

Brand Value!™



» CSR Brand Value System.

Brands and corporate brand are vital assets that can contribute significantly to the future economic benefits of any company.

A small but not insignificant portion of a company's corporate brand value or the value of any one of its brands is increasingly linked to its Corporate Social Responsibility (CSR) reputation. The need for effective CSR is rapidly becoming a prominent part of the landscape of business opportunities and risks and can greatly affect any brand.



➔ Brand Value! Benefits

- Improves brand & CSR architecture
- Improves brand & CSR portfolio management
- Improves brand & CSR marketing strategy
- Improves capital allocation
- Enhances management capacity to evaluate brand & CSR performance
- Improves brand management & CSR policy

Understanding the strengths and weaknesses of brand value in a competitive environment, enhances management insights into how consumers perceive a brand or a corporation and how that can translate into greater economic value and returns to any company.

Our **Brand Value!™** system helps clients discover and build upon hidden CSR value by quantitatively assessing CSR contributions to your company. Our internationally informed best practice CSR experts and analysts will assess current and potential returns, corporate value enhancement and impacts of your company's CSR brand value.

Individual Brand Evaluation

ES Global Individual Brand Evaluation is based on unique and proprietary CSR performance measurement tools, developed with over 20 years of CSR, social investment and international development experience. ES Global's CSR Brand Value!™ Evaluation for individual brands uses a demand driver brand valuation model with three steps:

Economic Valuator isolates earnings attributable to brand.

Brand & CSR Contribution Index™ (BCSRI™) identifies the relative contribution of CSR to key demand drivers, or factors that motivate consumers towards purchasing.

CSR Brand Value Calculator estimates the present value of brand earnings and applies BCSRI™ findings to determine CSR specific contributions to earnings.

Corporate Brand Evaluations

Our Corporate Social Responsibility Brand Value!™ Evaluation system is designed to evaluate your company's CSR Brand Value!™ to maximize returns, increase overall corporate value and social/environmental impacts. ES Global's CSR Corporate Brand Value!™ Evaluations use two models applicable in different contexts.

Association / Affinity Model measures the contribution CSR makes to corporate brand to the total value of a corporate balance sheet.

Demand Driver Model calculates the proportion of earnings contributed by CSR to a company in the same manner as the individual Brand Evaluation Methodology



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YEARS COUNTRIES COMPANIES AND ORGANIZATIONS

2,000,000
BENEFICIARIES



ES Global is a management consultancy operating in corporate social responsibility, stakeholder management and social and economic development in transitional, emerging and developing countries.

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