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

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 and
copy 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

(End of Page 1 )
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

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

(End of Page 2)
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

______________________________________________________________
______________________________________________________________
______________________________________________________________

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

(End of Page 3)
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) OR7A = 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) OR7A = 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) OR7A = Don’t know/Not sure (skip to Q9) OR8A = No (skip to Q9) OR8A = 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) OR7A = Don’t know/Not sure (skip to Q9) OR8A = No (skip to Q9) OR8A = 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.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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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