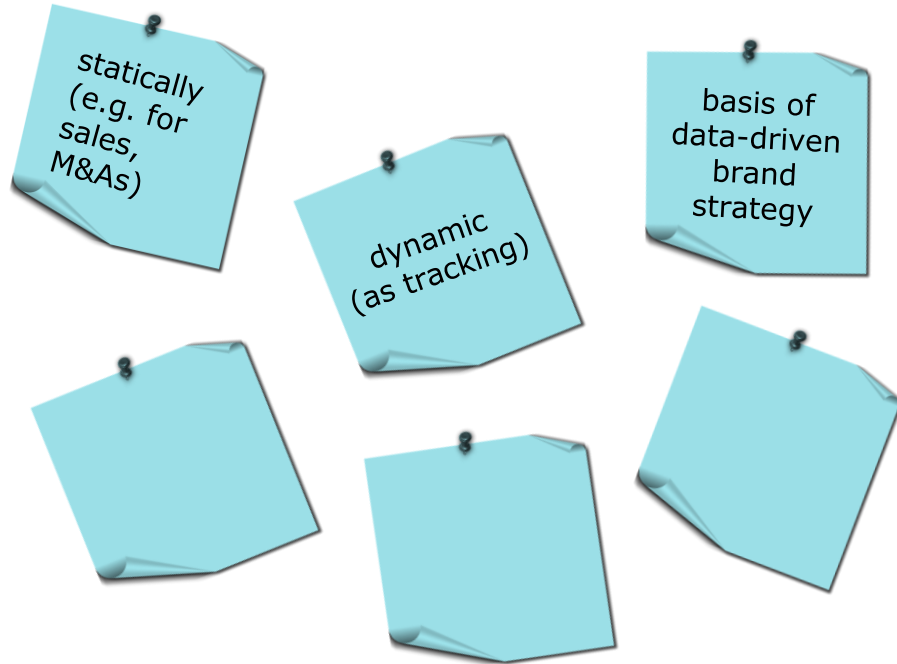
Historical Overview

Start Date	End Date	Week	Brand Value
18.09.23	24.09.23	Wk38	2.009 Mio. €
11.09.23	17.09.23	Wk37	2.003 Mio. €
04.09.23	10.09.23	Wk36	1.998 Mio. €
28.08.23	03.09.23	Wk35	1.994 Mio. €
21.08.23	27.08.23	Wk34	1.994 Mio. €
14.08.23	20.08.23	Wk33	2.000 Mio. €
07.08.23	13.08.23	Wk32	2.006 Mio. €
31.07.23	06.08.23	Wk31	2.008 Mio. €
24.07.23	30.07.23	Wk30	2.008 Mio. €
17.07.23	23.07.23	Wk29	2.007 Mio. €
10.07.23	16.07.23	Wk28	2.007 Mio. €
03.07.23	09.07.23	Wk27	2.009 Mio. €
26.06.23	02.07.23	Wk26	2.010 Mio. €
19.06.23	25.06.23	Wk25	2.010 Mio. €
12.06.23	18.06.23	Wk24	2.011 Mio. €
05.06.23	11.06.23	Wk23	2.015 Mio. €
29.05.23	04.06.23	Wk22	2.017 Mio. €

Join our workshop tomorrow!



How would you use Brand Value?



Who would use Brand Value?

