

## **QUESTIONNAIRE ON THE MEASUREMENT OF MARKETING ASSETS**

### **Task Force on the SNA Research Agenda – Globalization Task Team (GZTT)**

#### **Overview**

Marketing assets are a key driver of brand value and corporations invest in building and supporting their brands. The results of the global consultation of G.9 “Payments for Nonproduced Knowledge-based capital (Marketing Assets)” agreed that, on a conceptual basis, marketing assets meet the System of National Accounts (SNA) definition of produced non-financial asset.

Yet, practical difficulties remain. There is no internationally agreed statistical methodology on how to produce estimates of marketing assets. Therefore, there is no guidance on possible data sources and estimation procedures as statistical agencies have focused on deriving estimates of assets that are within the SNA asset boundary. However, some experimental estimates of marketing assets have been developed by statistical agencies and academics.

The purpose of this survey is to determine the perimeter of what should be treated as marketing assets and whether the data sources are available to implement this recommendation.

#### **Background Papers – Statistical offices**

Martin, J. “Measuring the Other Half: New Measures of Intangible Investment from the ONS” July 2019. Available at

<https://journals.sagepub.com/eprint/8Y5WKDZCYJFQE7RSHSNN/full>

Office of National Statistics, United Kingdom (2021) ‘Investment in intangible assets in the UK by industry: 2019’ Available at:

<https://www.ons.gov.uk/economy/economicoutputandproductivity/output/bulletins/investmentinintangibleassetsintheukbyindustry/2019>

Rooijen-Horsten Myriam van, Bergen Dirk van den, Haan Mark de, Klinkers Angelique and Tanriseven Murat “Intangible capital in the Netherlands: measurement and contribution to economic growth”, 2008. Available at <https://www.cbs.nl/nl-nl/achtergrond/2008/41/intangible-capital-in-the-netherlands-measurement-and-contribution-to-economic-growth>

Statistics Canada “The value of data in Canada: Experimental estimates” 2019. Available at <https://www150.statcan.gc.ca/n1/pub/13-605-x/2019001/article/00009-eng.htm>

#### **Instructions**

For each question, please provide the answer by clicking the relevant check box or by typing in the framed textboxes, which will automatically expand to fit the text. Please note that the survey may reach one or more contacts in your agency; however, only one response is expected. A printable version of the questionnaire and the guidance note are available at the SNA Consultations web page of the United Nations Statistics Division. If you have any questions, please contact: [SNA-Globalization@imf.org](mailto:SNA-Globalization@imf.org) and

copy [sna@un.org](mailto:sna@un.org).

We look forward to and highly appreciate your collaboration.

Sincerely,  
Globalization Task Team

Please provide **your information** below:

Country \_\_\_\_\_  
Institution/Organization \_\_\_\_\_  
Name \_\_\_\_\_  
Position/Title \_\_\_\_\_  
Email \_\_\_\_\_

Your response concerns which area of macroeconomic statistics

- National Accounts
- Balance of Payments
- Both National Accounts and Balance of Payments

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**Marketing assets are derived through a build-up in brand equity. A proposed definition of investment in brand equity is as follows:**

**The expenditure on advertising and marketing —whether purchased or produced on own-account—made by an institutional unit aimed at developing loyalty and trust with customers.**

**1A.** Should **all advertising and marketing expenditure** be considered as investment?

- Yes
- No
- Don't know/Not sure

**1B.** Please elaborate

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This Question is Conditionally Hidden if: (1A = Yes OR 1A = Don't know/Not sure)

**1C.** If not, are the data available in your country to distinguish between the **different types of advertising and marketing** to determine which expenditure should be considered investment?

- Yes
- No
- Don't know/Not sure

This Question is Conditionally Hidden if: (1A = Yes OR 1A = Don't know/Not sure)

**1D.** Please elaborate

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**Governments may undertake advertising relating to the delivery of specific services. However, it may be very difficult to distinguish between the advertising relating to brand-equity from the role of government to inform the public. Likewise, some non-profit institutions serving households (NPISHs) may also be engaged in building brand equity as part of their fundraising, but they may also be engaged in advertising to educate the public.**

**2A.** Should the estimation of **brand equity** be limited to market entities?

- Yes
- No
- Don't know/Not sure

**2B.** Please elaborate

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**3.** Please list the possible **data sources** to estimate advertising and marketing expenditure available in your country (select all that apply):

- Direct information from advertising companies and market research companies
- Direct information from media and Internet companies
- Administrative data (e.g., accounts of corporations)
- Specific surveys
- Other - please specify: \_\_\_\_\_

**4.** Do you have information on occupations classified by type based on the **International Standard Classification of Occupations** (or similar classification)?

- Yes
- No (skip to Q6)
- Don't know/Not sure (skip to Q6)

This Question is Conditionally Hidden if: (4 = No (skip to Q6) OR 4 = Don't know/Not sure (skip to Q6))

**5A.** If yes, based on the available data sources, is it possible to determine the **occupations** involved in the own-account production of marketing assets?

- Yes
- No (skip to Q6)
- Don't know/Not sure (skip to Q6)

This Question is Conditionally Hidden if: (4 = No (skip to Q6) OR 4 = Don't know/Not sure (skip to Q6) OR 5A = No (skip to Q6) OR 5A = Don't know/Not sure (skip to Q6))

**5B.** If yes, which occupations should be included? Please identify according to International Standard Classification of Occupations (or similar classification).

- Marketing and sales director

- Advertising and public relations director
- Advertising accounts managers and creative directors
- Graphic designers
- Marketing associate professionals
- Sales accounts and business development managers
- Other - please specify: \_\_\_\_\_

**6.** In terms of the time spent on activities that can be considered gross fixed capital formation (GFCF) on advertising and marketing, is there any potential overlap with estimates of own-account production of data?

- Yes
- No
- Don't know/Not sure

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**Information on the service lives of marketing assets is generally not available. Estimating the service life therefore depends on the capitalization rate of advertising and marketing expenditures. The higher the capitalization rate, the shorter the lifespan of the corresponding assets.**

**7A.** Do you have data to estimate the **service life of marketing assets**?

- Yes
- No (skip to Q9)
- Don't know/Not sure (skip to Q9)

This Question is Conditionally Hidden if: (7A = No (skip to Q9) OR 7A = Don't know/Not sure (skip to Q9))

**7B.** If yes, please list possible data sources.

- Direct information from advertising companies and market research companies
- Direct information from media and Internet companies
- Specific surveys
- Other - please specify: \_\_\_\_\_

This Question is Conditionally Hidden if: (7A = No (skip to Q9) OR 7A = Don't know/Not sure (skip to Q9))

**8A.** Do you have any data to derive **volume estimates of marketing assets**?

- Yes
- No (skip to Q9)
- Don't know/Not sure (skip to Q9)

This Question is Conditionally Hidden if: (7A = No (skip to Q9) OR 7A = Don't know/Not sure (skip to Q9) OR 8A = No (skip to Q9) OR 8A = Don't know/Not sure (skip to Q9))

**8B.** If yes, please list the possible **data sources** for estimates of **volume measures or deflators** for marketing assets available in your country (select all that apply):

- Direct information from advertising companies and market research companies
- Direct information from media and Internet companies
- Administrative data (e.g., accounts of corporations)
- Specific surveys
- Other - please specify: \_\_\_\_\_

This Question is Conditionally Hidden if: (7A = No (skip to Q9) OR 7A = Don't know/Not sure (skip to Q9) OR 8A = No (skip to Q9) OR 8A = Don't know/Not sure (skip to Q9))

**8C.** Please describe any additional challenges foreseen in the compilation of estimates of volume measures for advertising and marketing assets.

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**9.** In order to maximize transparency, we would like to publish responses to global consultations.

Do you give consent that your response to this questionnaire can be published?

- Yes
- No

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