

Analysis of Brand Financial Assets and Policies

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Abstract: This paper will expound the concept and effect of brand finance, discuss and analyze brand financial assets from different angles, and finally elaborate the policy support in accordance with discussion of the brand finance, mainly from the view of brand finance overview, thus providing reference for the study of financial assets and policies.

1. Introduction

The main purpose of brand finance is to gather unused money and its finance through different financial instruments and financing means, so as to provide guarantee for the brand promotion, maintenance and development, and promote a virtuous circle in the process of brand operation, transaction, transfer, etc. Meanwhile to make sure that these processes are going smoothly, put up projects with rich and efficient investment to investors and energize the financial market of its development.

2. Brand Finance Overview

2.1 The concept of brand finance

As a financial service model, brand finance is at the core of the brand. Through actual development, construction and operation, it realizes different types of financial services. Brand finance means separating the brand value that attached to the branded products from the products to make the intangible asset become a complete tradable product, then gather and finance by using financial instruments. As far as possible, to create a brand influence for consumers in each link, thereby enhancing brand value, further enhancing brand equity, and ultimately achieving the goal of brand diffusion. The simplest meaning is the financing of brand funds. Financing is a major aspect of brand finance. It includes brand credit financing, brand equity financing, brand bond financing and the use of trust financing. However, the financing of brand funds is not equal to brand finance.

2.2 The role of brand finance

The main objective of brand finance is to realize the financing and gathering the funds through different financial instruments and financing means in order to provide guarantee for brand promotion, maintenance and development, promote and guarantee a good financing circle in the process of brand operation, transaction, transfer, etc. First of all, brand finance can provide financial guarantee for brand development and maintenance, and inject momentum into brand development. Secondly, brand finance can promote the healthy and sustainable development to branded products, and it will also bring some positive impact on the financial markets of branded products. Moreover, brand finance includes rich financial products, which can provide investors a lot of investment projects with considerable returns. Finally, brand finance belongs to the new field of the industry, so it can provide new energy for the development of financial markets.

3. Analyzing the brand financial asset

Analyzing the specific content of brand financial assets

The interpretation of brand equity has experienced three stages: brand equity, brand equity and brand value. Brand assets have certain relevance to logos, brand names and brands, which can help

enterprises achieve value enhancement and service improvement, while reducing their own liabilities, including other proprietary assets, brand loyalty, brand awareness, brand associations as well as brand recognition, the above several asset methods can inform the brand and the consumers of the brand value. At the same time, brand assets can play the functions of profit and premium. Brand assets are consumers' knowledge about brands. They use different methods to bring psychological facts to consumers. As one of the important assets of enterprises, brand assets can help enterprises to reduce disclosure cost and to provide incentives to raise premiums so as to boost the enterprise in the process of economic market development. Finally, the value of the corporate brand can be improved, and the brand reputation value can be realized, thus helping the company to expand its brand equity and provide incentives to enhance its competitiveness.

4. Policy support analysis of brand finance

4.1 The government establishes a policy-based brand financial institution and strengthen the bank support for it.

First, policy-based financial institutions are institutions that are initiated and funded by the government to implement government-specific economic policies and intentions to conduct financing and credit activities through brand-related policies. Second is the support from the bank. The government encourages banking financial institutions to provide brand trademark rights, patents and other pledge loans. And it should set up a special bank to provide comprehensive professional support for brand finance.

4.2 Establish brand guarantee mechanism and risk investment mechanism

First, for some entrepreneurs who do not want to trade brands, using a guarantee system to obtain funds is often more advantageous than using venture capital. The establishment of the safeguard mechanism should pay attention to the following aspects: First, the government guarantee institutions should adhere to the basic principles of "policy-oriented funds, enterprise management and market-oriented operations" and avoid administrative intervention. The second is to raise guarantee funds from multiple sources. The third is to promote the expansion and development of commercial brand protection institutions. The fourth is to standardize the operating mechanism of the guarantee institution and strictly regulate the corporate governance structure of the guarantee institution. The fifth is to improve the responsibility sharing mechanism of all parties concerned. Sixth, actively explore and establish and improve various risk dispersion mechanisms. The seventh is to establish or improve the economic compensation mechanism of the guarantee institution. The second is to establish a risk investment mechanism. Establish a venture capital system that supports brand development, and develop a new type of financial model that promotes the combination of capital and brand. The main investment direction of venture capital is emerging brands, which correctly play the role of the government in establishing market behavior in brand venture capital funds.

4.3 Improve the investment system and enhance the ability of financial support for independent brand building

In addition to the bank credit system, the government should establish a self-owned brand development fund, promote brand securitization, support the development of independent brands, and attract diversified investment entities. Except for the financial institutions and their own businesses, other companies and consortia can also participate, to form a relatively complete investment and financing mechanism, and actively carry out the "brand financial development" project. Select typical demonstration projects for financial support brands and encourage financial institutions to strengthen their support for brands, especially those in the initial stage and growth stage. It also provides comprehensive monetary policy support such as special credit plans, rediscounting and refinancing. Establish financial incentive mechanism for financial support brand financial innovation, encourage and promote various types of brand financial product innovation,

technology innovation, tool innovation and service innovation.

4.4 Improve multi-level capital market financing mechanism and inclusive financial mechanism for brand financing

First, encourage enterprises to carry out equity financing, establish key brand listings, improve market optimization mechanisms, set up incentive funds, and focus on promoting the listing of key brands. Encourage brands to issue bonds and establish “brand bond financing reserves” to provide short-term financing bills and medium-term notes for warehousing brands. Give play to the role of industrial funds, actively develop brands, create investment and industrial funds, increase financial capital guidance, encourage venture capital to enter brand financing, and use funds as a link to carry out brand-related industrial chain integration and mergers and acquisitions. The second is to promote the construction of the brand financial service system. The first is to build a brand financial service center and focus on developing a distinctive brand industry. Comprehensive use of banks, microfinance companies, funds, guarantees, insurance and other tools to carry out professional services, further improve the comprehensive functions of service center financing consultation, credit enhancement, financial training, asset evaluation and legal consultation, and build the center's full media information. Matrix to provide comprehensive financial services to brand owners.

5. Conclusion

Above all, as a kind of financial services mode, brand finance separates the brand value from the product, making the intangible assets a complete tradable product. Speaking to consumers through brands, its influence can be promoted and the brand assets can be further improved, providing new vitality and motivation to the development of financial market.

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