

Checklist of Intangible Brand Assets (IBAs).

Intangible brand assets represent brand values; rating these can provide a useful tool, combined with standard brand evaluation techniques to apportion value to specific IBAs.

There are basically two classes of IBA; human and structural. Brand specialist Leif Edvinsson commented that structural IBAs are what is left after the human IBAs have gone home. I suggest that one class of structural IBA is important enough to have a category of its own; Promotional and Communications IBAs. This is not an exhaustive list but covers the main categories – you may wish to add some of your own

You can also use this list to score the strength of your brand in terms of IBAs against those of your competitors.

Human	
Skills	
Relations	
Leadership	
Discourse	
Partners	
Values	
Human rights	
Structural	
History	
Geography	
Organization	
Ownership	
Financial	
Intellectual properties	
Distribution	
Supply chain	
Processes	

Promotional/communications	
Brand Identity	
Brand and product names	
Corporate signature	
Advertising assets	
Media reputation	
URLs	
Corporate colours	