



Introduction to

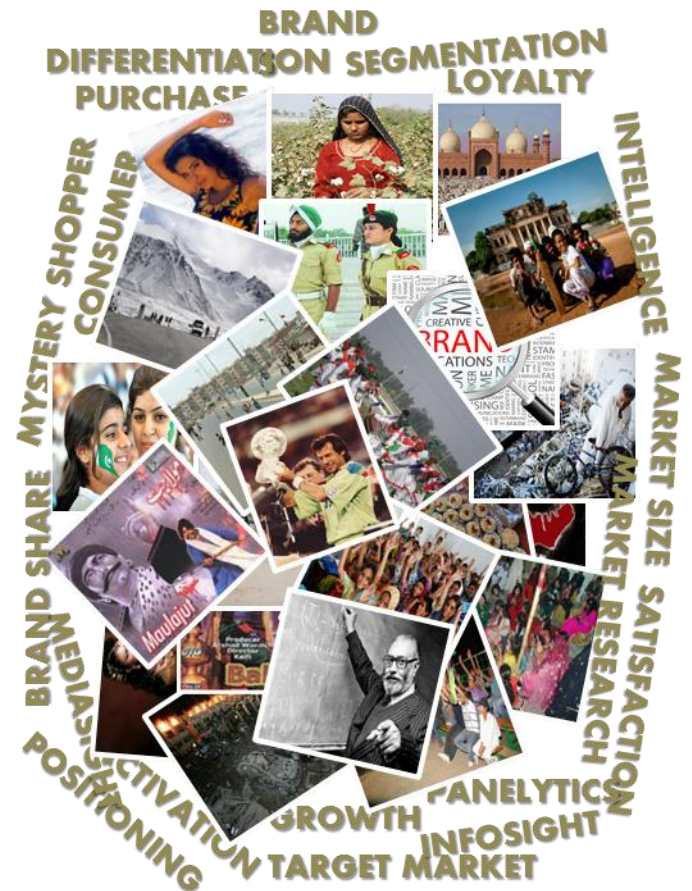
Brand Health Tracking

foresight|research

May 2012

The right place to know you **CONSUMER**

Diversified and experienced team empowered with analytics is our the forte. Our nation-wide presence enables us to efficiently carry-out challenging research assignments with procedures flexible enough to accommodate varying client needs

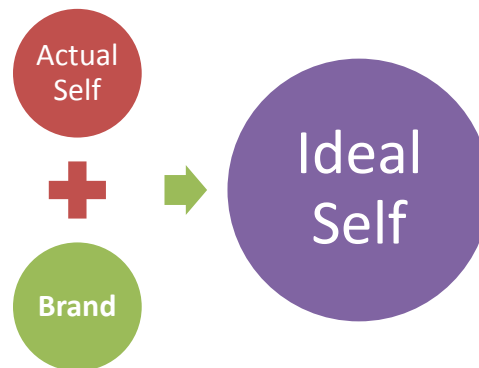




Introduction

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- Though the debate about this subject, brand health tracking, is not new, it has become a board-room agenda in last decade or so. Brands are now being considered as very valuable property
- Brands are entities with virtual existence. They occupy some space in consumer's lives, they give a meaning to their choices and are dealt with by consumers as other people in their lives. They generate an identity for their users and bring consumers closer to their ideal self, as in equation below:



Research objectives

- Understand and track the health of brands
- Leverage this tracking data to generate and communicate actionable insights and recommendations to effectively improve brand appeal/ liking resulting in market share gain. The insights must be usable and we are committed to that need
- To assess a snapshot of brand's health at a given point in time (such as monthly/quarterly scorecards), as well as an understanding of its movement over time (such as quarter to quarter OR year on year comparisons)

Expertise in BHT



- We have done brand health tracking for couple of clients in FMCG categories; Cadbury & Ismail Industries are to name a few. Currently we are running a monthly BHT for DFL with annual sample of around 12,500
- CEO of our firm, Muhammad Zubair, is a specialist in tracking research. He has more than 13 years of work experience in the area of brand health tracking. He was the head of continuous researches at Unilever Pakistan & played a pivotal role in launching the Millward Brown ATP's in Pakistan. He worked closely with MB in ensuring that these ATP tracks were launched to the spirit of the tool



Research design

Model for Brand Health Tracking



Model for Brand Health Tracking

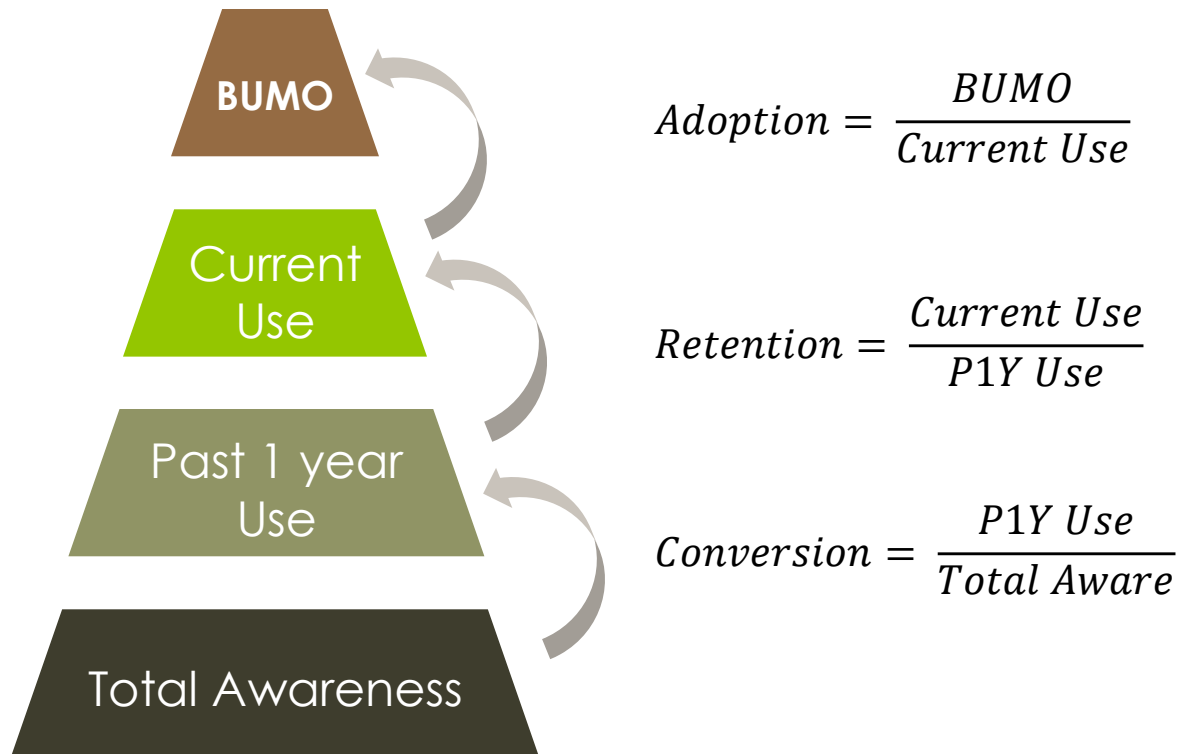
Brand saliency

- ◉ Woody Allen once said that “80 percent of success is just showing up.” Unfortunately, at purchase decision time, the vast majority of brands never show up at all. Getting consumers to “think” about your brand more often, and in more buying situations, is one of the most under-rated marketing challenges that brands face today
- ◉ We record TOM, spontaneous awareness & prompted awareness for all brands.

Penetration

- ◉ We record Ever use (used in last 1 year), used currently (used in last 1 month) & used most often

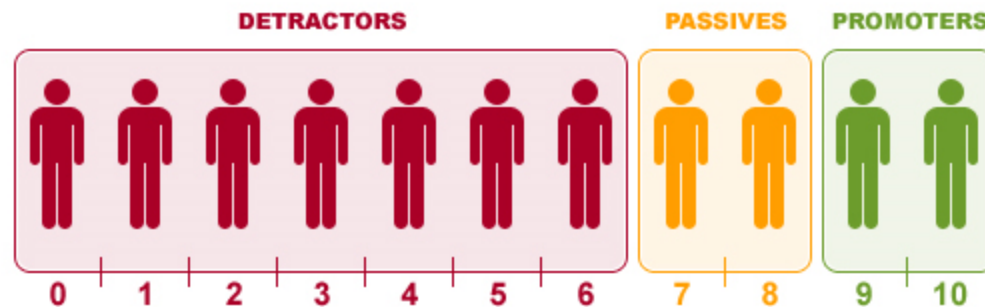
Brand Adoption Model



Net Promoter Score

NPS is calculated by asking a simple question:

On a scale of 0-10, how likely are you to recommend (BRAND) to friend or colleague?



Net Promoter Score

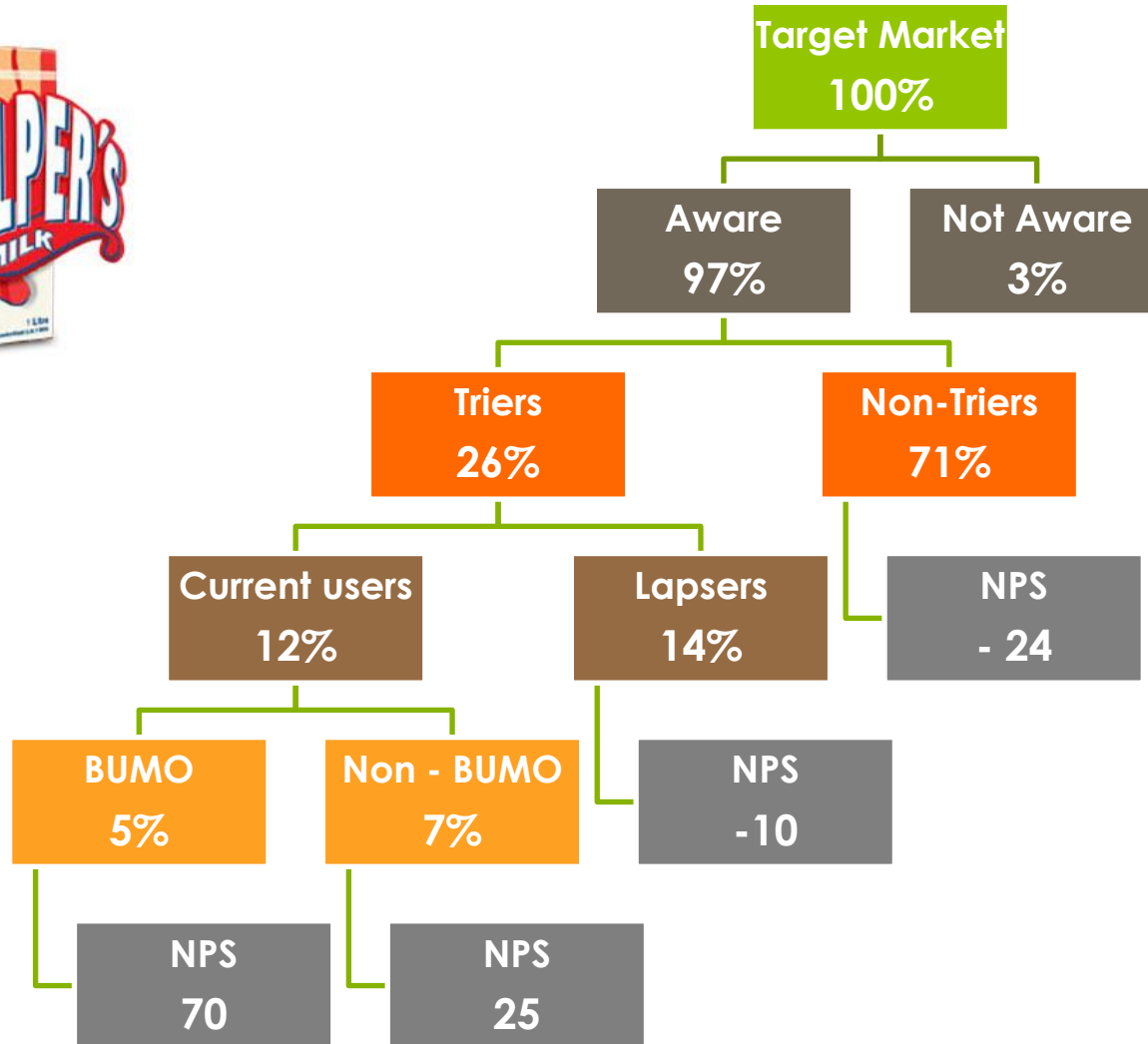
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% Promoters

–

% Detractors

Brand Snapshot



Model for Brand Health Tracking

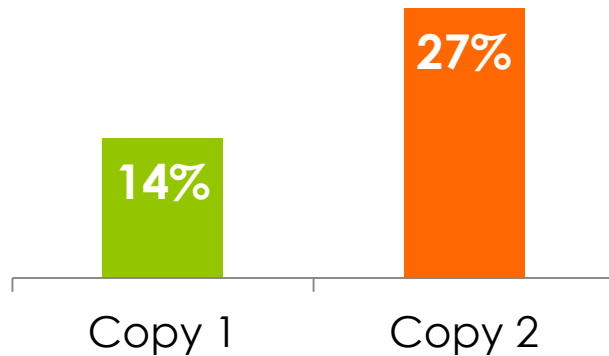
Communication Evaluation

- Communication is an important, if not most important, marketing stimuli that companies use to create desired results. Disproportionate amount of marketing budgets are spent on communication to consumers, both ATL and BTL
- Our proposed methodology is media-neutral, that it is not inclined towards a particular medium. It accurately measures the impact of communications across all media, without favoring any particular medium. Essentially, we cover all mediums like TV, Radio, Internet, Newspaper/ Magazine, and Outdoor/ shops
- Our proposed methodology provides the feedback on different copies, enabling to put more weight behind the advertisements working for the brands and quickly withdrawing/ modifying ads not working for the brands. Essentially, we are talking about both efficiency & effectiveness. Efficiency attempts to capture the quality of media planning, i.e. how many consumers are actually aware with the ad, while effectiveness is to do with creating the desired results among the target audience

Deciding Which Copy to Give More GRPs

Ad Noticeability:

% of respondents claim to be aware with the Ad

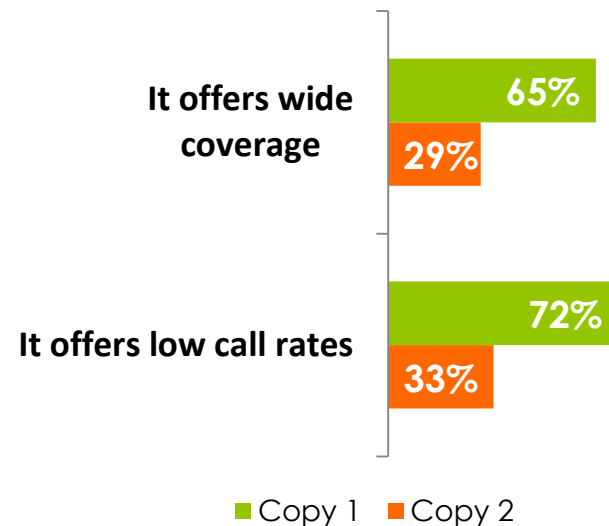


GRPs:



Clearly, Copy 2 has a more efficient media plan than copy 1 as it has a greater ad-noticeability with lesser GRPs

Endorsement on key brand attributes among consumers who have seen the ad:



Copy 1 is far more effective in creating the desired results than copy 2

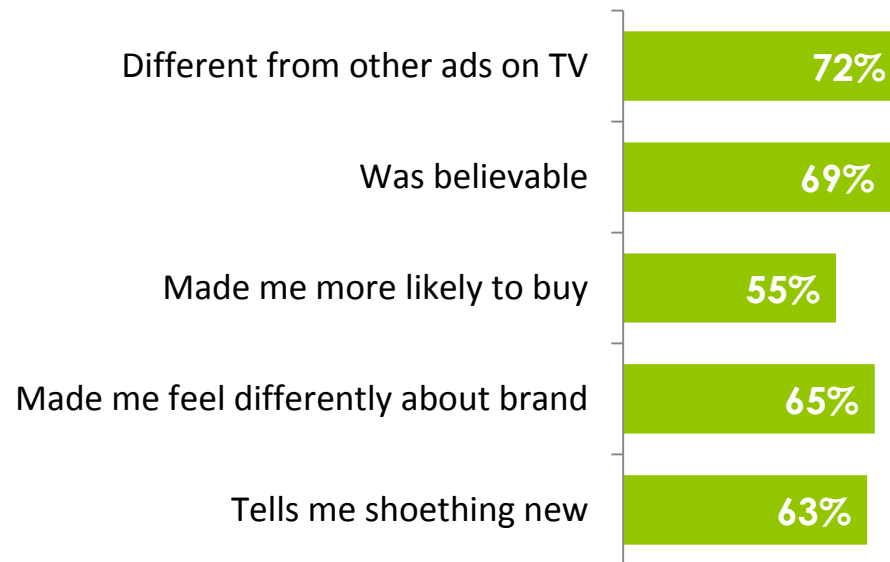
Our recommendation would be to revise the media plan of Copy 1, to ensure that it is aired on the right channels at right time, as it is the copy that is working for brand.

Evaluating How the Ad is working?

Response to ad:

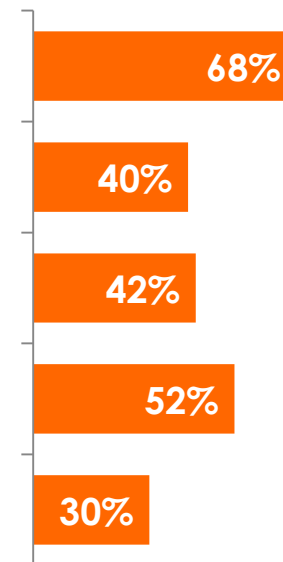
Based on consumers who have seen the ad

Dalda Cook-Book Ad



(Base: 607)

Category Average



(Base: 11 ads)

This communication was found to be new, different and believable. As a result motivation to buy was strong.

Model for Brand Health Tracking

Differentiation

- In an over-crowded world of brands, having a distinctive and a unique personality is every brand challenge. In today's market customers see brands and businesses as "look-a-likes". There is absolutely nothing, except your brand, that a competitor cannot copy sooner or later, including staff, who they will simply poach if they have to
- Differentiation will help make people aware of your business and know what makes it desirable. It will make you stand apart from run-of-the-mill competition. It will enable you to "be somebody" instead of just another "me, too", clone
- For better understanding, we look at the brand image data from various angles. We look at:
 - Absolute endorsements,
 - Share of endorsements,
 - Normalized scores,
 - Perceptual maps via correspondence analysis, and
 - Category driver analysis via Jaccard analysis.

Normalize Scores (Brand Image)

- Brand image data has an inherent bias: bigger brands are mentioned by more consumers against more image attributes. So much so, that beauty brands are mentioned against the medicinal attributes (double jeopardy effect). Hence absolute brand endorsement tells us very little
- Normalized scores are calculated to compare brands quickly and easily by removing this brand-size effect
- Let's understand this with an example, how would you describe Ali & Zahid to your friends



- Their feet are approximately of the same size, but Zahid feet are much bigger relative to his height than Ali feet to his height – this could be used to define Zahid as his identification mark

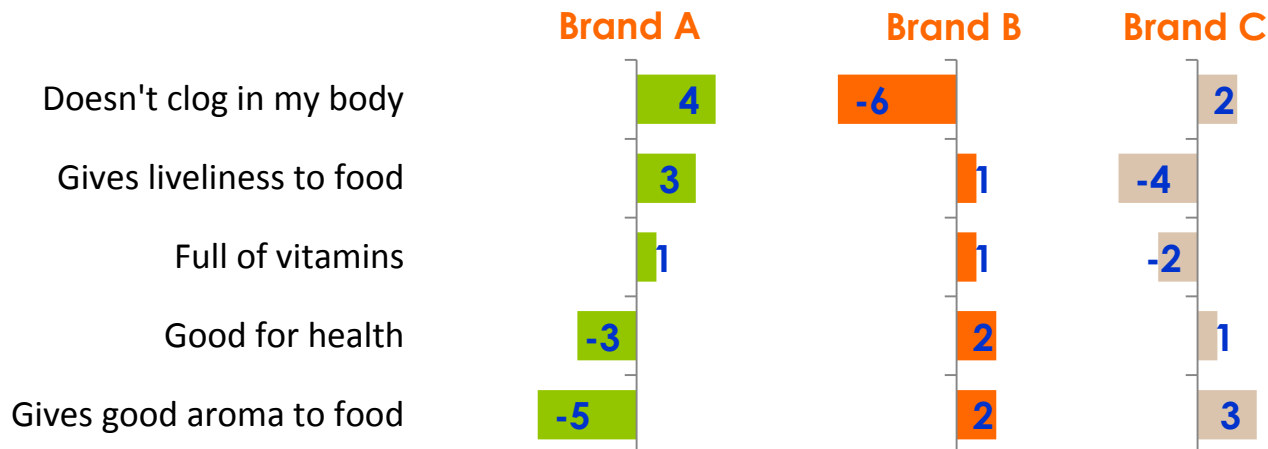
Normalize Scores (Brand Image)

- So, normalized scores identify prominent features of a brand, that is, what differentiates it from other brands
- These are calculated using chi-square methodology by below formula. Procedure incorporates both row and column analysis

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

'O' is the observed frequency & 'E' is the expected frequency.

- A typical output of normalized scores is produced below: relatively more people associate Brand A with 'does not clog in my body' than both Brand B & C (though Brand B or C may have more endorsements on this attribute)



Model for Brand Health Tracking

Relationship

We attempt to measure the customer's strength of relationship with the brand. We track:

- Advocates: How many of your customers recommend you to others?
- Momentum: How many users will increase their weight of spending on you?
- Brand substitution: How many of your customers find it very easy to replace you?

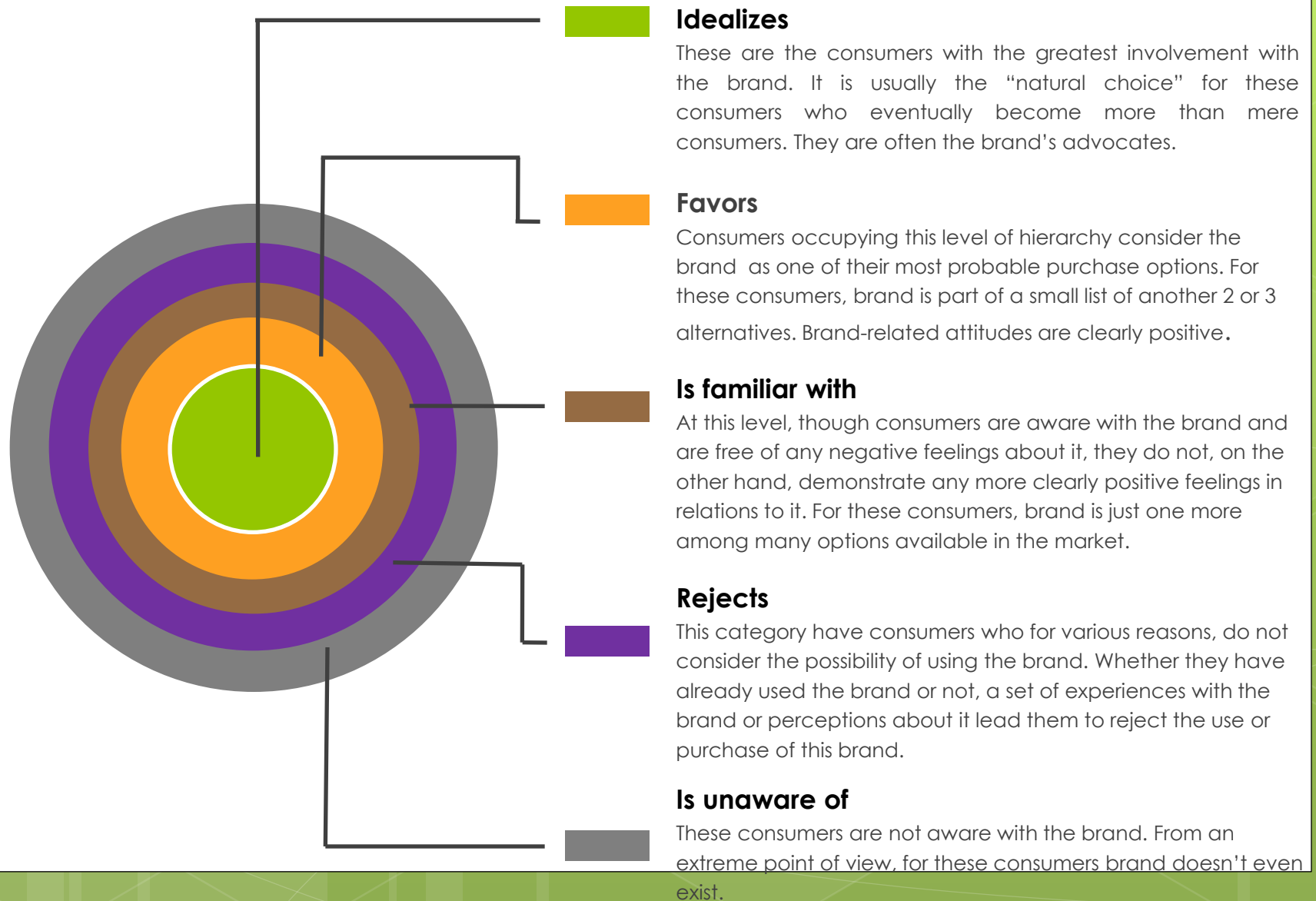
Profile

Profiling customers is arguably most neglected area in brand management. We always talk a lot about this, but do we really consider while in our strategic planning sessions? Do we know whom to target in our communication in below situations:

- When planning for a communication to attract lapsed back into your network, and
- When motivating existing customers to increase their weight of purchase with us

Are both the persons the same, or different? Do we know the differences in their profile and address different people in our communication accordingly?

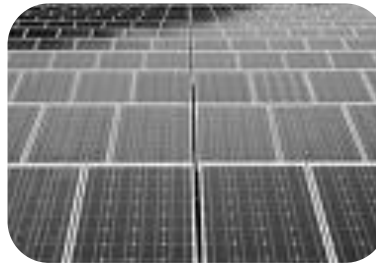
Brand equity model



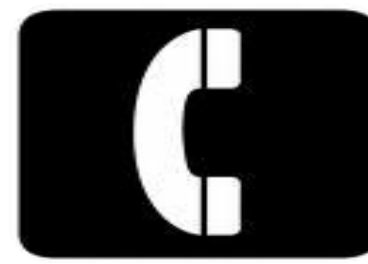
Look forward to work with you ...



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