

Brand Insight





Brand Insight

See the BIG PICTURE

BrandAsset® Valuator

Because brand management with vision requires deeper insight.



13 years
20,000 brands
450,000 consumers
44 countries
70 brand metrics
48 imagery attributes
140 consumer metrics
Over 50 categories

**The biggest brand study
ever conducted**

**Determine the power of your brand.
What it's been in the past and what that
means for the future.**

**Understand which competitors are immediate and
long-term threats.**

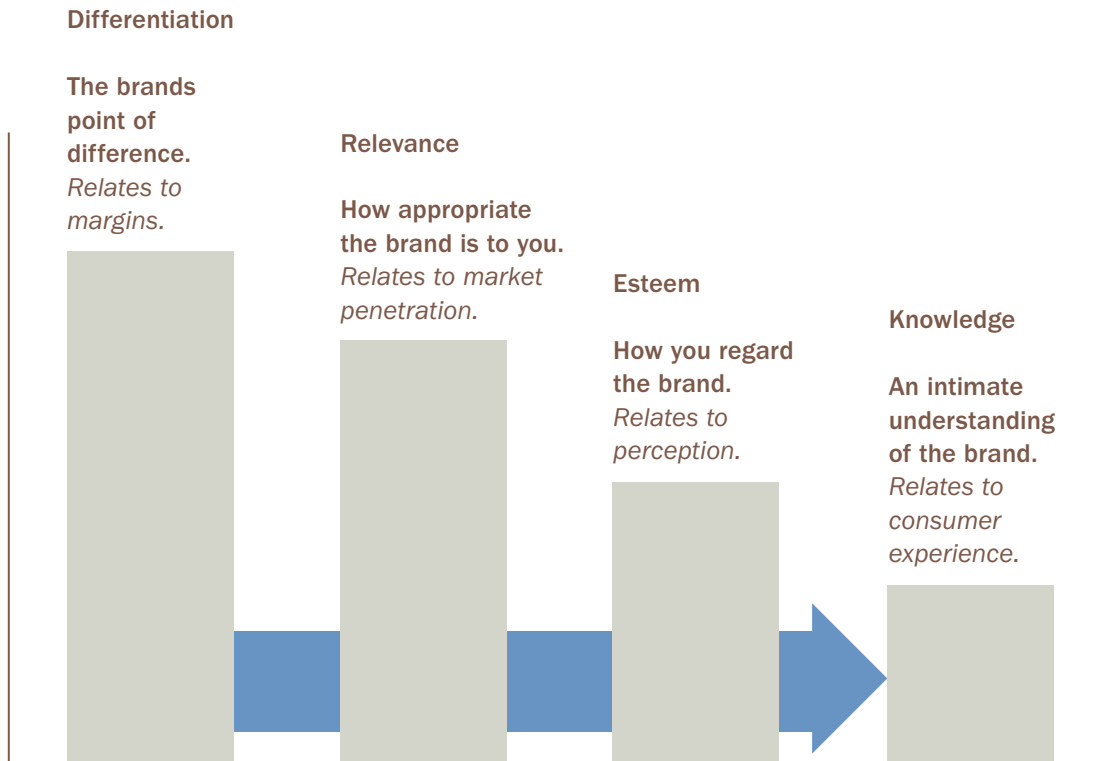
What BAV can tell you





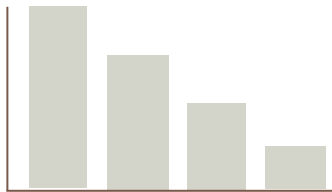
BAV Basics
How we diagnose brands

Essential Dimensions: The Four Pillars



Brands are built in a very specific progression.

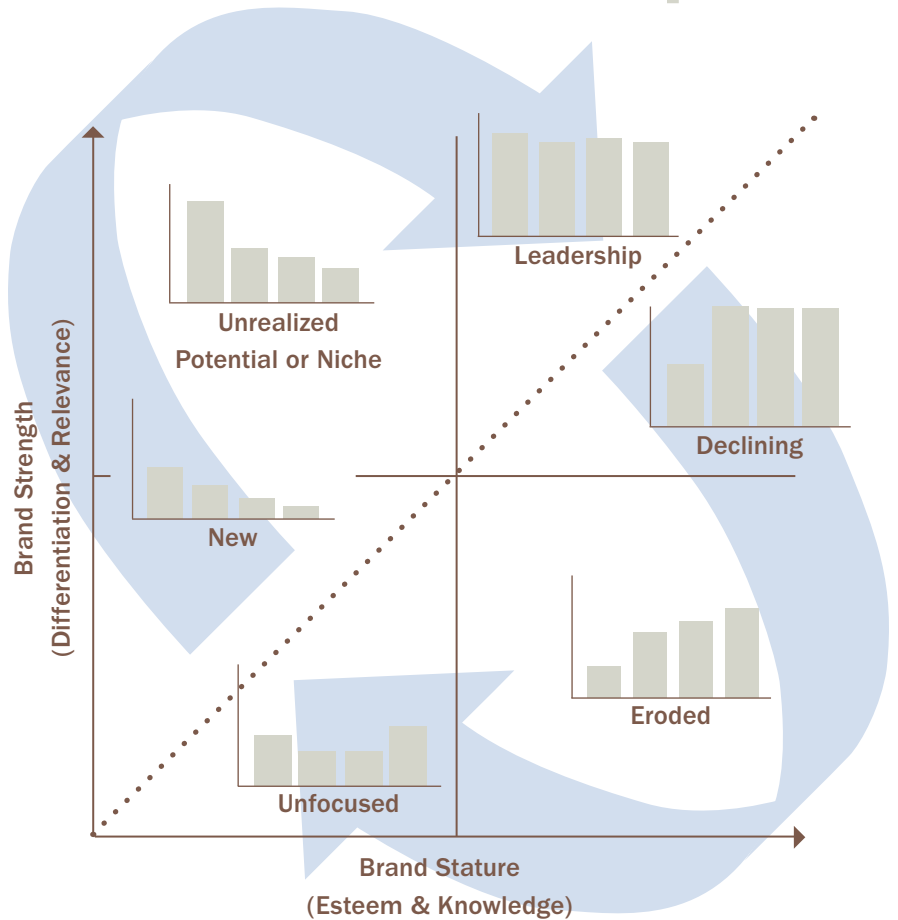
The Relationships Among The Four Pillars Are Key



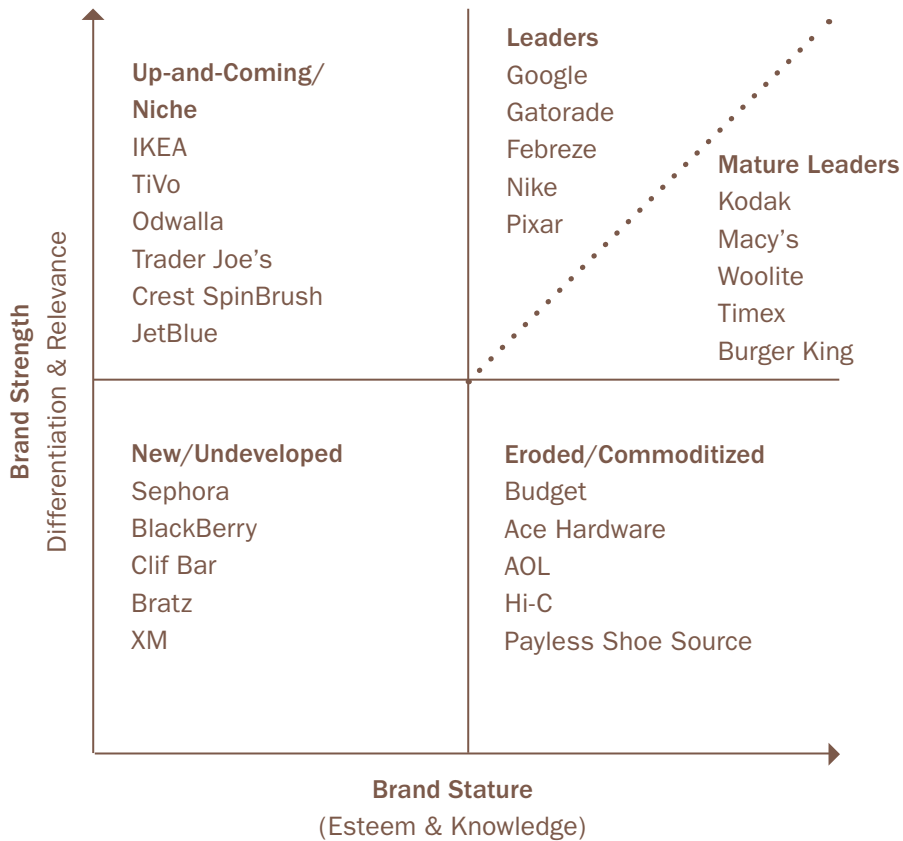
BAV is predictive—focusing on leading indicators of brand and business success.

Typical Patterns Of Brand Development

First, differentiation builds, then relevance. Over time, esteem develops, then knowledge.

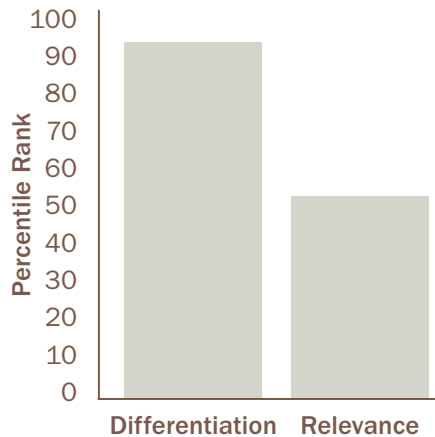


PowerGrid Examples



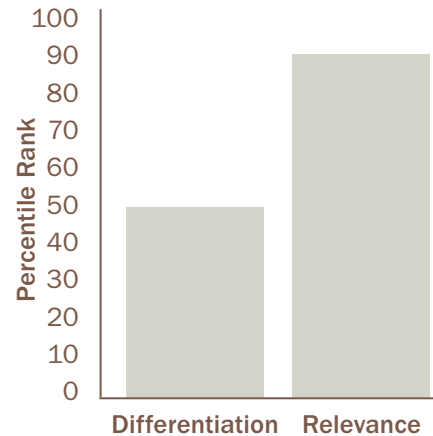
Healthy Brands Have Greater Differentiation Than Relevance

D > R



Examples: Mini Cooper, iPod, Smirnoff Ice, Gucci

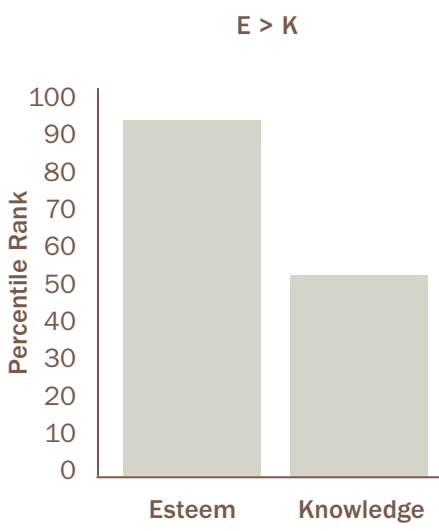
R > D



More relevance than differentiation implies commodity. Uniqueness has faded, price becomes dominant reason to buy.

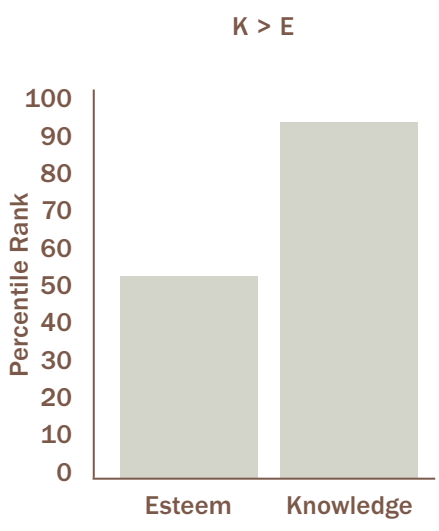
Examples: Tylenol, Ace Hardware, Morton Salt, Kellogg's

**Too much knowledge
without esteem can
be dangerous**



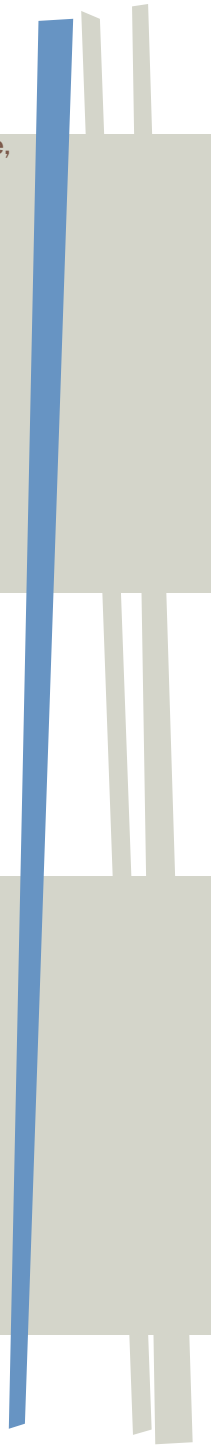
Consumers will learn more if esteem is greater than knowledge, "I'd like to get to know you better"

Examples:
 Bose
 North Face
 Orowheat
 DeWalt
 Whole Foods

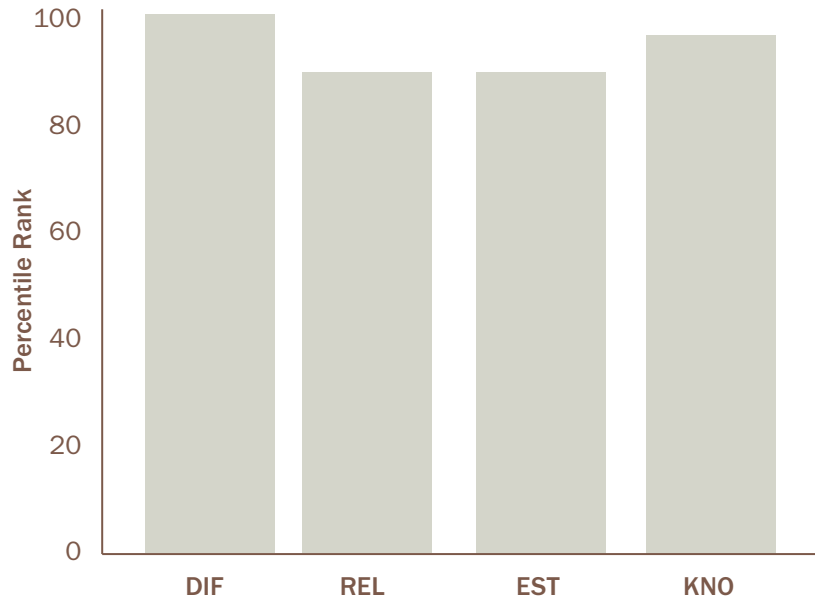


Brand is better known than liked, "I know you and you're nothing special."

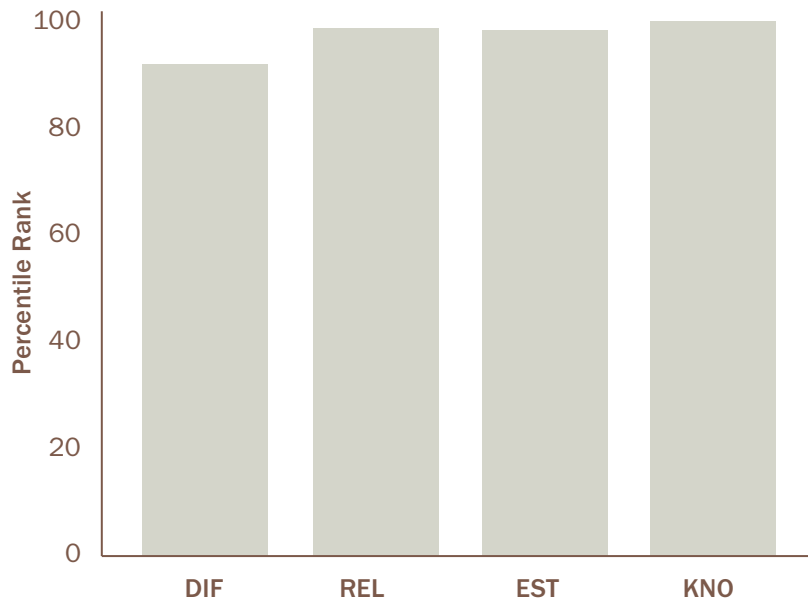
Examples:
 Spam
 Atkins
 MCI
 NHL



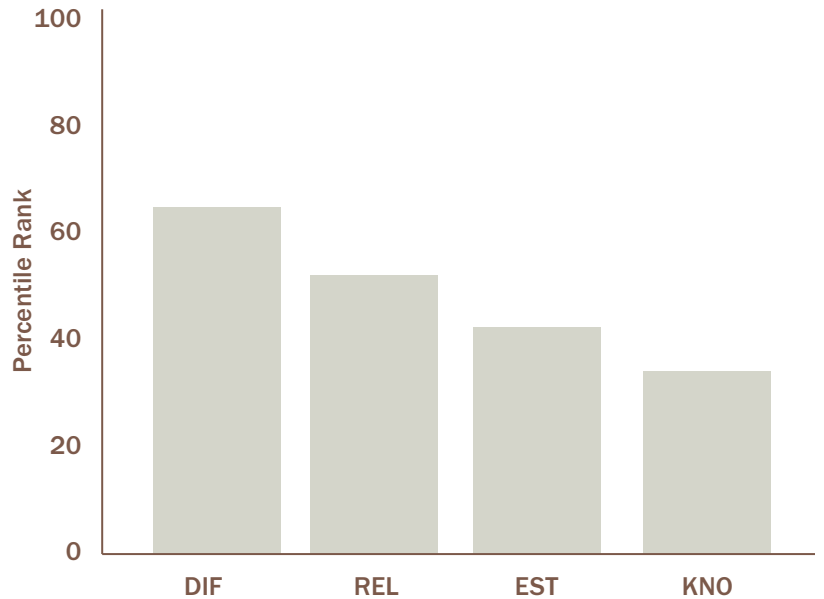
Leadership brands



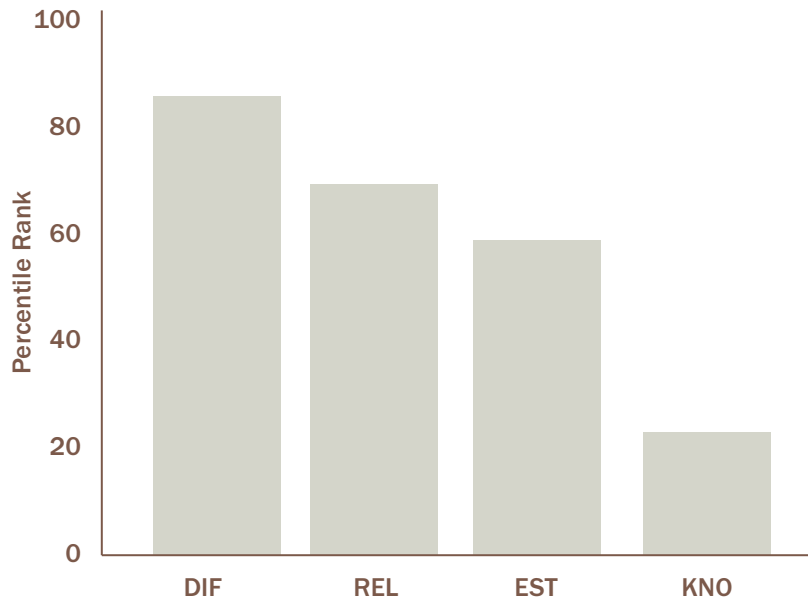
All pillars are strong.



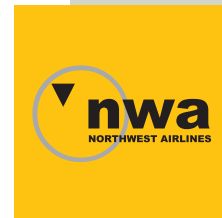
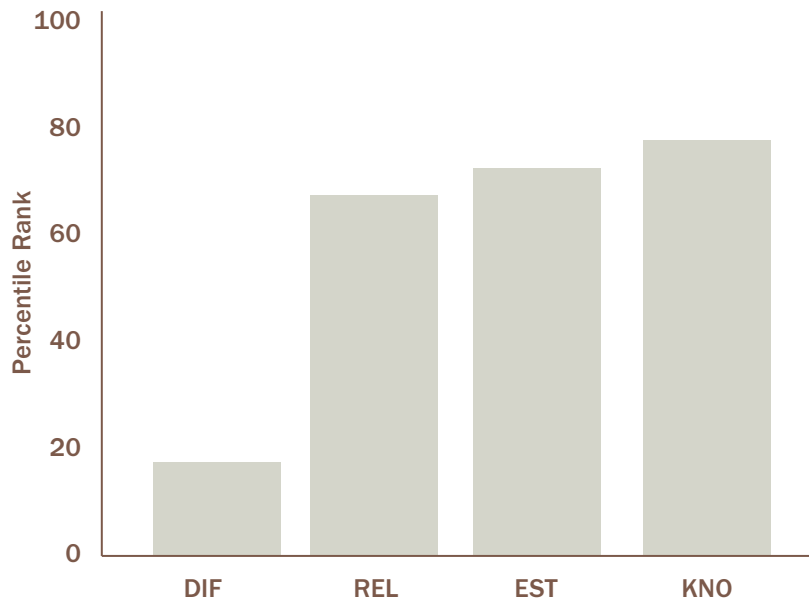
Growing brands have the desirable step down pattern



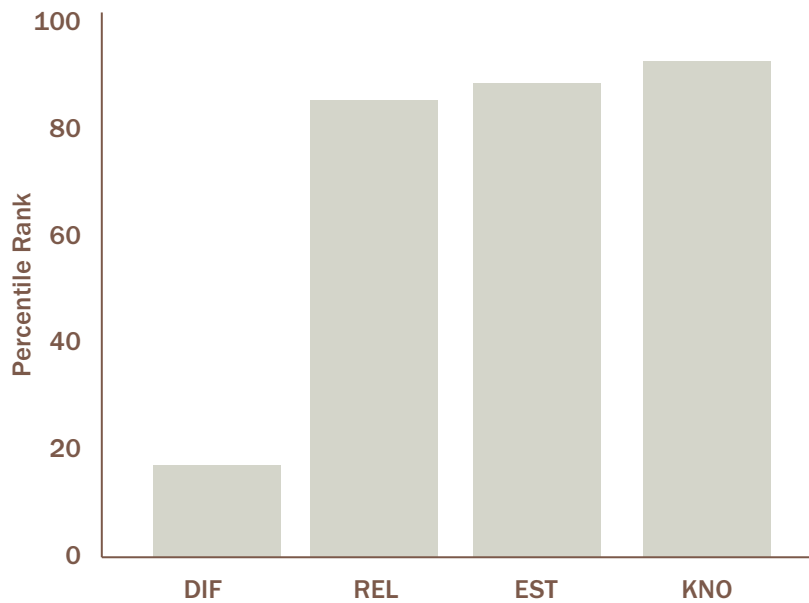
Differentiation > Relevance
Esteem > Knowledge



Flirting with disaster: Brands on the ropes



Differentiation is dissolving.



Measures

Forty-five attributes isolate core meaning.

Arrogant	Good Value	Rugged
Authentic	Healthy	Sensuous
Best Brand	Helpful	Simple
Carefree	High Performance	Social
Cares About Customers	High Quality	Socially Responsible
Charming	Independent	Straightforward
Daring	Innovative	Stylish
Different	Intelligent	Tough
Distinctive	Kind	Traditional
Down to Earth	Leader	Trendy
Dynamic	Obliging	Trustworthy
Energetic	Original	Unapproachable
Friendly	Prestigious	Unique
Fun	Progressive	Up to Date
Gaining in Popularity	Reliable	Upper Class
Glamorous	Restrained	Worth More

Consumer Measures

Usage	Demographics	Psychographics
Brand Usage	Gender	Self Image (56 personality attributes)
Category Usage	Age	Brand Loyalty Groups
Media Usage	Marital Status	4C's
	Household Size/Composition	Meyers-Briggs
	Presence of Children	
	Occupation/Job Status	
	Financial Situation	
	Grocery Shopping for Household	
	Household Income	
	Social Class	
	Children in College	
	Household Financial Status	
	Highest Level of Education	
	Source of Income	
	Ethnicity/Born in US	
	Hispanic Origin	
	Primary Language	
	Census Region, State and Country Codes, MSA	
	Nielsen County/ Area of Domain Codes/Zip Code	
	Rent or Ownership of Residence	
	Type of Residence	

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