



THE THREE PILLARS OF BRAND MEASUREMENT



UTILIZING BRAND
MEASUREMENT FOR
IMPROVED IMPACT

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actionable
R E S E A R C H



MARKETING
RESEARCH FOR
MAXIMUM BRAND
IMPACT

MARKETING RESEARCH FOR MAXIMUM BRAND IMPACT

INTRODUCTION

The bigger the name and the better the connection, the higher the value of the company. Companies who have significant name recognition and have established connections with their customers through that name have been proven over time to show higher company value than those companies who lack this recognition and connection. In the best of these scenarios, these connections are to an emotion or, for some, even a reason for living.

This recognition and association has come to be referred to as “brand,” and if associated with a company name, a “brand name.” It is our contention that the impact brand has on a company’s product development, marketing and sales efforts must be understood in order to perform these activities successfully. We at Actionable Research utilize a method for measuring the most important and actionable dimensions of brand, in order to help our clients connect with their customers and increase their overall company value.

THE BENEFITS

Measuring your company’s brand through the use of our methodology within a brand measurement study provides important insight into your audience, as well as how this audience values and regards your company and its associated brand. This information is paramount when seeking out optimal product naming, brand schema, or when developing marketing campaigns and associated messaging and positioning. In addition, commissioning brand measurement research also offers the discovery of potential areas for improvement in your business, which will directly influence the perception and impact of your brand.

MARKETING RESEARCH FOR MAXIMUM BRAND IMPACT

THE BENEFITS

When you have actionable data to affect change in these areas, you can focus investment dollars optimally on your offerings (new product development), your marketing efforts, your customers' perception of your brand, and your customers' experiences with your company. These insights can help your company make tough decisions about which name in their brand family would be best to use for a new product, or even help you decide what the product name should be. Brand measurement can help you to determine the value your brand can lend to any product or service you offer.

Beyond the previous benefits, brand measurement data can help you increase the ROI of your marketing campaigns. Used as key performance indicators (KPIs), brand measurement results can help you determine whether you're meeting company goals and objectives. Through understanding audience perception of your brand in relation to competitors and respondent reasoning behind such perceptions, more effective and efficient lead generation and/or retargeting campaigns can be created.

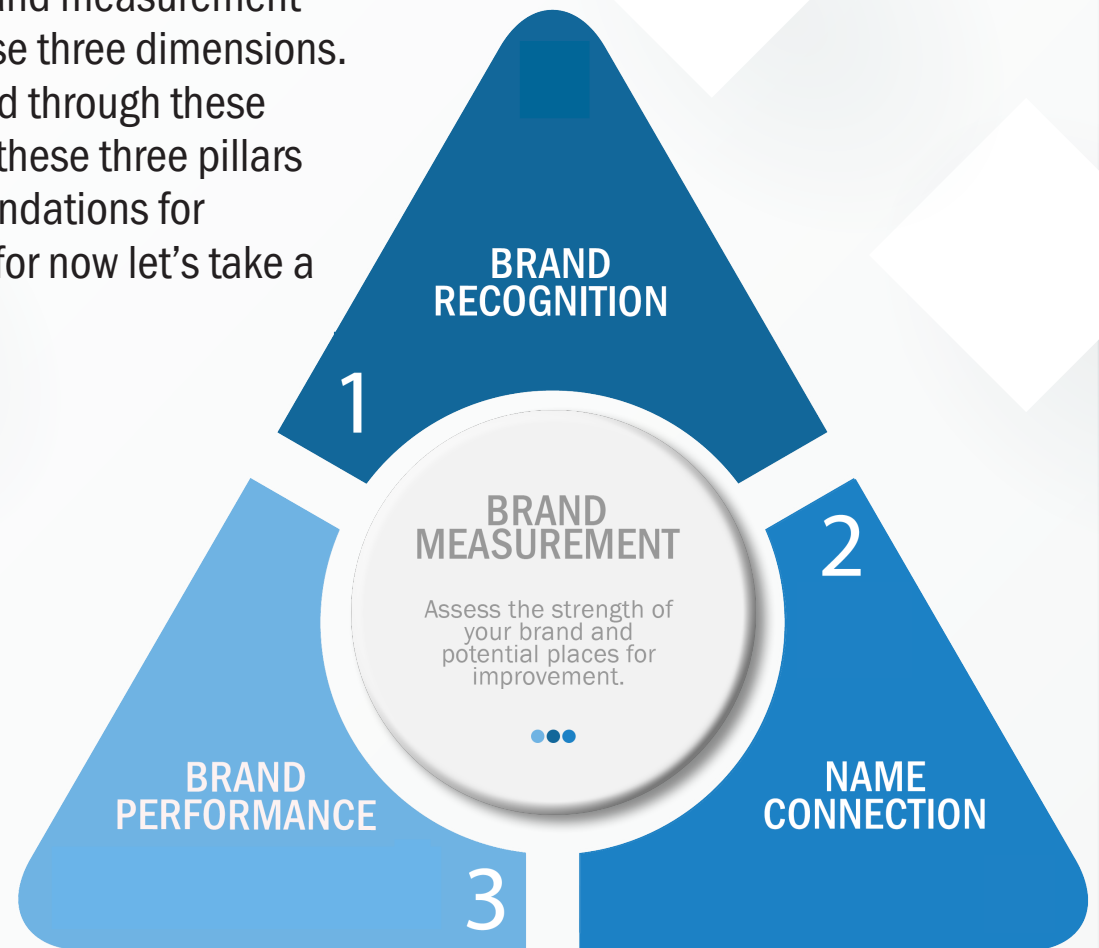
Overall, understanding your brand's value dimensions is a good investment and a path to greater customer intimacy.

MARKETING RESEARCH FOR MAXIMUM BRAND IMPACT

THE THREE PILLARS OF BRAND VALUE

Actionable Research measures brand value through the use of three primary dimensions or three pillars: Brand Recognition, Name Connection, and Brand Performance. Each is intertwined with the others to make up the complete brand measurement picture and deliver insight through the analysis of the gathered data.

When we draft surveys or interview guides for brand measurement research, we categorize questions based on these three dimensions. In the analysis process, we use the data gathered through these research efforts to discover statistical trends for these three pillars of brand value and provide actionable recommendations for improvement. We'll circle back to reporting, but for now let's take a closer look at the three pillars.





Enabling Brand for Product Success



by Krystyn Contero

Brand communicates the values and motivations of a company. It represents the emotional and practical drivers of purchase decisions for customers. With such a significant opportunity for influence, it's critical to ... [Read More](#)



Audience Engagement and Measurement



by Katie



BRAND
RECOGNITION

BRAND RECOGNITION

Brand (or brand name or brand mark in the context of a business name) is the defining identity of a company, and can effectively distinguish one company from another. As such, it can be one of the most powerful assets a company owns. It can evoke emotions and reactions, call up associations and bring back memories. As a result, brand value begins with brand recognition.

Questions about brand recognition focus on audience knowledge of your brand. They ask respondents to provide information about their familiarity with your brand – both whether they're aware of your brand, and how they perceive it.

Brand recognition testing may look at many factors associated with a brand – the company itself, the products it markets, its logo and taglines, and the related perceptions of each of these. It is important to note that branding (logo, look and feel, taglines, etc.) is not synonymous with brand, but rather a component of brand. Brand represents emotional and utility dimensions, in addition to its visual representation.

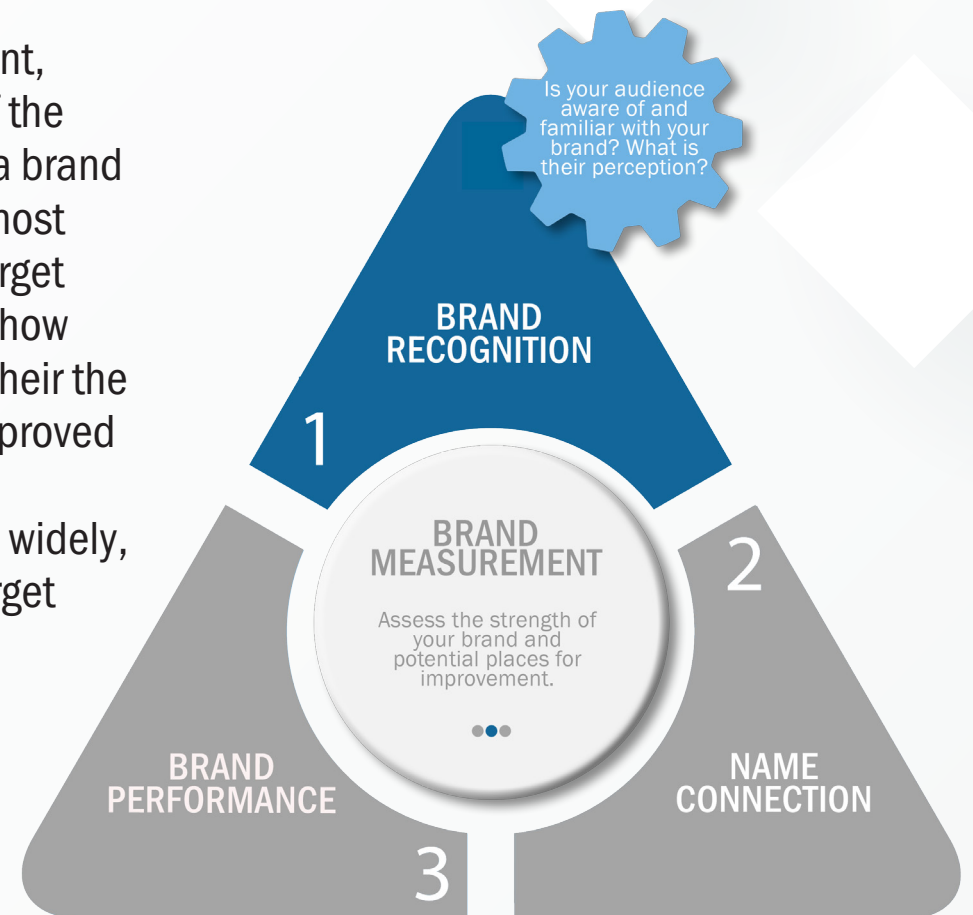
Take Coca Cola® for example. When one hears the name Coke®, feelings of friendship and good will, smiles and peace generally come to mind. When asked to think of 'carbonated beverages' or 'soda' or 'pop' (if you're from the Midwest), the name Coke® is often automatically used synonymously.

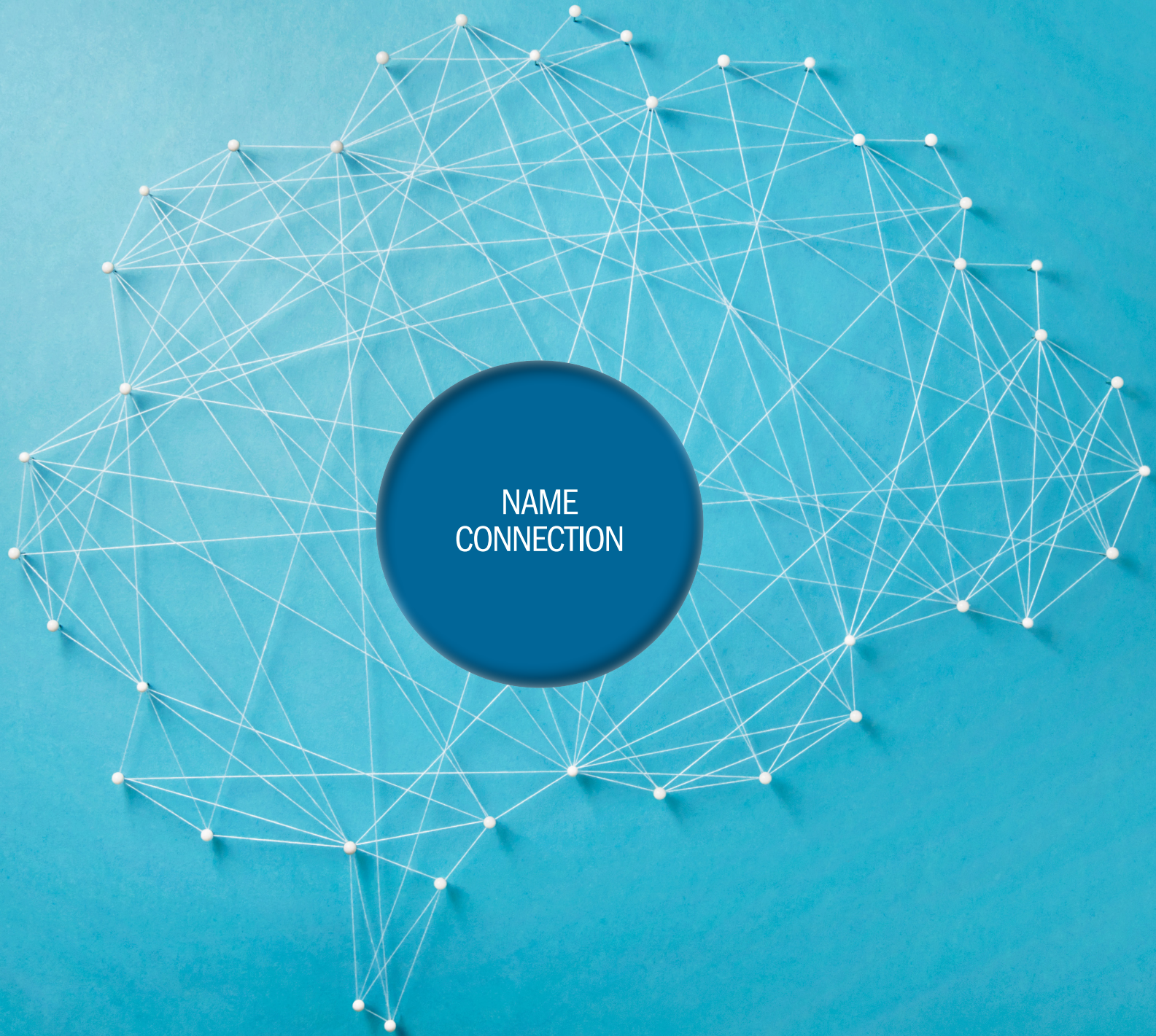
Or Jeep®. American. Adventure. Freedom.

BRAND RECOGNITION

Certain brands have left indelible marks on American culture. These brands are doing exactly what the companies hoped they would (or designed them to) do: tell us who they are, their story, and how we are connected to them. It is our connection with these brands and their associated companies that causes us to purchase their products, recommend their products and frequently become part of their families.

Since brand recognition and perception are so important, devising a reliable way to measure and track them is of the utmost importance. Understanding how recognizable a brand is and how it's perceived is very valuable in executing most marketing tasks, and it can both help in determining target audience composition as well as providing insight into how well current marketing campaigns are resonating with their the target audiences and how the message can best be improved to better match the product or brand. While marketing strategies concerning the use of brand recognition vary widely, it is always important to have an understanding of a target audience's awareness and basic perception.





NAME
CONNECTION

NAME CONNECTION

Name connection is all about understanding how the value held by your products is associated with a brand name, be it a parent or sub brand name. When a company has strong name connection, it means consumers associate their product with their brand quickly and undoubtedly.

The value of name connection is self-explanatory. It covers the way in which your product or service is connected to a category; perhaps even synonymous with it.

Closely aligned with brand recognition, name connection focuses on audience knowledge, the strength of the connection between the products, what they do, and the names associated with them.

Name connection prompts will ask your audience which brands are linked inextricably to their category, or vice versa; which product or service they associate with a specific brand name. This information tells where a brand ranks in relation to competitors. When a product is mentioned, does your audience associate it with a particular brand? Is it your brand or a competitor's? If they associate it with your brand, is it so well connected that it defines the category? Do people use your name synonymously with the category?

NAME CONNECTION

When was the last time you asked for a facial tissue or a clear, plastic-strip bandage? Probably never; it is more likely you've referred to them as Kleenex® and Band-Aid®.

Data from name connection research ties into both Brand Recognition and Brand Performance. It provides further insight into the way your brand is perceived, and how you fare against competitive brands in the critical area of the brand's connection with the product. This information can be beneficial when naming a product, choosing between a family of brands for a product, or for rebranding.



A photograph of two male athletes in a starting crouch on a blue track. The athlete in the foreground is wearing a black singlet and shorts, with his hands on the ground and feet in starting blocks. The athlete in the background is wearing a blue singlet. A semi-transparent blue circle is overlaid on the image, containing the text 'BRAND PERFORMANCE'.

BRAND
PERFORMANCE

BRAND PERFORMANCE

As a society, we value performance. Striving for improved performance is evident in everything we do, particularly in business. The brand performance pillar of brand measurement appraises audience perception and brand reputation.

The primary source for this information relates to the characteristics of a brand which influence a customer's purchase decision. These dimensions are specific and customized to each product and/or service category, but may include customer service, support, innovation, attraction, design, functionality, reliability, cool-factor, profile within the industry, aspirational nature of a product or service, and others.

Brand performance studies will focus on audience perspectives regarding your brand in these critical dimensions as compared to competitors. They may also include index questions, so the data may reveal which of these factors impact the decision-making process and to what degree.

Sports and sales – what do these have in common? Competition and performance value. Brand performance not only takes into account the audience views on one brand, but also asks the audience to consider their perception of competitive brands. Competition is relative in each dimension, but even more so in brand performance. Knowledge and statistics on the competition is critical to give context to the responses you are receiving. It's impossible to measure how well you're doing without a reference for comparison. How does your brand compare to brands offering similar products? If you don't know how you're performing relative to your competitors, you don't have all the information.

BRAND PERFORMANCE

This pillar of brand measurement can be beneficial for determining which performance attributes are most important to customers, which of the deciding factors are in your favor and which ones need improvement. It also tells your customer you understand what you think your company does best, your value proposition. Are you perceived properly, is your brand performing as expected and as advertised? In the next generation of a product, which attributes do you keep as is and which ones do you improve or modify? For the brand attributes you believe you should own, do you own them or do your competitors? Do your core message and core identity match your brand's performance? Does the experience match what you are saying? Your customer's priorities? There is no quicker path to irrelevance than to perform poorly in a department your brand claims bragging rights for. You must be consistent.



BRAND
IN ACTION



BRAND IN ACTION

Taken together, the three pillars of brand value offer essential perspective on the value of a company's brand in its markets.

- Brand recognition offers insight into how well known a company brand is relative to its competitors.
- Name connection offers insight into the value your brand name lends to your product, or the value your product lends to your brand name.
- Brand performance offers insight into how your brand is perceived by your audience, and how these perceptions compare to the audience perception of competitive brands with similar offerings.

Overall, brand measurement can help you:

- Measure the effectiveness of your marketing campaigns
- Determine which brands to use from a family of brands
- Test messaging and positioning for potential renaming or rebrandings
- Discover areas for improvement
- Gain insights into audience perceptions of your brand and message, particularly when compared to competitors.

A photograph of two men in business attire sitting at a desk. The man on the left is wearing glasses and a striped tie, looking at a tablet. The man on the right is smiling and holding a pen. On the desk are a laptop, a glass of water, and some papers with charts. A blue circle with white text is overlaid on the image.

THE ACTIONABLE
DIFFERENCE

THE ACTIONABLE DIFFERENCE

Actionable Research has been conducting brand measurement research for many years. Our experience, methodology and custom research have proven to be quite beneficial for our clients. Below are just a few brief summaries of brand research studies we've performed in the past and closer looks at the three primary aspects of the Actionable difference.

Over the past 15 years, we have helped our clients make some tough decisions.

There's a **creative software company** out there that found themselves with the difficult task of eliminating some of their many brands. This company commissioned Actionable to perform brand research, which helped them identify which of their brand names were critical to the market and which were less recognized. Based on the data we were able to recommend which brands were completely necessary to keep, and which could be rebranded under more recognizable names.

A medical device company had the goals of identifying what marketing materials were valued, which messages and images were compelling for their target audience, and obtaining feedback on their new product. Actionable designed a survey that helped to meet all of those goals. We were able to provide key findings, representing the perceptions of marketing materials, messages, and the new product. The data also showed a comparison between brands as identified by respondents.

Brand measurement can also be utilized in combination with other research efforts.

THE ACTIONABLE DIFFERENCE

For another medical device company, Actionable Research provided brand measurement data in combination with their concept test. Final reporting included information about preferences for key attributes, drivers of purchase and commitment, perception of their brand and comparison to competitive brands.

Our methodologies are proven.

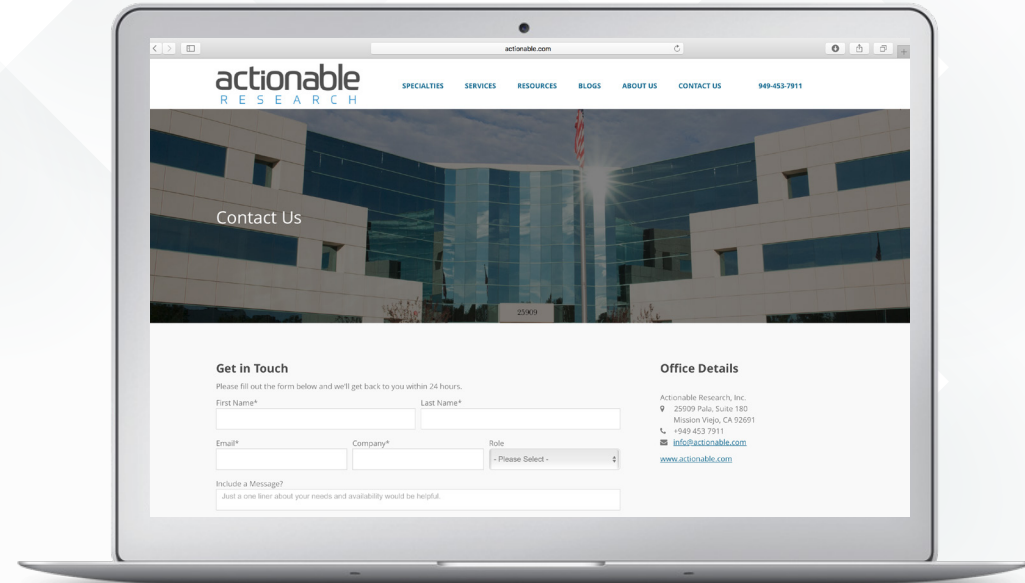
We have many years of experience helping clients to fulfill their research needs. Over that time, we have developed and perfected our research methodologies, which act as the foundation for all our research studies.

Customization is key. Our goal is to help you achieve your research goals. To do this, we start with our foundational methodologies and then customize our approach to meet your specific needs. Though we have general frameworks, we provide customized solutions for all of our clients because we understand that your market, industry and respondents are unique.

Experience is not optional. The Actionable Research staff has real-world experience in the medical, dental and technology fields. You may have worked with companies that don't fully understand your market, product or industry and need time to tackle that learning curve before they can really begin to help you. Actionable Research is not that company. Our years of experience have given us a deep, relevant and meaningful understanding of the medical, dental and technology markets.

Contact us today. If you're interested in brand measurement research, or any of our other services, contact us and experience the Actionable difference.

LET US HELP



Actionable Research is a unique marketing research firm that provides its clients with custom, business-plan-ready product, market and customer research. Our research specialties include:

- Medical and Dental
- Digital Technology
- Consumer Products and Services

Through creative and unique, collaborative methodology and focused industry experience, Actionable Research delivers true insights that become real drivers for revenue growth and profitability.

To learn more about our company and what we do, please visit our website:
<http://www.actionable.com>.