Russell
RESEARCH

Brand Tracking

Well-designed brand tracking research provides context behind longitudinal findings and can guide strategic direction to drive brand growth.

However, many brand tracking studies establish, but don't explain, consumer behavior. They serve as static monitors which often lack the sensitivity to identify the early signals of change.

How Russell Research Brand Tracking Helps Drive Decision Making

Russell Research transforms tracking research from a static monitor to insight-driven research which helps guide short- and long-term brand decisions.

Our HumanLens approach draws on consumer psychology and behavioral science principles to uncover the drivers of category and brand behavior, provide a comprehensive overview of the dynamics of brand health, and identify early-stage signals which present growth opportunities.

Russell Research consumer and B2B tracking studies are scalable to meet client needs based on the size and geographic coverage of brands.

The Russell Research approach to brand tracking is tailored for growth-focused companies:

Understand the "Why"

Our approach uncovers the drivers of brand choice and determines how brands perform on what matters most to target audiences. This provides clear action items for brands focused on growth drivers and white space opportunities.

Navigating Change

Our tracking evolves with shifting competitive landscapes. While maintaining consistency in key tracking components, we help our clients navigate change to provide context for current or anticipated shifts in the category – whether it be due to innovation, cultural changes, or COVID-19.

User-Centric Approach

Our tracking research goes beyond the immediate category to understand how user needs are being met, determining the impact of non-category solutions on client and competitive brands.

Beyond The Funnel

We've developed a set of metrics, in addition to the normal funnel and attitudinal questions, which help clients understand brand trajectory.

For more information about Russell Research Brand Tracking and other custom research services, contact us by phone at 201.528.0400 or email at info@russellresearch.com