

# Managing brands

**Lecture 4 – Designing brand tracking**

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# Agenda for today:

- ✓ Brand health research (brand audit):
  - ✓ Brand inventory
  - ✓ Brand exploratory
  - ✓ **Brand tracking:**
    - ✓ What brand metrics should be tracked?
    - ✓ How often should a brand be tracked?

A brand audit is a comprehensive examination of a brand to discover its sources of brand equity.



Brand equity refers to the value premium that companies generate from having a well-known brand name. Brand recognition enables companies to charge a premium as the consumer perceives the product or service to be of superior quality when compared to generic, non-branded alternatives.



# Brand inventory

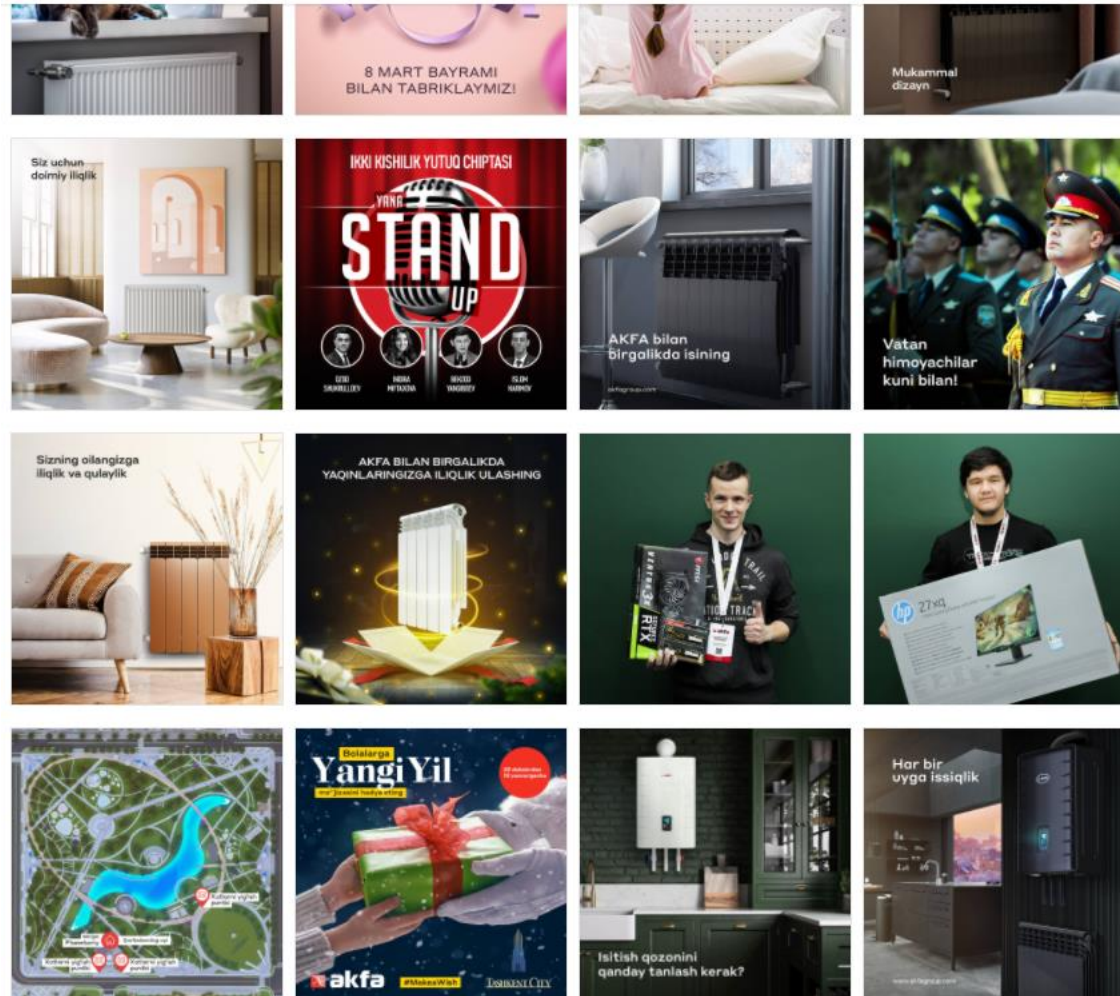
A brand inventory is **simply gathering everything that has been created in support of marketing your business's products or services.**

Questions to consider:

- How communication items are consistent in terms of look, form, content?
- Which brand elements are used and how?



# Brand inventory



# Brand exploratory

The brand exploratory is research directed to understanding what consumers think and feel about the brand and act toward it in order to better understand sources of brand equity as well as any possible barriers.

Qualitative  
research  
(covered in  
lecture 3)

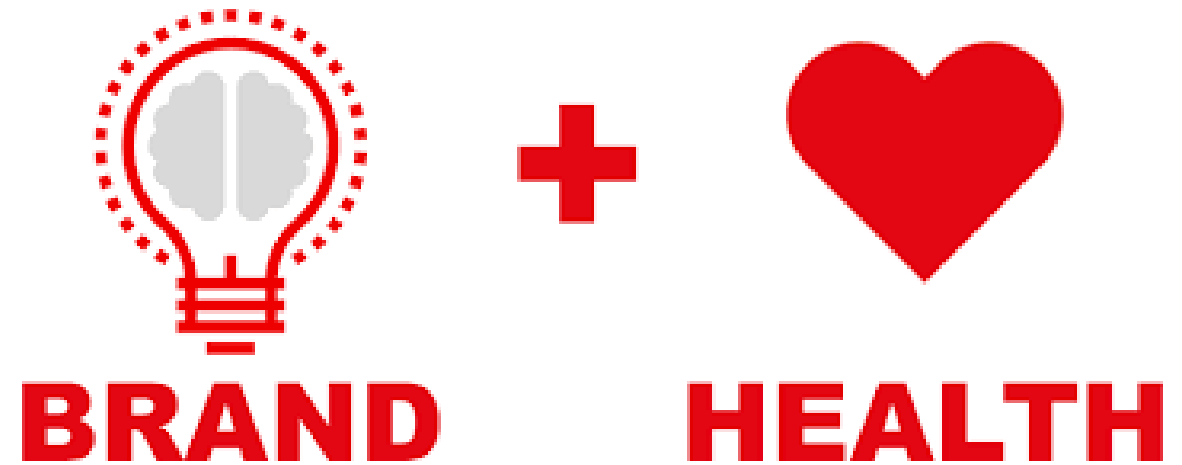
# Brand tracking



@defacto\_marketing

# Monitoring brand health

Brand health tracking can measure how your brand is performing on awareness and usage, brand positioning and brand performance. It will show what aspects of the brand funnel need bolstering, whether the brand position is correctly aligned with brand objectives, and where strengths and weaknesses lie in order to improve brand investment.



# What metrics to track?



# Brand awareness

# What to track?

## Brand awareness

Top of mind awareness – or TOM awareness – is a key concept in market research. It is a measure of how high brands rank in the consciousness of consumers.

The first brand that comes to mind when consumers think of a certain niche, product or industry has achieved top of mind awareness. Not all consumers will think of the same brand, but the results offer a clear indication of which companies are most popular within an industry.

Top of Mind

What juice brands do you know? (Interviewer ticks first mentioned)

Unaided

What juice brands do you know? What other brands?

Aided

Which of the following juice brands do you know?

How to properly structure in an online setting?

# Brand consumption/usage

# What to track?

## Brand consumption

Multiple answer

What juice brands do you regularly consume?

Regularly consumed  
within 3/6 month

Which juice brands have you been regularly consuming in the last 6 months?

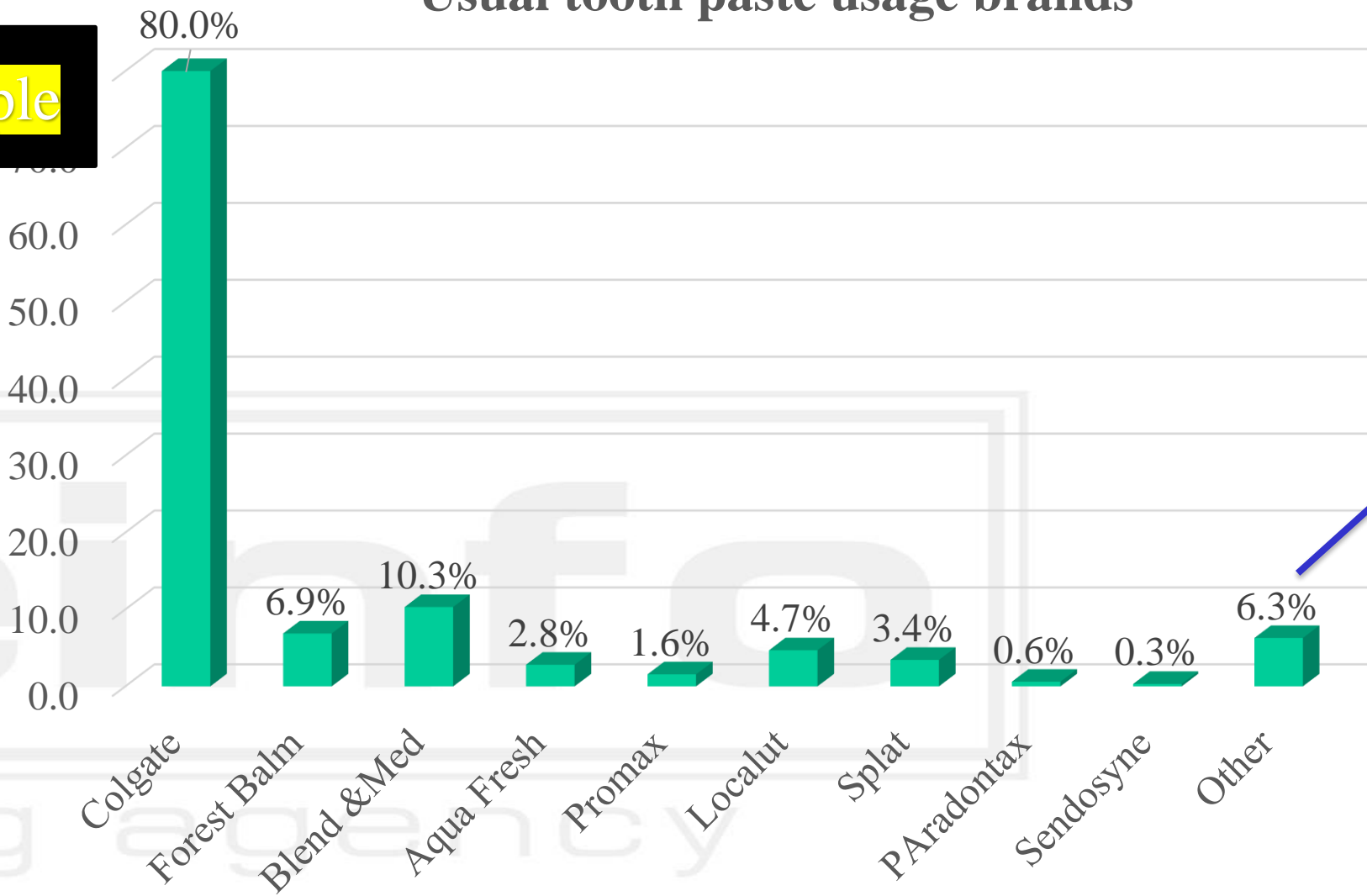
Most consumed  
/ Favorite brand

Which of the following juice brands you have consumed the most?

# Tooth paste usage

Example

## Usual tooth paste usage brands



*Elgidium*  
*Anway*  
*Korean Tooth Paste*

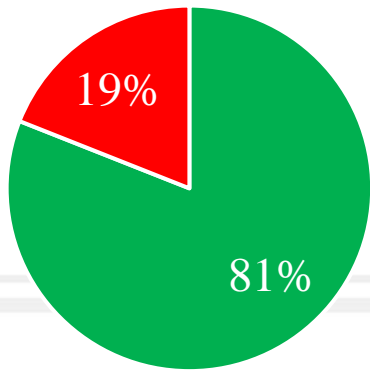
Colgate shows to be the most widely used brand by customers. The second and third places concerning the popularity of brands belong to Blend-a-Med and Forest Balm accordingly.

# Brand awareness and usage: Forest Balm

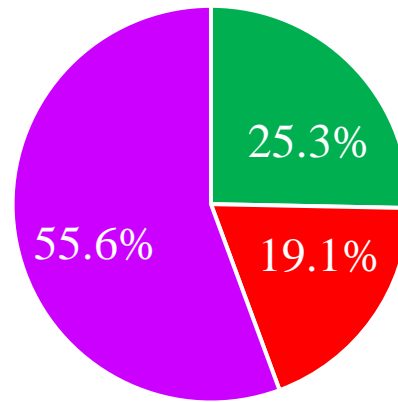
Example

## Use of Forest Balm Ever

### Total Brand Awareness

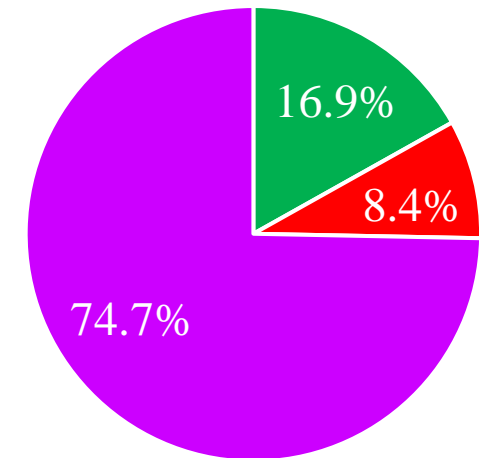


■ Yes ■ No



■ Yes ■ No ■ N/A

### Appeal of Forest Balm &



■ Yes ■ No ■ N/A

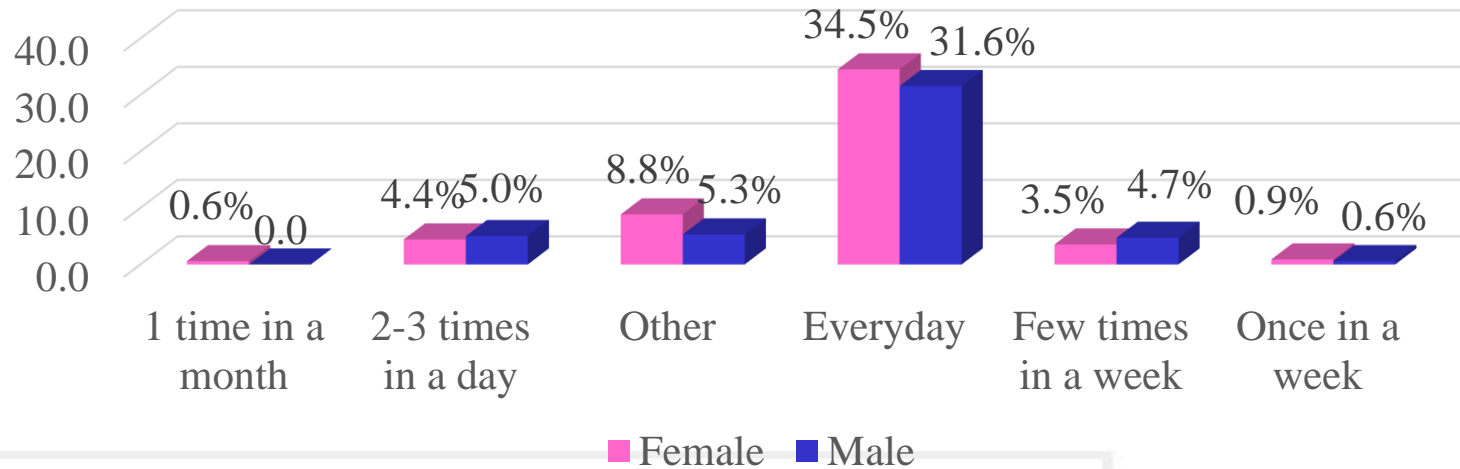
**\*Males and Females have same level of appeal to Forest Balm**



# Frequency of use in winter and summer by gender

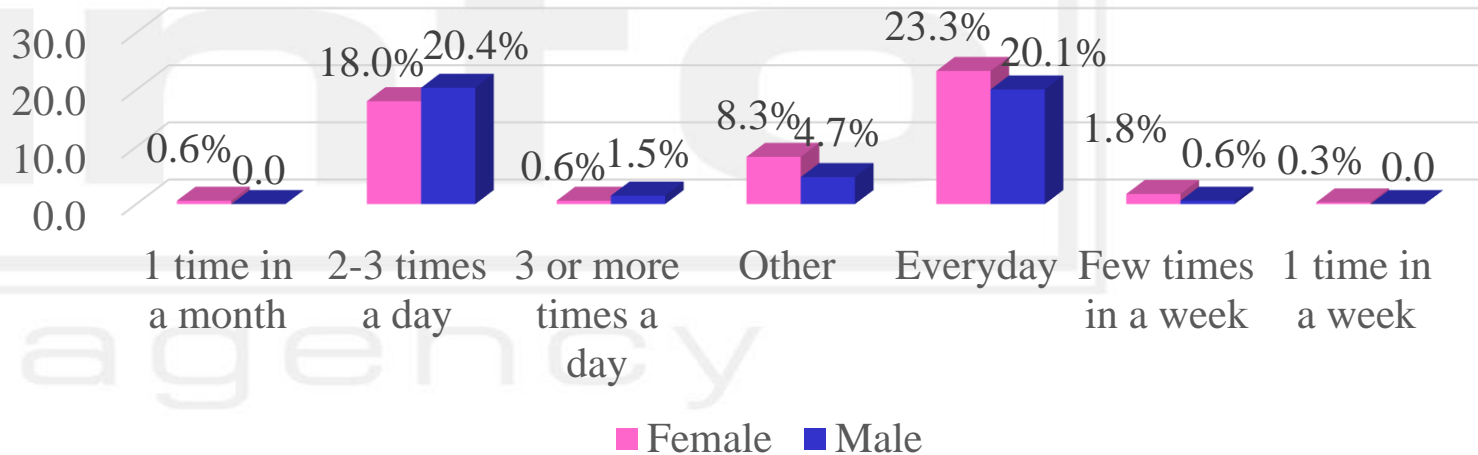
Example

## Frequency of use in winter by gender



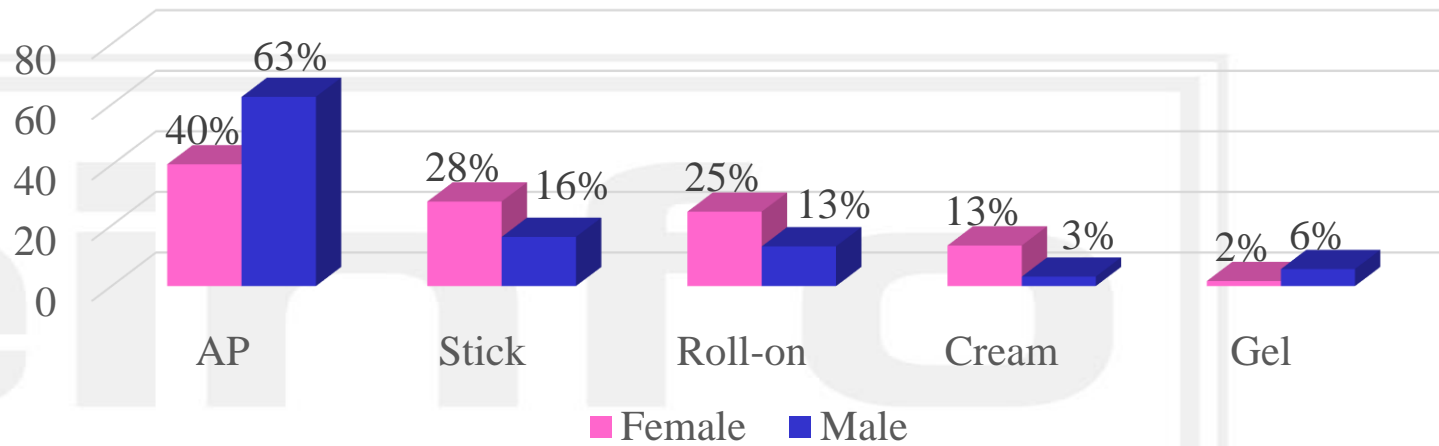
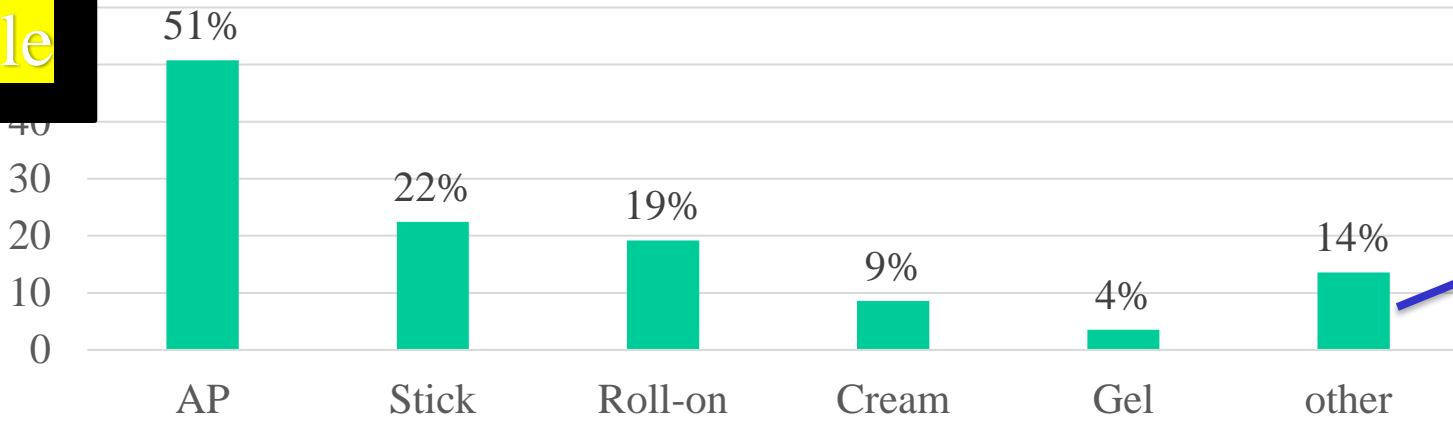
**Comments:** Both in winter and summer, the percentage of everyday deodorant use by females is bigger than that of males.

## Frequency of use in summer by gender



# Format of deodorant

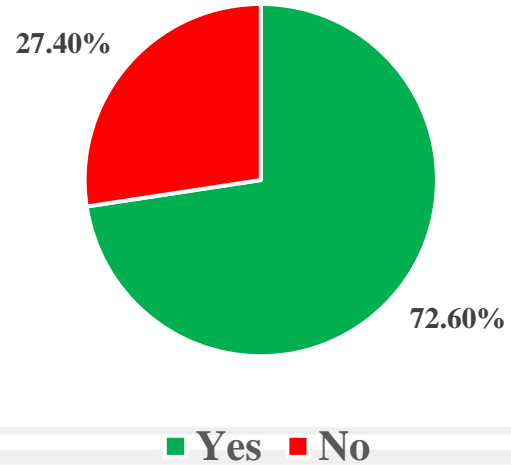
Example



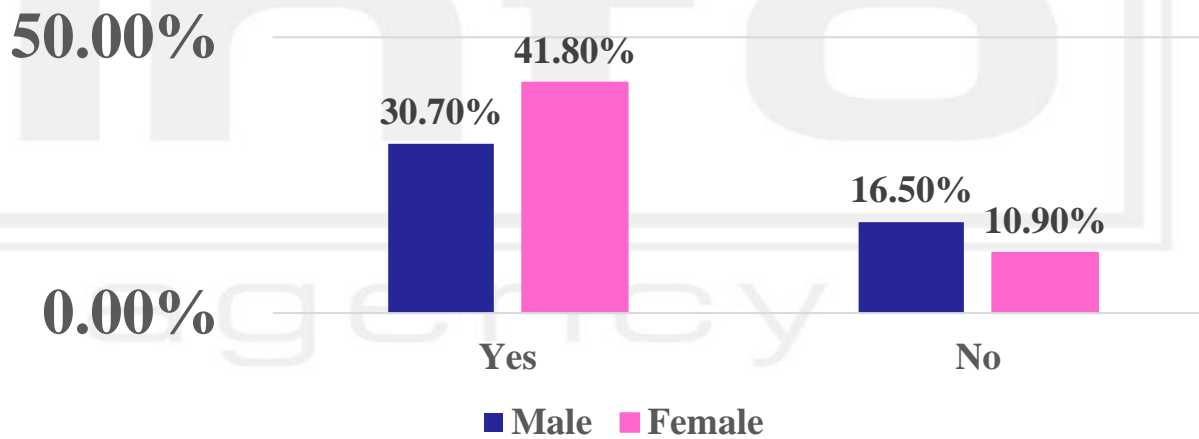
**Comments:** More number of people seem to buy AP format of deodorant with 51% result, followed by stick (22%) and roll-on (19%) and cream and gel with the least result, 9% and 4% of people respectively. Data shows more percentage of male (63%) using AP format in comparison to female (40%). Yet, regarding other formats, female percentage is higher with an exception of Gel format only. Other section includes mainly non-users (13%).

# Rexona usage

## Have you ever used Rexona?



## Rexona usage by gender



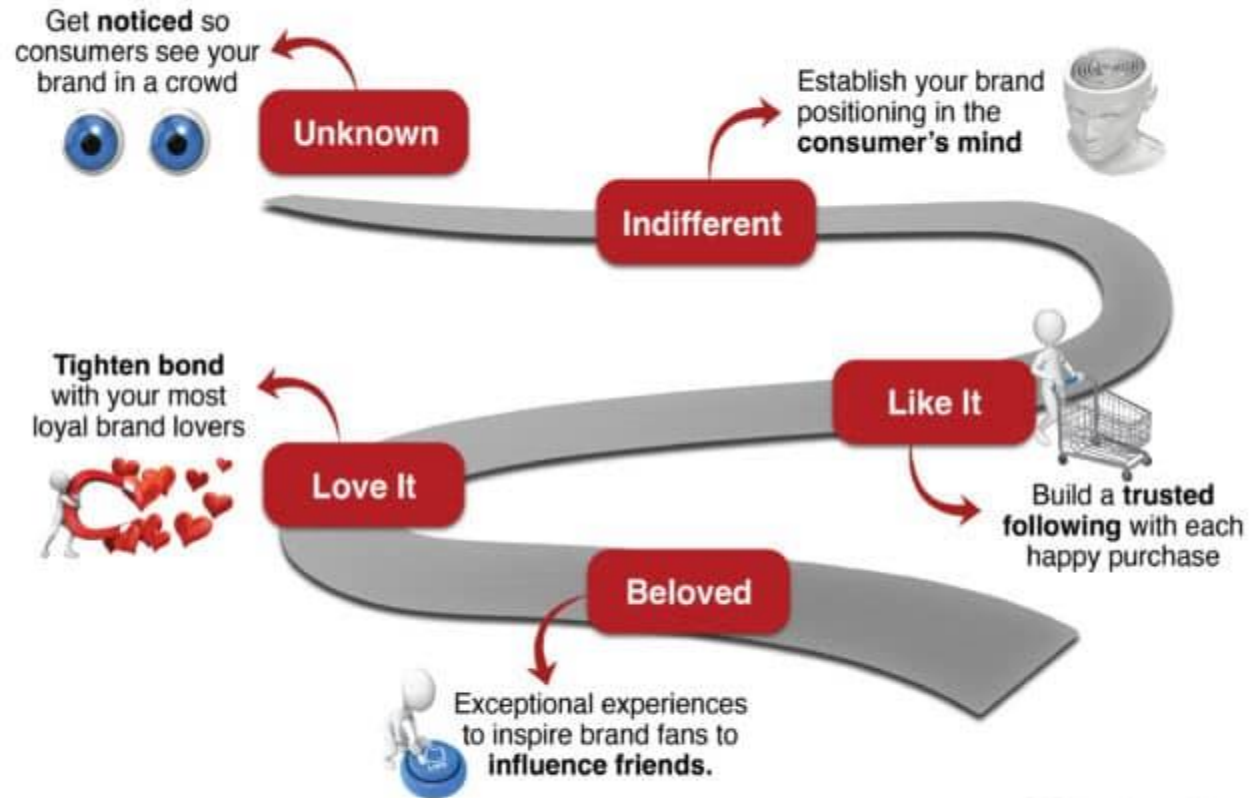
# Brand funnel – or love curve

ainfo

g agency

## brand love curve

*Our brand love curve tracks the tightness of the consumer's bond with the brand and sets up the next strategic move*

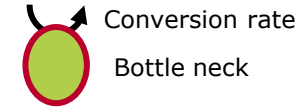


@ beloved brands inc

# Brand funnel calculation

Example

Funnel (in percent)



# Brand funnel

- 78.5% of the respondents consider purchasing LG RAC, and among them, 43.9% are most likely to purchase LG, which is slightly higher than that of SS (40.5%).
- The conversion rate is lower among the 20s and high income households.

## Consideration ► Most Likely to purchase

[Unit:%]

Consider to purchase(MA)						
	LG	SS	ARTEL	GREE	MIDEA	
BASE	200	200	200	200	200	
Consideration(%)	<b>78.5</b>	75.0	30.5	17.5	4.5	
	▼	▼	▼	▼	▼	
Most likely to purchase(SA,%)	BASE	220	285	66	44	145
	LG	<b>43.9</b>	<b>31.3</b>	<b>24.6</b>	<b>11.5</b>	<b>11.1</b>
	SS	<b>40.5</b>	<b>51.3</b>	<b>37.7</b>	<b>22.9</b>	<b>33.4</b>
	ARTEL	3.1	6.7	29.5	0.0	0.0
	GREE	6.2	5.3	4.9	54.3	22.2
	MIDEA	0.6	0.0	0.0	2.9	22.2
	Others	5.7	5.4	3.3	8.4	11.1
	Most likely to purchase(SA,%)	<b>34.5</b>	38.5	9.0	9.5	1.0

AQ4.7 If you were to purchase an air conditioner in the future, which of these brands would you consider purchasing? Please select all that apply. [MA]

## Consideration ► Most Likely to purchase by Demo(LG)

		(%)	BASE	Consideration (%)	Conversion rate(%)	Most likely to purchase(%)
Total(n)			200	78.5	43.9	34.5
Age	20-24	29		79.3	26.1	20.7
	25-29	38		73.7	39.2	28.9
	30-39	77		75.3	48.3	36.4
	40-49	56		85.7	50.1	42.9
Income	High	27		66.7	38.8	25.9
	Mid	95		77.9	46.0	35.8
	Low	78		83.3	43.1	35.9

AQ4.7.1 Among the following air conditioner brands, which brand are you most likely to purchase? [SA]

# Brand performance/ image attributes

**Choosing image  
attributes is important!**



# Brand loyalty and recommendation

# How likely are you to recommend this brand?

Considering your *complete* experience with our company, how likely would you be to recommend our products to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
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Very Unlikely

Very Likely

# How to calculate?

## NET PROMOTER SCORE



$$\text{NPS} = \% \text{PROMOTERS} - \% \text{DETRACTORS}$$



detractors	40	11.6%	total 345
passives	93	26.9%	
promoters	212	61.5%	

**Loyal**

**[Loyal]** : Currently own OO brand & intend to buy the same brand next time

**Unloyal**

**[Unloyal]** : Currently own OO brand but do not intend to buy the same brand next time

**Potential**

**[Potential]** : Currently don't own OO brand & intend to buy OO brand next time

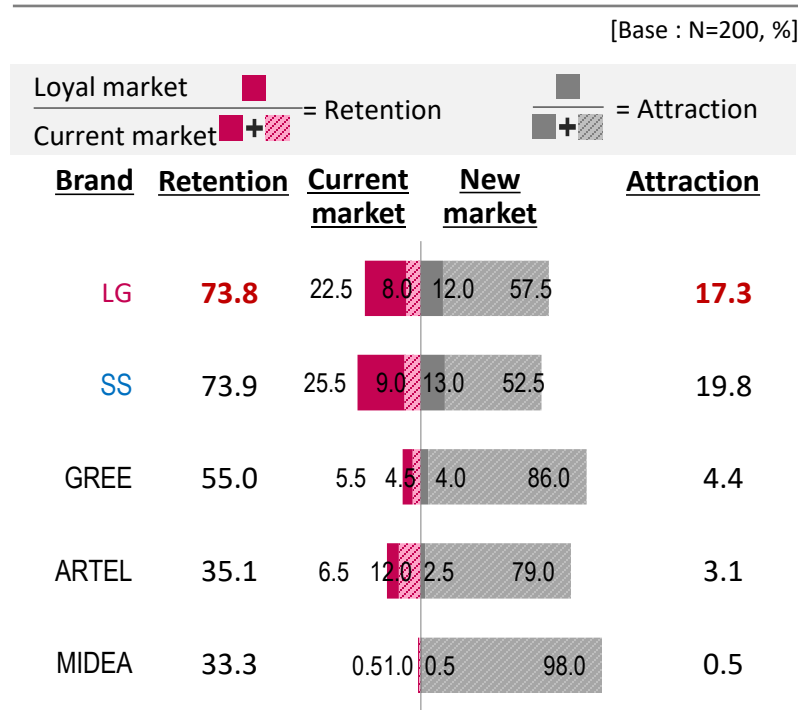
**Not feasible**

**[Not Feasible]** : Currently don't own OO brand but do not intend to buy the same brand next time

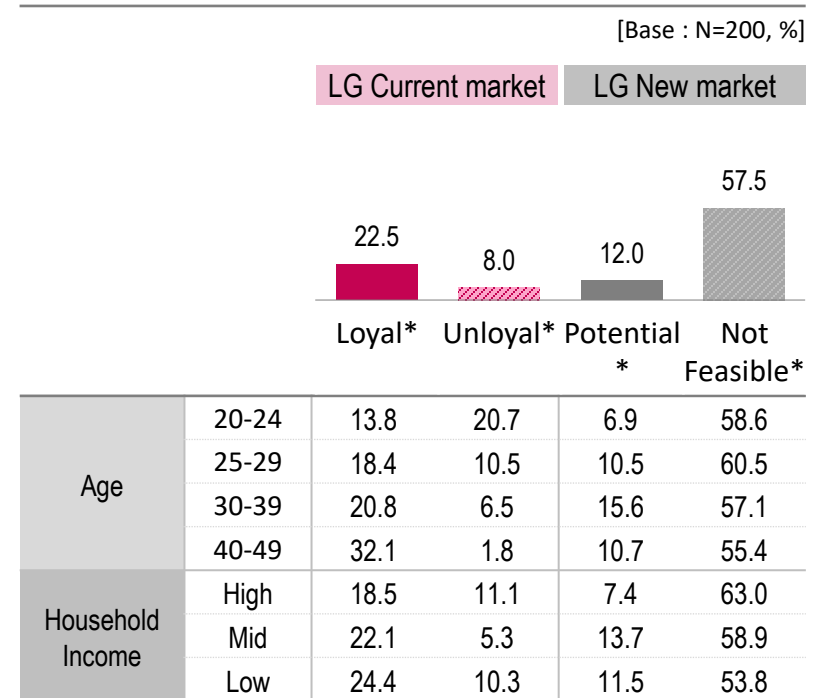
# Brand health status

- LG RAC has a moderate brand health at 73.8%, which is slightly lower than that of SS (73.9%).
- Among LG RAC non-users, 17.3% of them are open to LG.

## Brand Health



## Target Profile



**[Loyal]** : Currently own OO brand & intend to buy the same brand next time  
**[Unloyal]** : Currently own OO brand but do not intend to buy the same brand next time

AQ4.4 What is the brand of the air conditioner that you have at home and are using?  
 Please select all that apply from the list below. [MA]

**[Potential]** : Currently don't own OO brand & intend to buy OO brand next time  
**[Not Feasible]** : Currently don't own OO brand but do not intend to buy the same brand next time

AQ4.7.1 Among the following air conditioner brands, which brand are you most likely to purchase? [SA]

# References and Reading

- Strategic brand management: Building, measuring and managing brand equity by Kevin Lane Keller (2013) Chapter 8
- Qualtrics (2022). Brand tracking: Everything you need to know. Online. Available from:
- <https://www.qualtrics.com/experience-management/brand/brand-tracking-guide/>
- Marketing evolution (2022). Your guide to brand tracking. Online. Available from: <https://www.marketingevolution.com/marketing-essentials/brand-tracking>