Customer Strategy - 5

Essentials of Brand

Do The Math

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Proprietary Information

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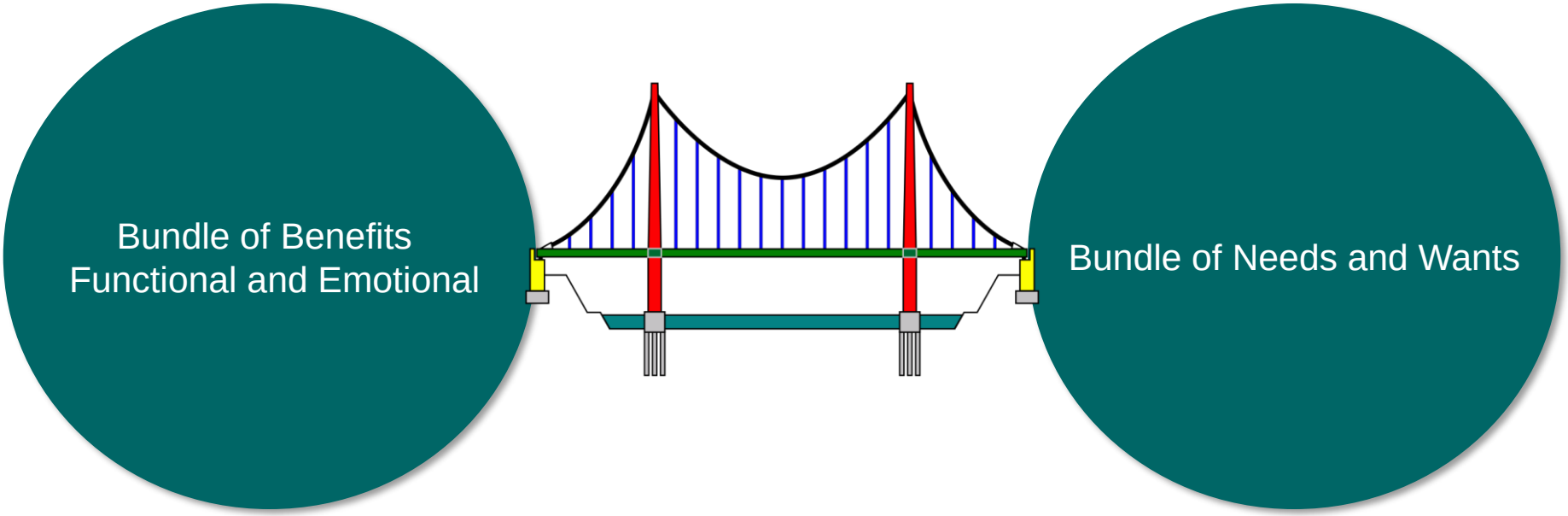
What is a brand?

Name, graphic, symbol

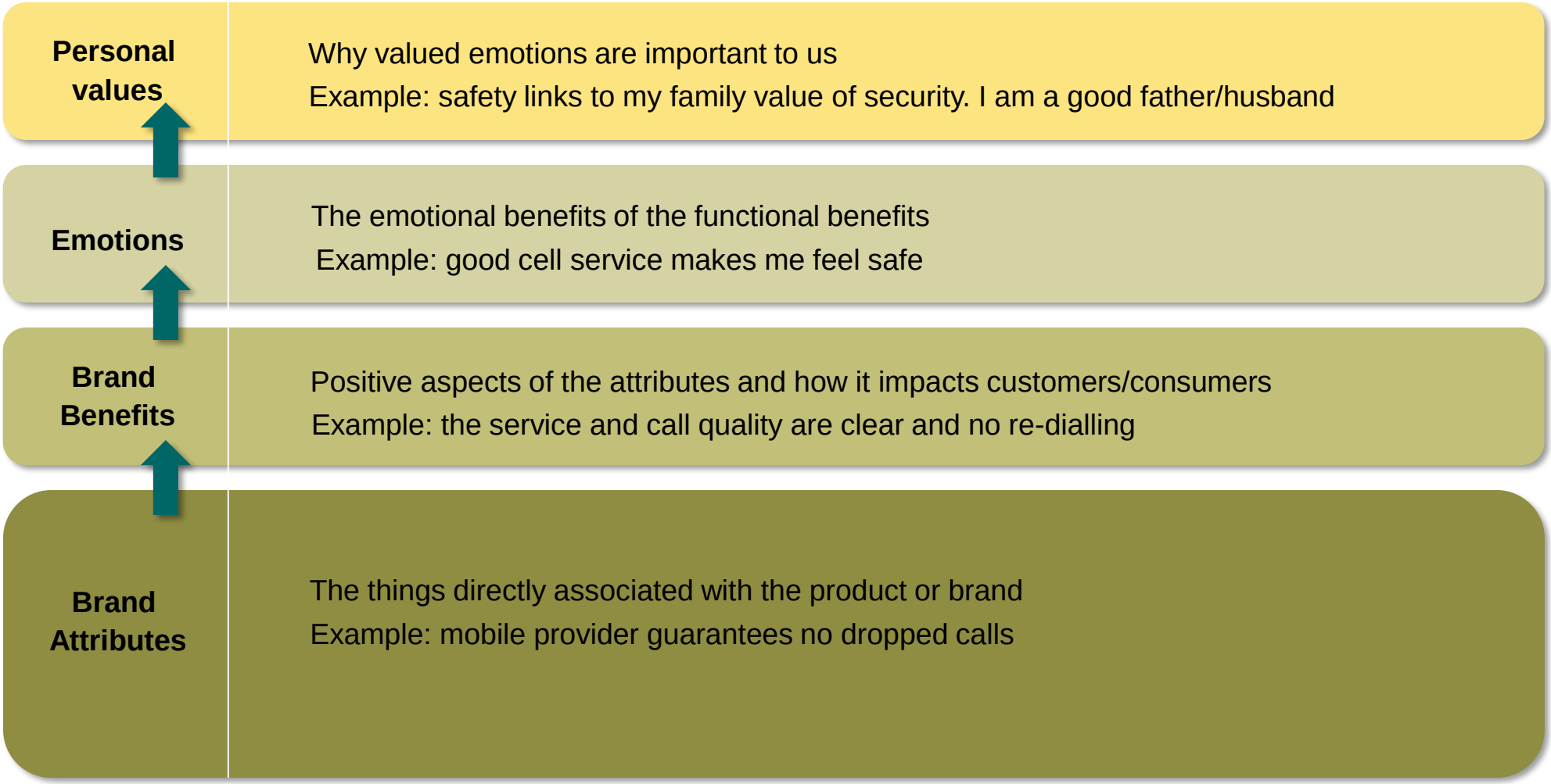
amazon

Recognition, Association, Feelings, differentiation

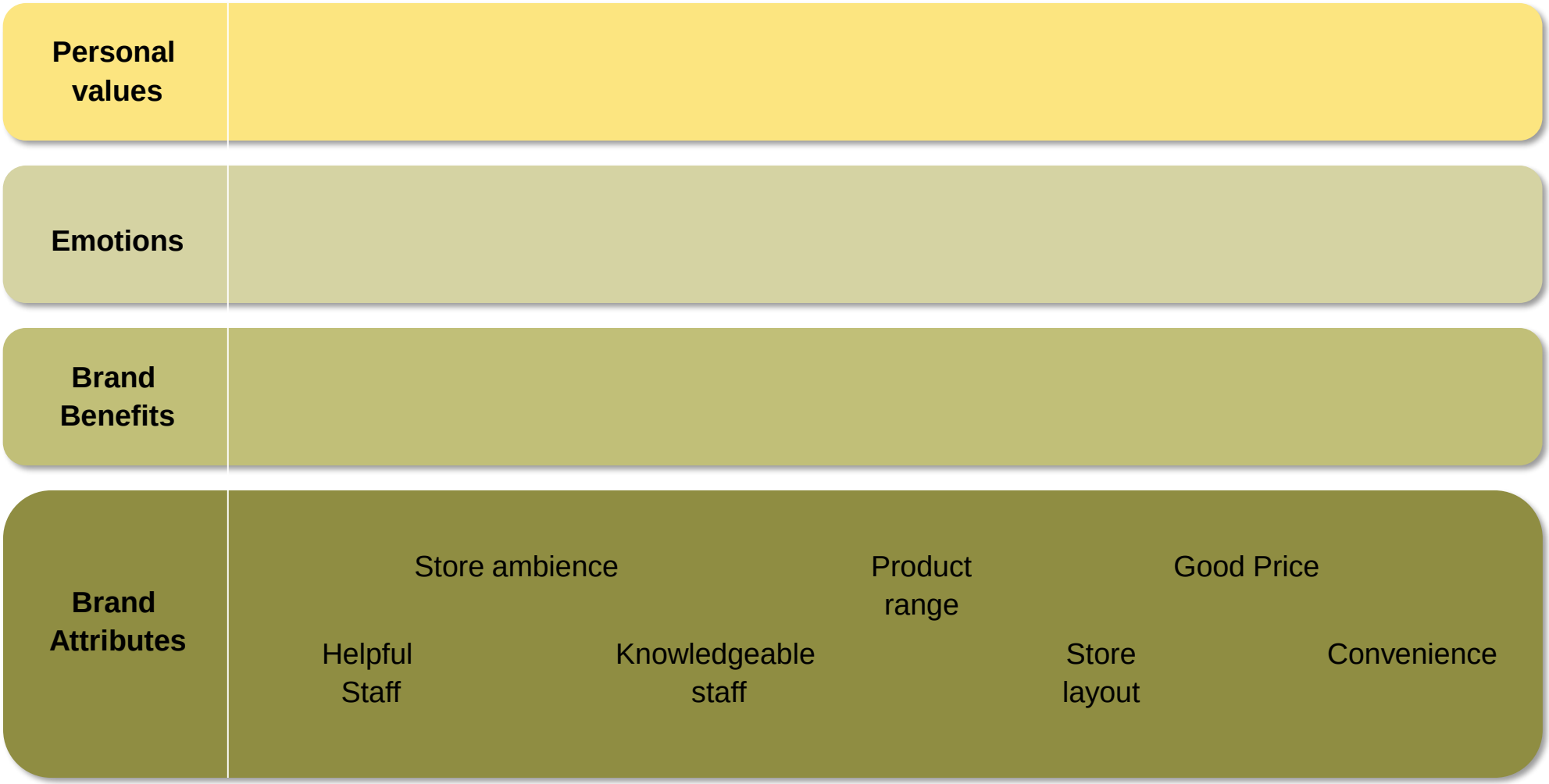
Brand and customer



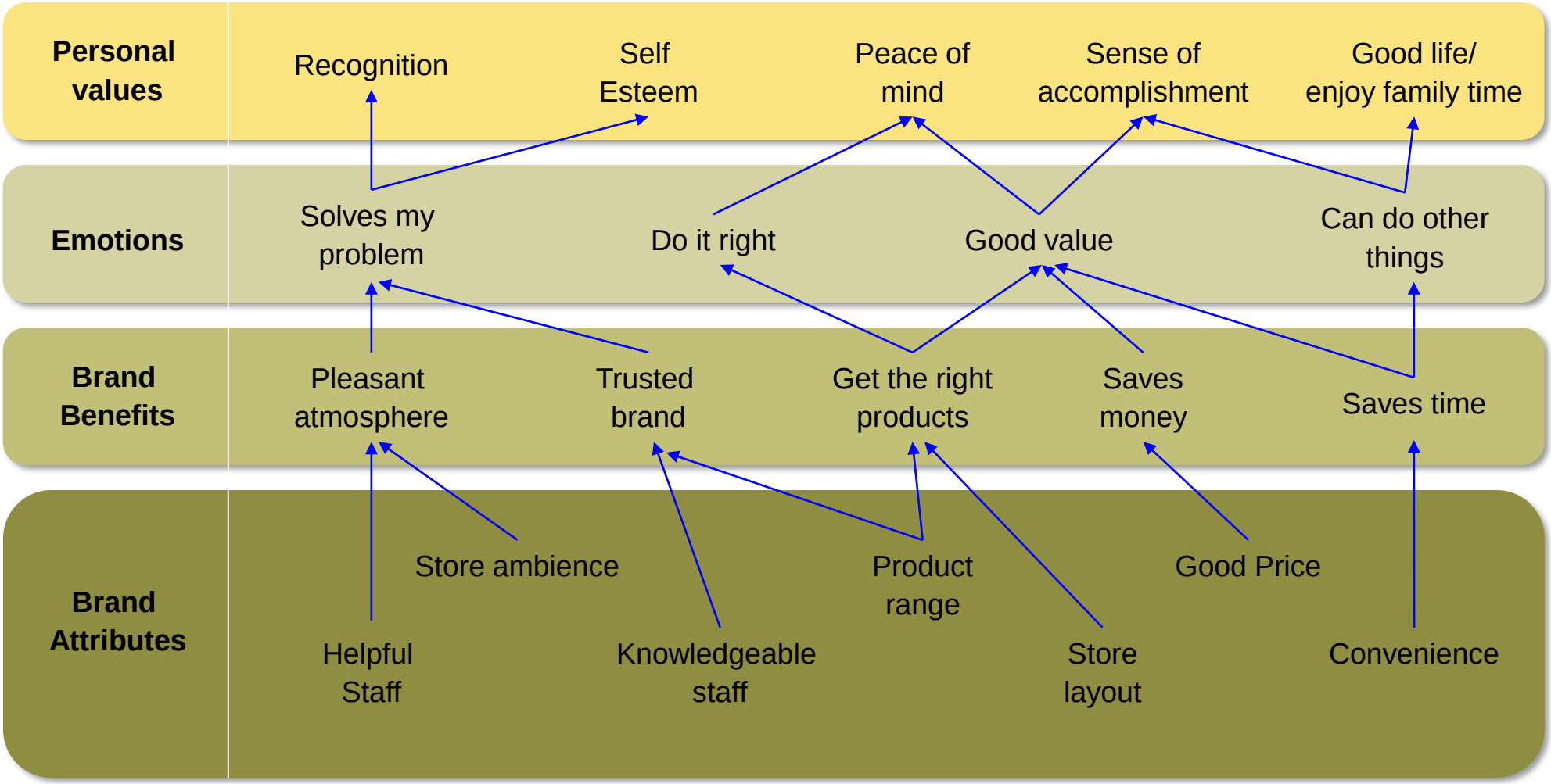
Brand attributes to customer needs



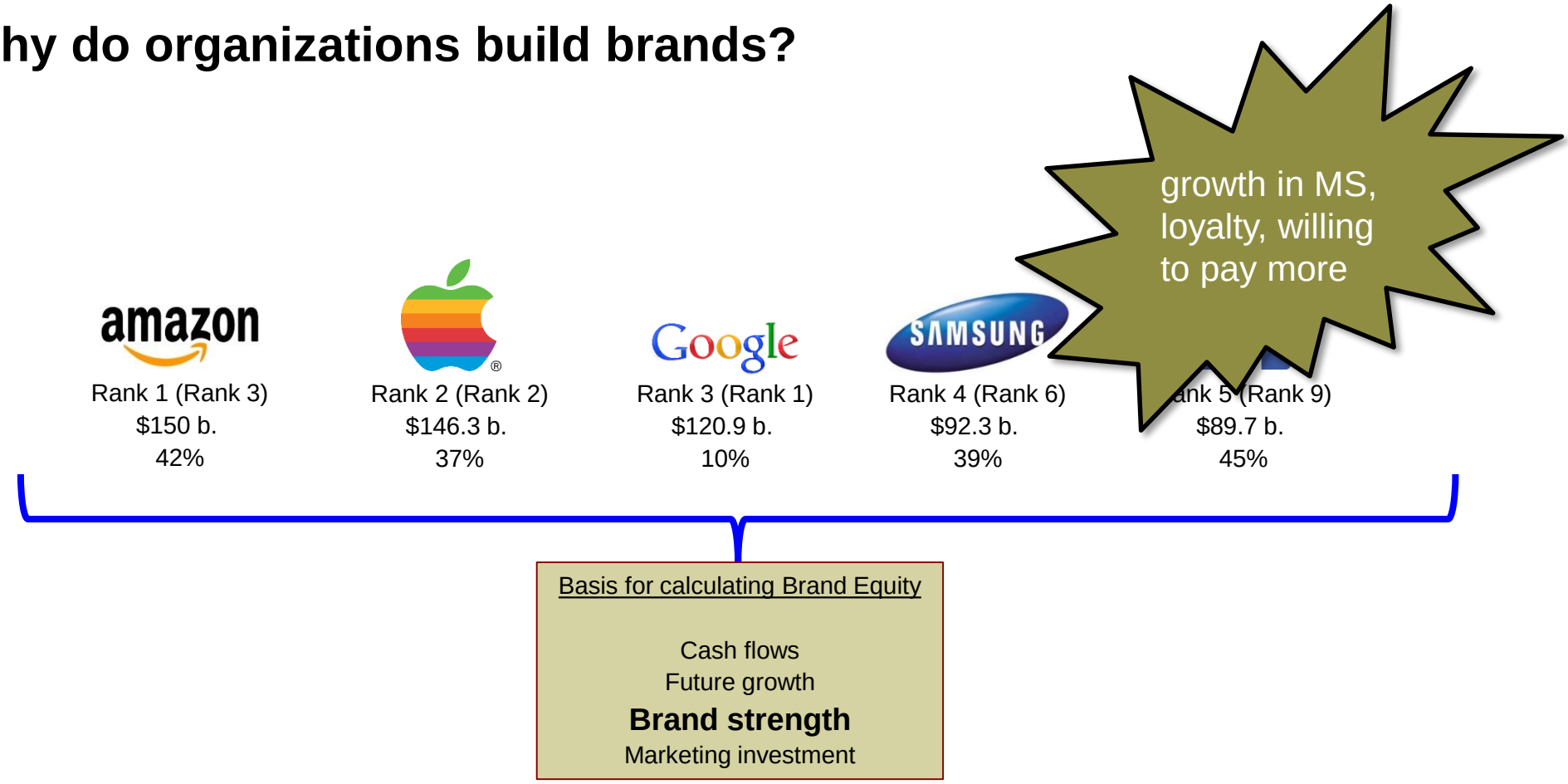
Exercise - brand attributes to customer needs



Possible solution - brand attributes to customer needs



Why do organizations build brands?



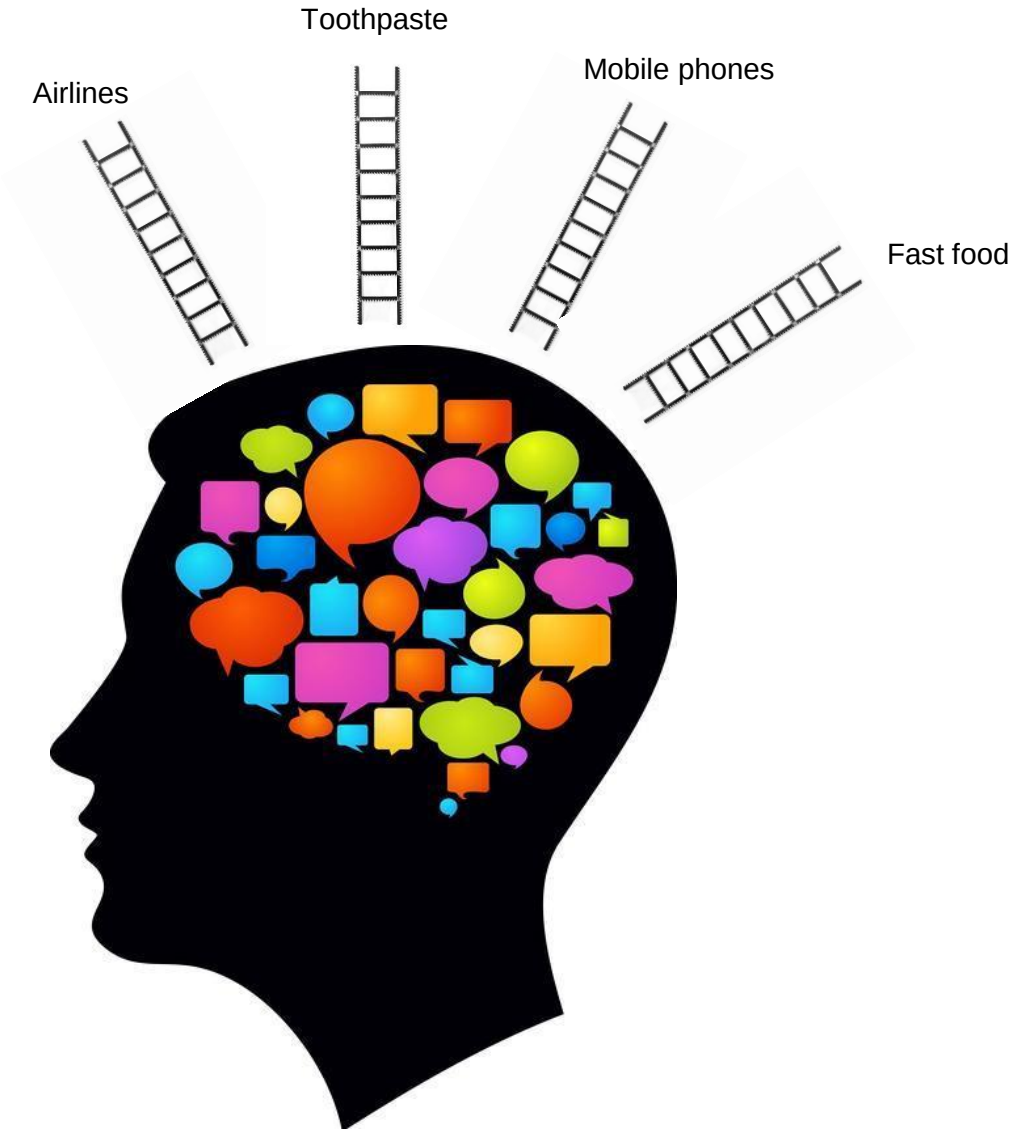
https://www.inc.com/business-insider/amazon-google-most-valuable-brands-brand-finance-2018.html

Brand strength, where are brand wars fought?

Presence/Awareness

Relevance/ association

Differentiation



How is “brand strength” measured?

Awareness

Trial

Usage

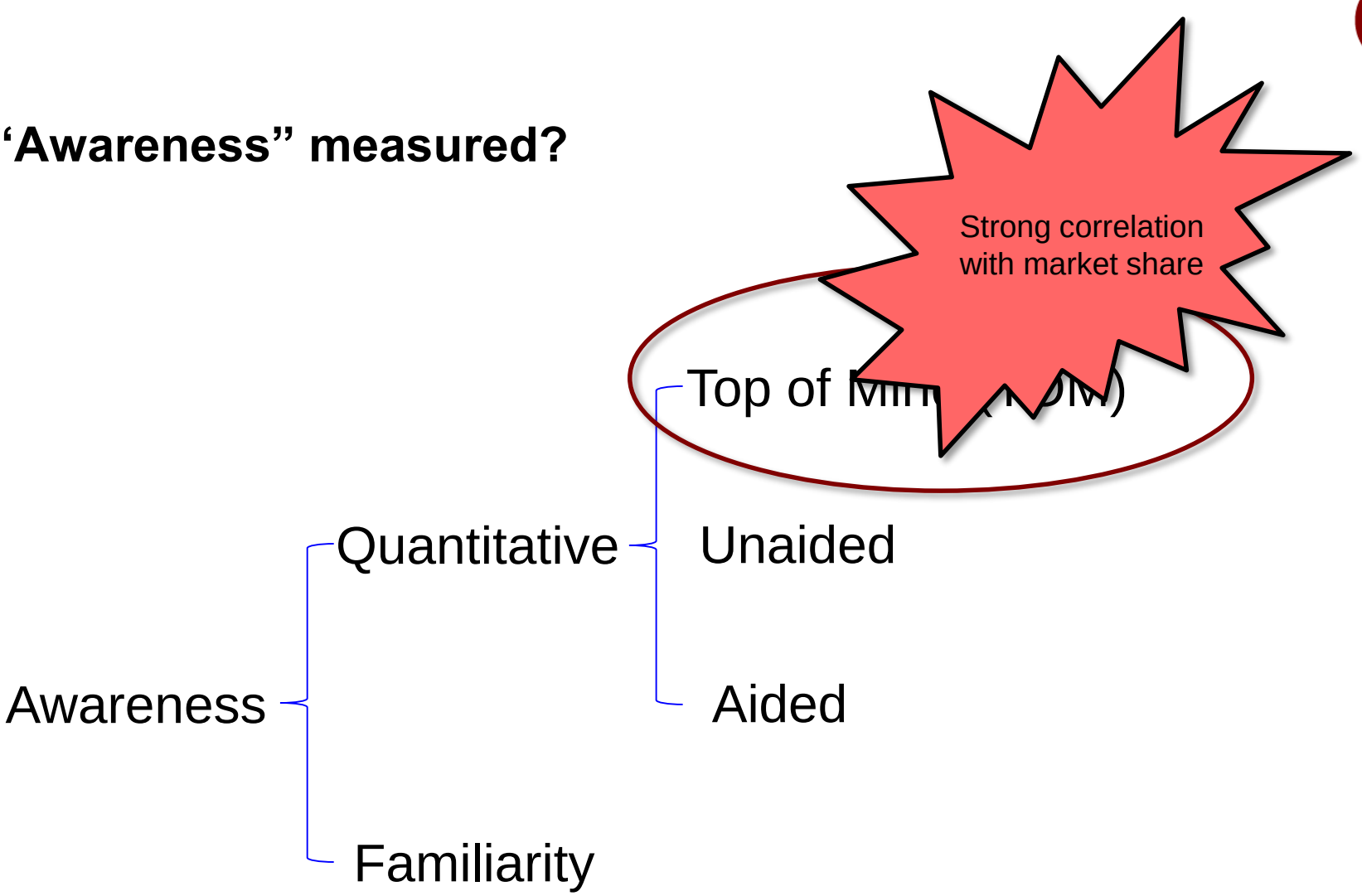
Image

Attitude

Communication

Preference/ Brand Equity → Market share

How is “Awareness” measured?



Awareness → Trial/ Usage

Exercise

What would be your decision for each brand?

	B1	B2	B3	B4
Market share	30%	20%	35%	15%
Sample size	300	275	305	193
TOM	40%	25%	50%	7%
Unaided	50%	35%	45%	25%
Aided	10%	40%	5%	68%
Total Awareness	100%	100%	100%	100%
Ever tried	40%	30%	50%	15%
Current Use	20%	25%	30%	15%

	B1	B2	B3	B4
T/A	1.00	1.20	1.00	2.14
C/E	0.5	0.8	0.6	1

How is image measured?

	B1	B2	B3	B4
Overall Preference	7.3	8.2	6.5	9.1
Helpful Staff	6.5	7.5	6.2	8.9
Store Ambience	7.5	8.5	7.3	10
Knowledgeable Staff	7.7	8.7	7.5	8
Product range	6.5	7.5	5.5	8.5
Store layout	8.5	9.5	7	10
Good price convenience	5.5	5.5	5.1	7.3

Rating scale

	B1	B2	B3	B4
Overall Preference	70%	80%	65%	90%
Helpful Staff	65%	75%	62%	89%
Store Ambience	75%	85%	73%	100%
Knowledgeable Staff	77%	87%	75%	80%
Product range	65%	75%	55%	85%
Store layout	85%	95%	70%	100%
Good price convenience	55%	55%	51%	73%

Association

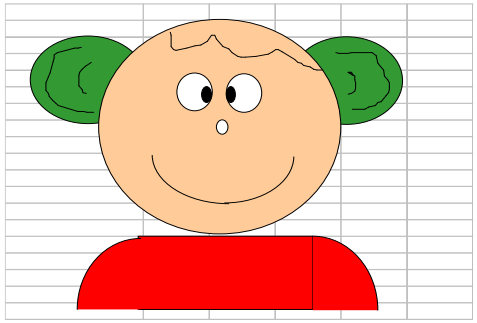
Exercise – advantages/disadvantages of the two scales, type of analytics…

Brand differentiation…image profiling

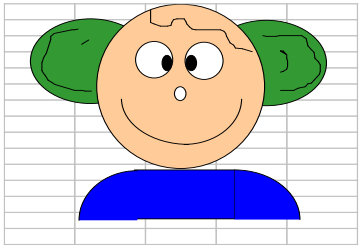
- We are looking for **relative** brand image profiles just as we might look for relative profiles in other people.

- For instance, how would you describe Fred and Bill?

Fred



Bill



- Their ears are roughly the same size, but relative to the size of his head, Bill's ears are much bigger than Fred's.

- We could use this feature to describe him to a stranger - it's his most prominent feature

An example – typical output of a brand profile analysis

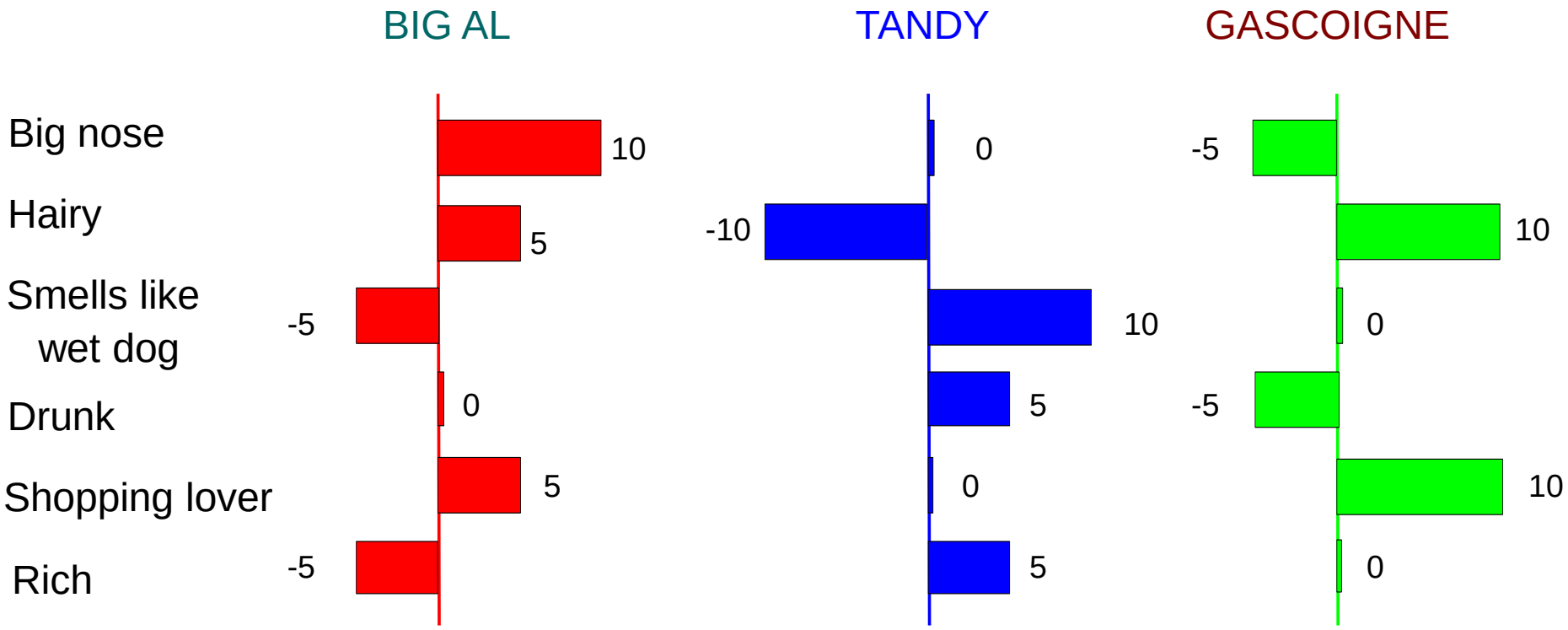


Illustration of the technique

- Here are the scores for some fruits on a bunch of statements

	Apples	Oranges	**State Av**
Juicy	60	85	**72.5**
Good for you	75	80	**77.5**
Tasty	70	85	**77.5**
Brand Av	**68.3**	**83.3**	***75.8***

Overall Av

- Calculate predicted values using (in real life take logits first!)
  - (PV = Brand Av + State Av - Overall Average)

	Apples	Oranges
Juicy	65.0	80.0
Good for you	70.0	85.0
Tasty	**?**	**?**

Illustration of the technique

- Subtract the predicted value from the actual value to obtain the *deviation from expected value*.

	Apples	Oranges
Juicy	-5.0	5.0
Good for you	5.0	-5.0
Tasty	**?**	**?**

- We expect Apples to score 65 on the attribute ‘Juicy’, the actual score is 60, thus Apples have a deviation of -5 for this statement.

	Apples	Oranges	**State Av**
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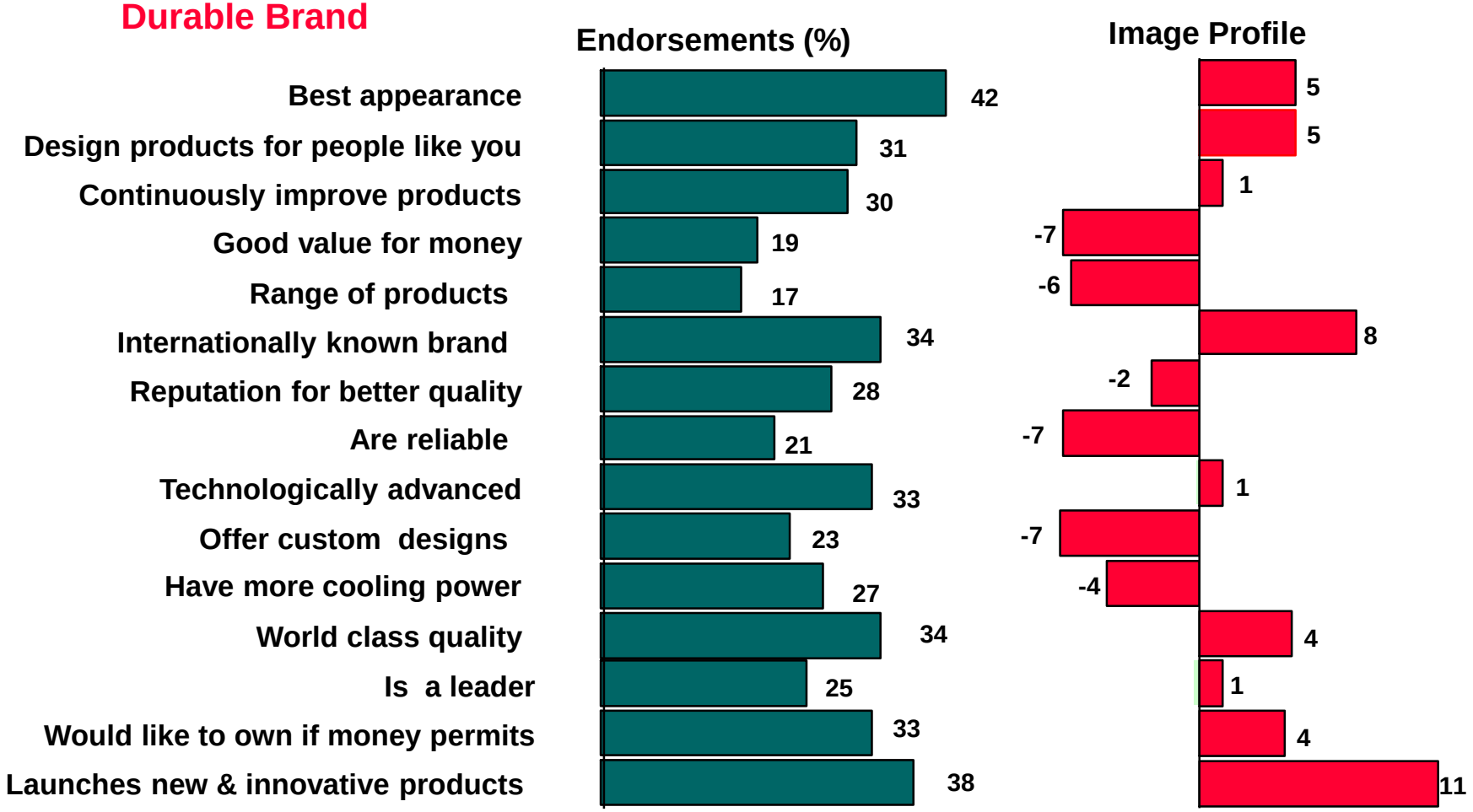
Overall Av

	Apples	Oranges
Juicy	65.0	80.0
Good for you	70.0	85.0
Tasty	**?**	**?**

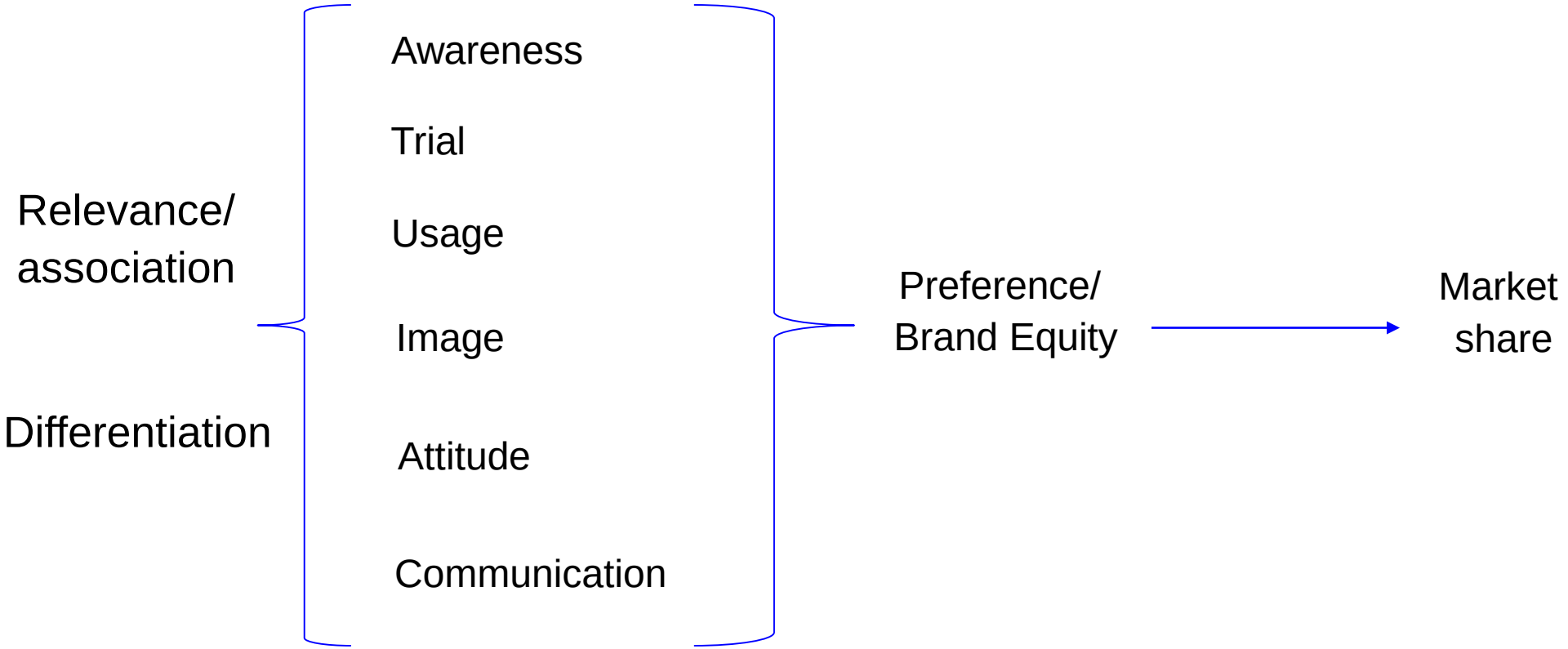
- Now try calculating the PV’s for ‘Tasty’. Also, what do you notice about the statement ‘Good for you’?

Image profiling: % endorsements not enough

Durable Brand



Summary


Relevance/
association
Differentiation
Awareness
Trial
Usage
Image
Attitude
Communication
Preference/
Brand Equity
Market
share

Thank You