

Brand equity is the brand's value for consumers. The Brand Equity Initiative is PSI's effort to assess brands' relevance and appeal to target audiences. R&M and brand equity expert consultant Doug Evans will develop research tools that complement existing methods and can be selected by platforms to fit their needs. Expert technical assistance is available to assist in the design, implementation, analysis and interpretation of data.

THE CHALLENGE: BRAND EQUITY

Decision makers need evidence on how brands affect health behaviors like condom use. Brands are central to PSI's global social marketing strategy but to date, we know little about their value or role in accomplishing organizational objectives.

Likewise, little is known about how brands function in behavior change, when they need repositioning, or when new brands are needed in a changing marketplace. By measuring brand equity, platforms gain evidence on how their brands are perceived by consumers and positioned in the market.



THE SOLUTIONS

For platforms, research tools consist of discussion prompts for FoQuS and scaled items for TRaC studies. Scales are based on established dimensions of brand equity that can be customized to the specific needs of platforms, such as launching a new brand, rebranding an existing product, setting new prices, or making changes to brands based on new marketplace dynamics. Customized brand equity studies that examine factors such as willingness to pay (as a determinant of equity), a total market approach, and market position have also been developed and are available as needed.

THE OUTPUTS

For FoQuS studies, brand equity findings are incorporated into dashboards and the audience archetype. Results will suggest future brand management actions such as maintenance of brand positioning, repositioning, or new brands.

For TRaC studies, results can include a second segmentation table that identifies determinants of brand choice. Additionally, with repeated TRaCs, results will include monitoring tables indicating relationships between brand equity constructs (e.g., loyalty, personality) and brand use over time. Additional analyses are available to examine the relationship of brand equity to behavioral determinants and customer and market factors including willingness and ability to pay.

THE PROCESS

Conduct FoQuS and/or TRaC studies as usual. When preparing the study design, work with your regional researcher and engage with Doug as needed. He will integrate a brief brand equity module into your existing FoQuS discussion guide or survey instrument. There is no need to conduct new studies unless a unique dimension of brand equity is being explored. Assistance with the interpretation process is also available.

The preferred approach is to:

1. Conduct a FoQuS study to uncover target audiences' existing perceptions of brands;
2. Make marketing decisions through DELTA;
3. After the new or repositioned brand is launched, monitor performance against brands' positioning via a TRaC. Monitoring will cover indicators of brand loyalty, position and personality, and market share.

The above approach represents a model for brand research and active brand management.