

# Managing brands

**Lecture 5 – Measuring brand health**

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# Agenda for today:

- ✓ Data analysis
- ✓ Data cleaning
- ✓ Data reporting

# Brand tracking

- **Brand awareness**
- **Brand consumption/usage**
- **Consumer disposition funnel**
- **Brand image reporting using radar diagram**
- **Loyalty**

# 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.

What shampoo brands do you know? (please list all you know)

Nature Republic, Davines, Global Keratin, Fructis, Clear

Syoss, head& shoulders, nivea, dove, clear

Head&Shoulders, Kerasys, syoss, pantene, palmolive etc

clear

Loreal, Estel, H&SH, Dove, Kerasys, Clear

Pantene

SYOSS for men

Schwarzkopf, Head&Shoulders, Biolife

clear, h&sh, syoss

Fructis, nivea, head and shoulders, syoss, shauma, palmolive, elseve, pantene

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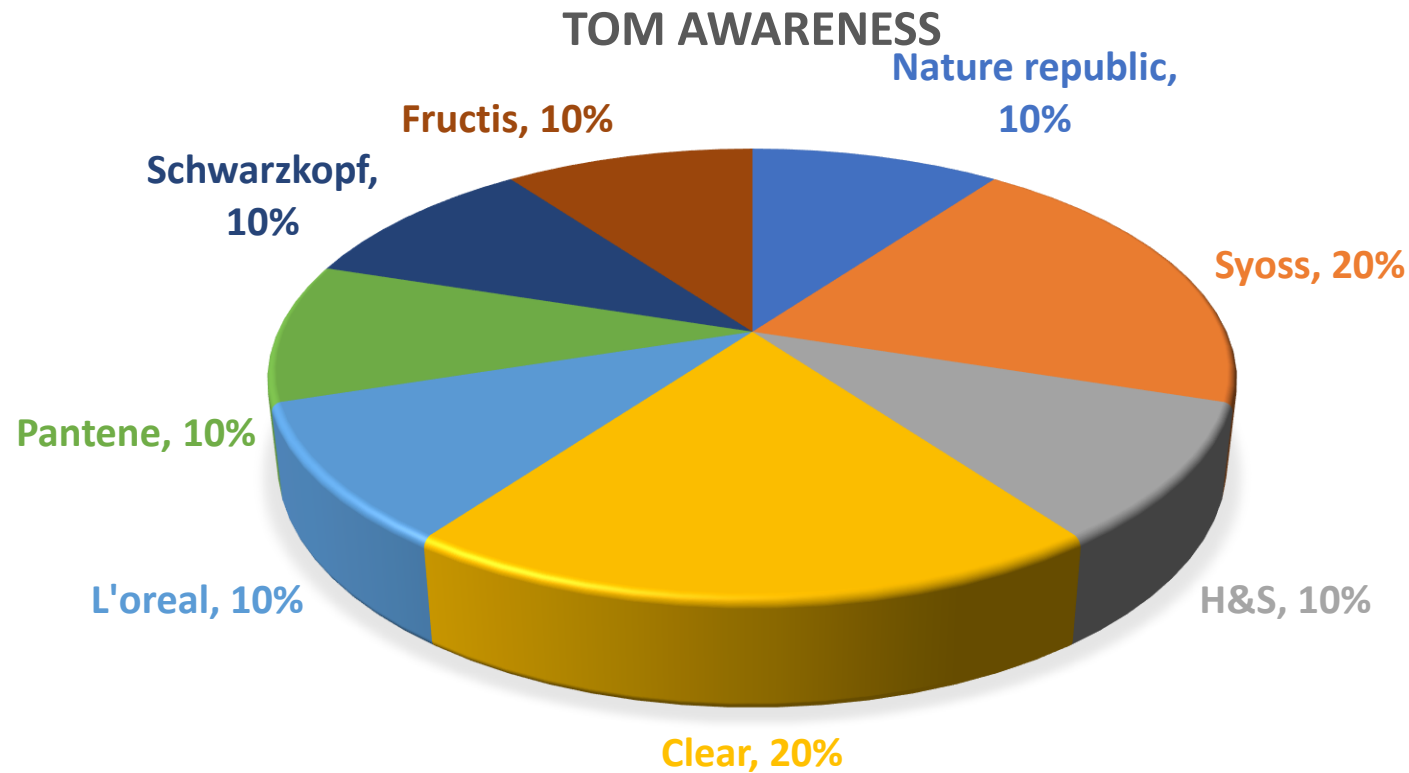
## Excel - analysis

Brands	Frequency	Percentage
Nature republic	1	10%
Syoss	2	20%
H&S	1	10%
Clear	2	20%
L'oreal	1	10%
Pantene	1	10%
Schwarzkopf	1	10%
Fructis	1	10%
Sum	10	100%

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## Excel - reporting



# Unaided – Total spontaneous

Total spontaneous = unaided + TOM

## Excel - analysis

Brands	TOM	Unaided	Total spontaneous	Percentage
Nature republic	1	0	1	10%
Syoss	2	3	5	50%
H&S	1	5	6	60%
Clear	2	3	5	50%
L'oreal	1	0	1	10%
Pantene	1	2	3	30%
Schwarzkopf	1	0	1	10%
Fructis	1	1	2	20%
Sum	10			

Organize in ascending order using filter tab in excel



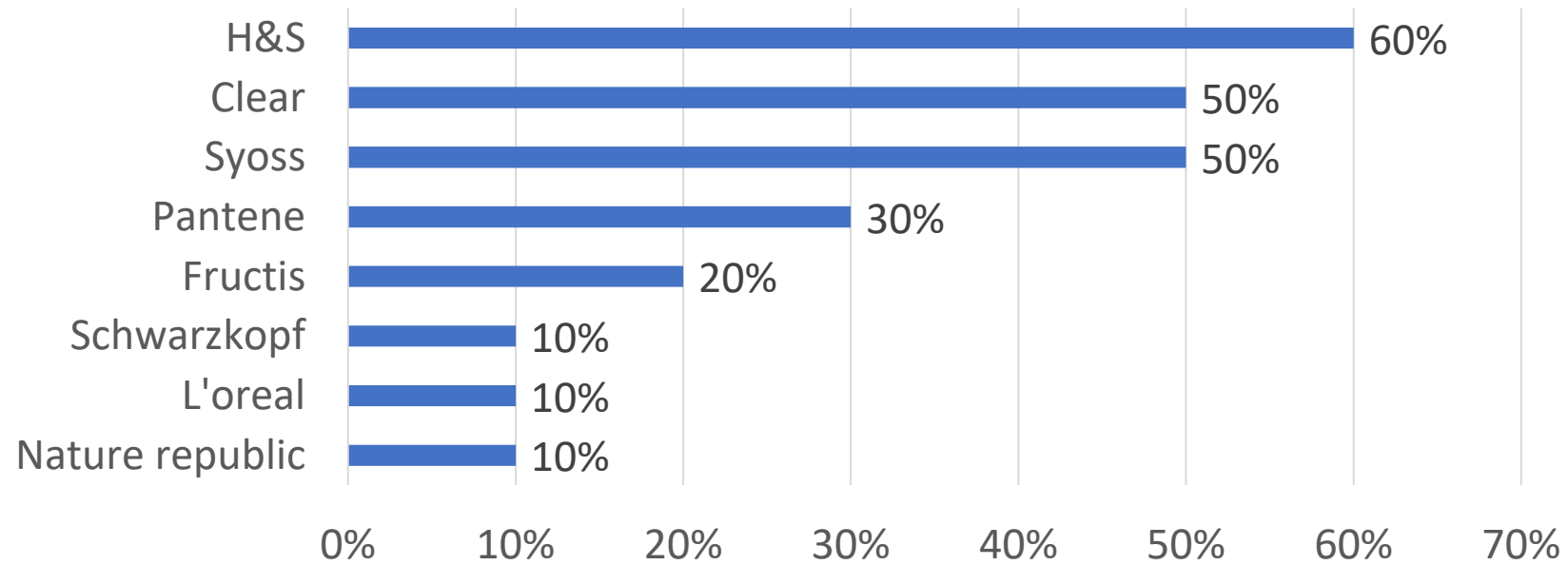
Nature republic	10%
L'oreal	10%
Schwarzkopf	10%
Fructis	20%
Pantene	30%
Syoss	50%
Clear	50%
H&S	60%

# Unaided total spontaneous

Total spontaneous = unaided + TOM

## Excel - reporting

Total spontaneous awareness



# TBA – Total brand awareness

TOM + unaided + aided = TBA

## Excel - analysis

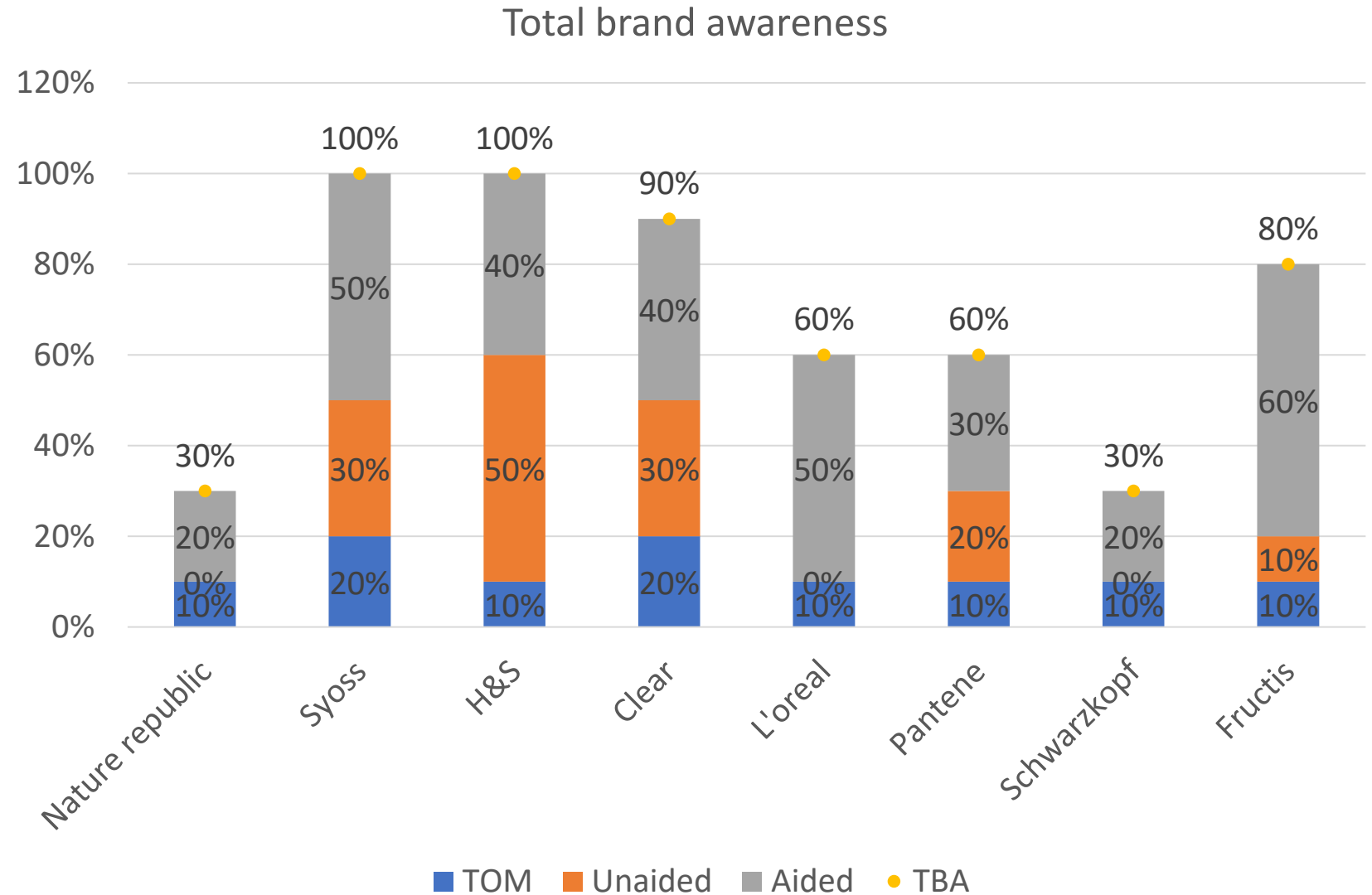
Brands	TOM	Unaided	Aided	TBA
Nature republic	1	0	2	3
Syoss	2	3	5	10
H&S	1	5	4	10
Clear	2	3	4	9
L'oreal	1	0	5	6
Pantene	1	2	3	6
Schwarzkopf	1	0	2	3
Fructis	1	1	6	8

Brands	TOM	Unaided	Aided	TBA
Nature republic	10%	0%	20%	30%
Syoss	20%	30%	50%	100%
H&S	10%	50%	40%	100%
Clear	20%	30%	40%	90%
L'oreal	10%	0%	50%	60%
Pantene	10%	20%	30%	60%
Schwarzko pf	10%	0%	20%	30%
Fructis	10%	10%	60%	80%

# TBA – total brand awareness

TOM + unaided + aided = TBA

Excel - reporting



# Brand consumption/usage

**Single answer – pie chart**

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

To calculate % - divide by total sample.

**Multiple answer – bar graph**

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]

To calculate % - divide by total sample.

# Brand funnel – or love curve

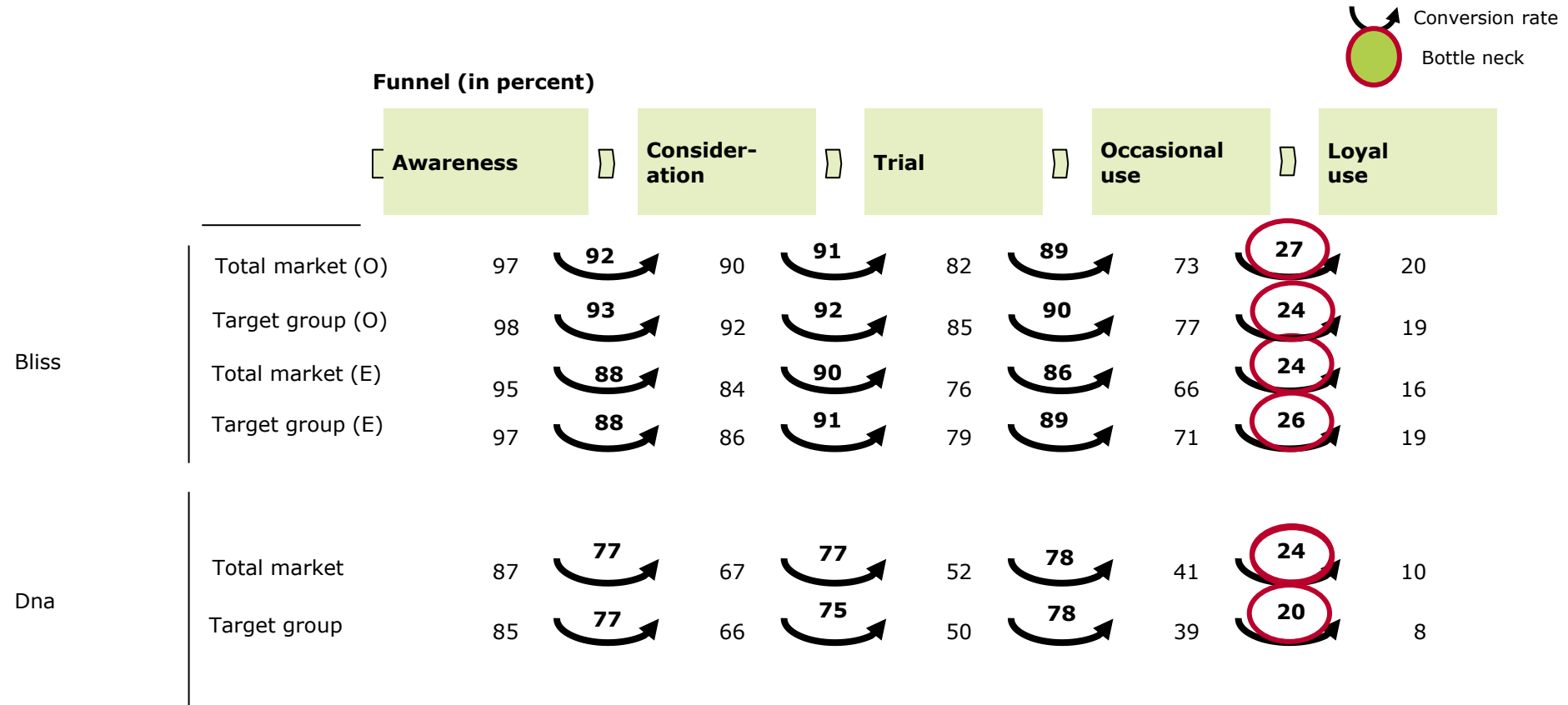
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# What is the problem?

	Awareness	Consideration	Trial
Respondent 1	yes	yes	no
Respondent 2	yes	yes	no
Respondent 3	yes	yes	yes
Respondent 4	yes	yes	yes
Respondent 5	yes	yes	yes
Respondent 6	yes	yes	yes
Respondent 7	yes	yes	yes
Respondent 8	yes	no	yes
Respondent 9	yes	no	no
Respondent 10	No	no	no

# Where do we have funnel bottlenecks?

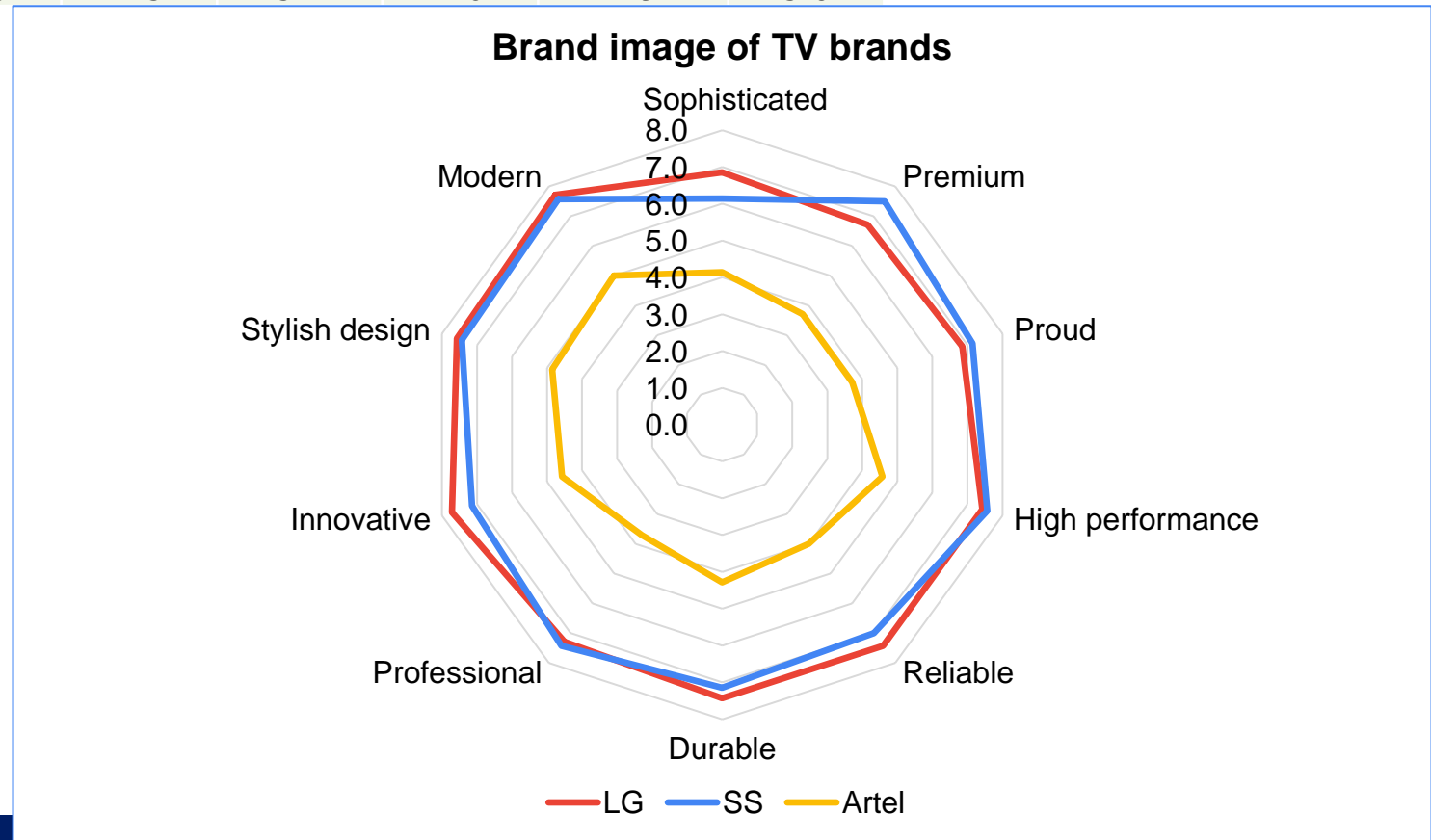


# Brand image attributes



# Constructing radar diagram - reporting

	Sophisticated	Premium	Proud	High performance	Reliable	Durable	Professional	Innovative	Stylish design	Modern
LG	6.9	6.7	6.9	7.4	7.4	7.4	7.3	7.7	7.6	7.7
SS	6.1	7.5	7.1	7.6	7.0	7.1	7.4	7.1	7.4	7.6
Artel	4.1	3.7	3.7	4.6	4.0	4.3	3.7	4.6	4.9	5.0



# NPS score calculation in the part 2 of the lecture

# 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>