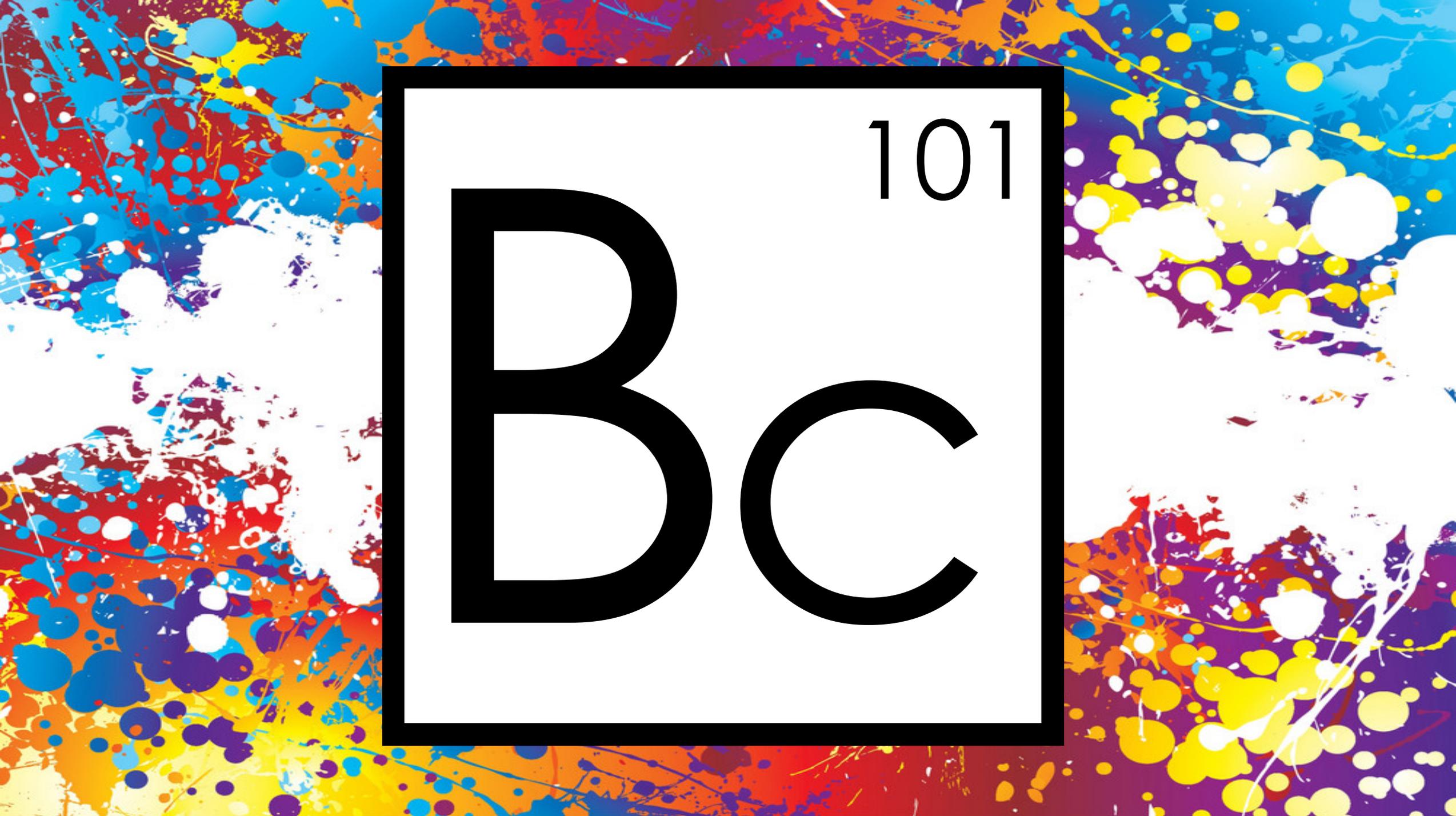




DAY 2



101
Bc



Brand Camp: Day 2 – Measuring Brand



BC 101

Brand Camp: Day 2 – Measuring Brand

- Brand-Off #1: Presentations
- Activity
- Measuring Brand: BEP
- Measuring Brand: Brand Equity 10
- Flash Exercise: Measurement
- BREAK
- Brand-Off #2: Relax & Remix

The background is a vibrant, abstract composition of paint splatters and dots. The colors are primarily blue, red, yellow, and white, with some purple and orange tones. The splatters are of various sizes and orientations, creating a dynamic and energetic visual field. The text is centered horizontally and vertically over this background.

BRAND-OFF #1: Presentations

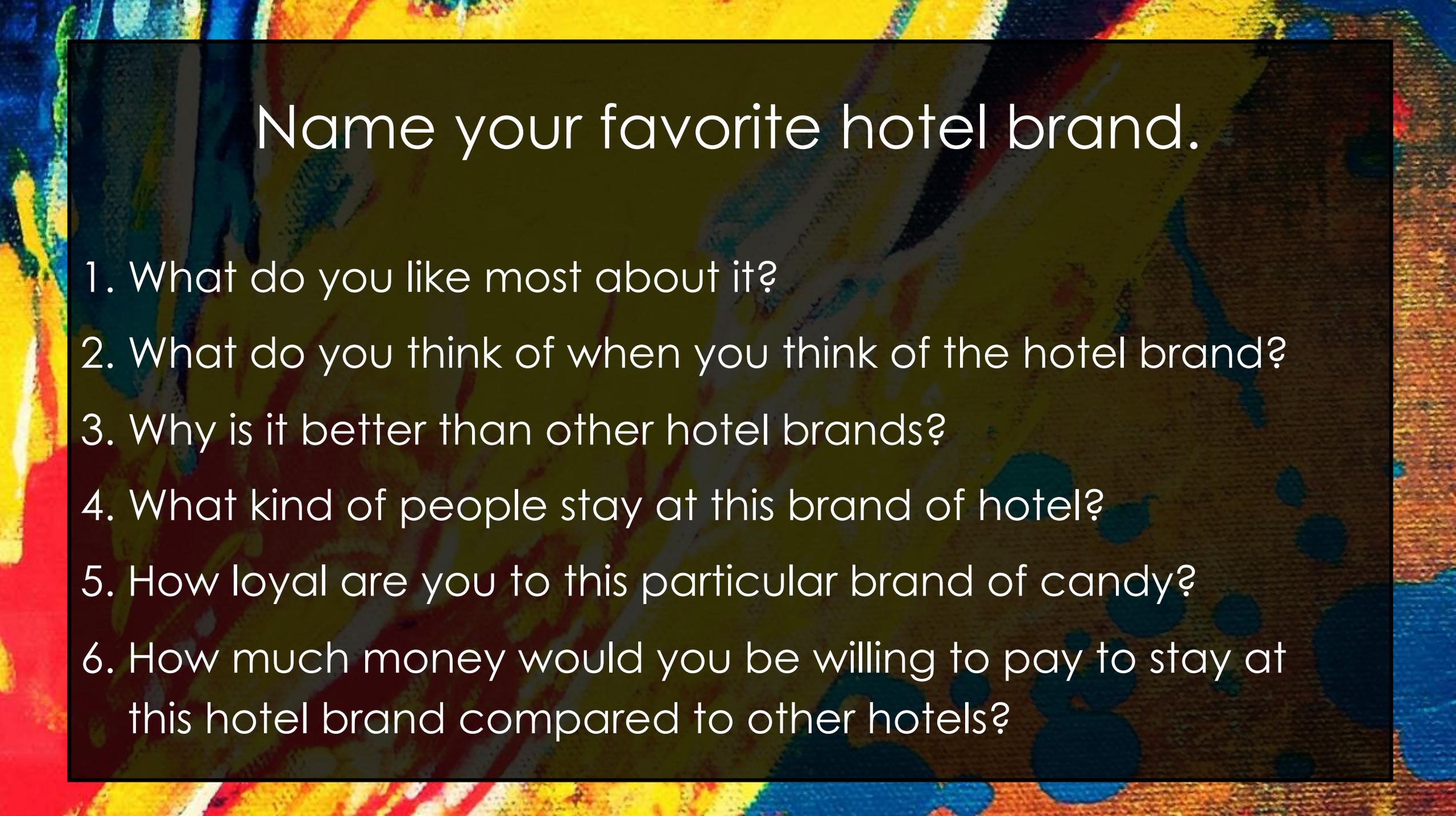
IMPROV: FIVE THINGS



ACTIVITY

The background is a vibrant, abstract composition of colors including yellow, blue, red, and green, with a dark, semi-transparent rectangular overlay in the center. The text is centered within this dark area.

Name your favorite hotel brand.

The background is an abstract, colorful painting with vibrant streaks of blue, yellow, red, and green. A large, dark, semi-transparent rectangle is centered over the image, containing white text. The text is arranged in a list format, starting with a title and followed by six numbered questions.

Name your favorite hotel brand.

1. What do you like most about it?
2. What do you think of when you think of the hotel brand?
3. Why is it better than other hotel brands?
4. What kind of people stay at this brand of hotel?
5. How loyal are you to this particular brand of candy?
6. How much money would you be willing to pay to stay at this hotel brand compared to other hotels?



MEASURING A BRAND

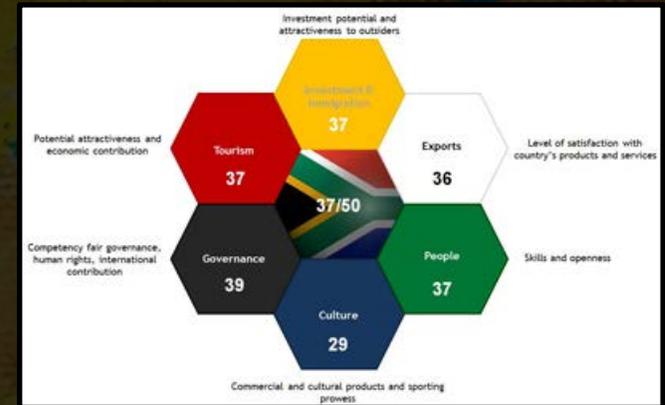
The background is a vibrant, abstract composition of colors including yellow, blue, red, and green, with a dark, textured central area. The text is overlaid on this dark area.

~~COMPANY~~

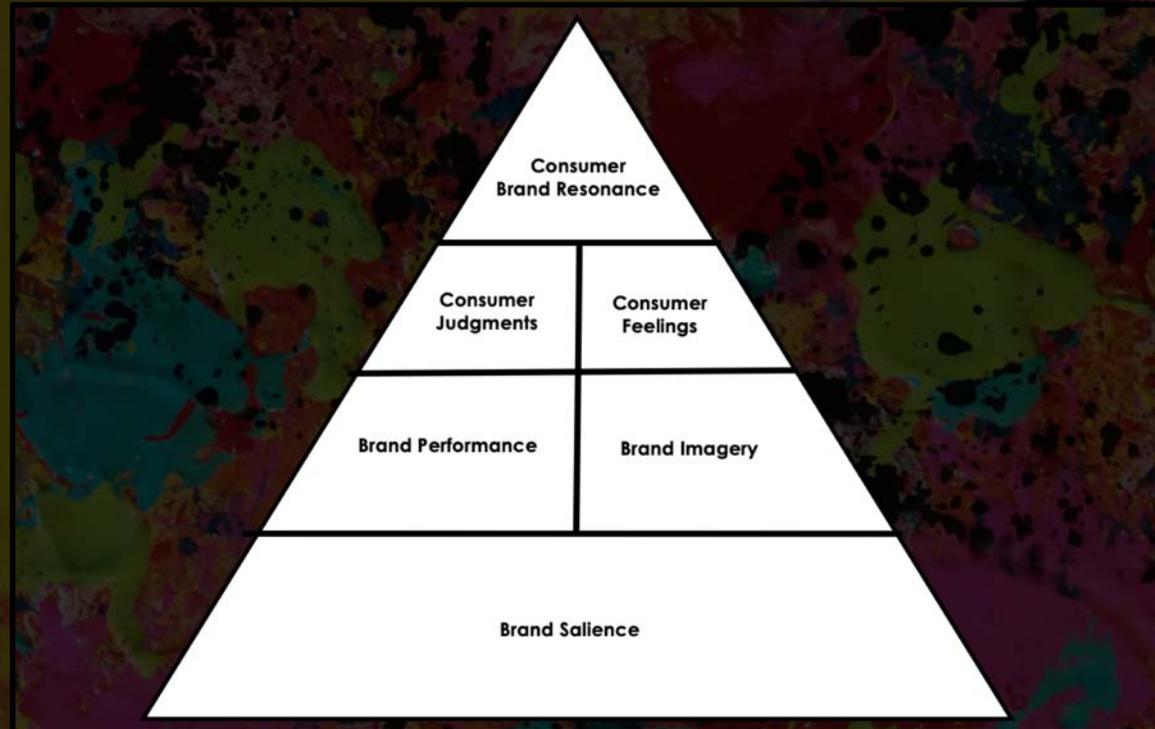
COUNTRY

Figure 2: Top 5 Nations across the Indices

	NBI5M	Exports	Governance	Culture	People	Tourism	Immigration/Investment
1 st							
2 nd							
3 rd							--
4 th							
5 th	--						

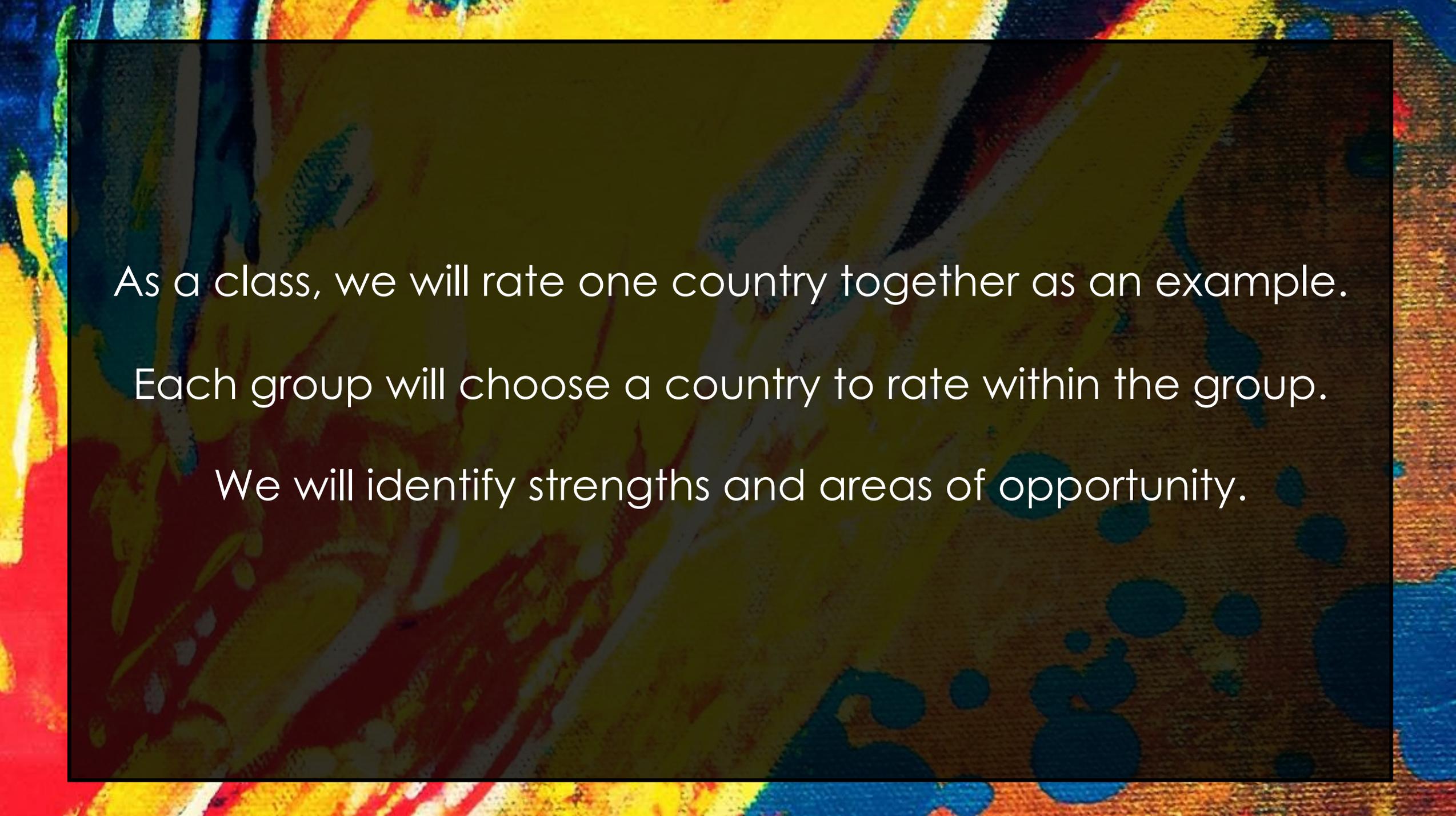


Nation Branding is a real thing!



We can use the BEP to “measure” brand.

Check out this [handy spreadsheet!](#)

The background is a vibrant, abstract painting with thick, expressive brushstrokes in shades of blue, yellow, red, and green. A large, dark, semi-transparent rectangle is centered over the image, containing white text. The text is arranged in three lines, with the first line being the largest and the subsequent lines being smaller and indented.

As a class, we will rate one country together as an example.

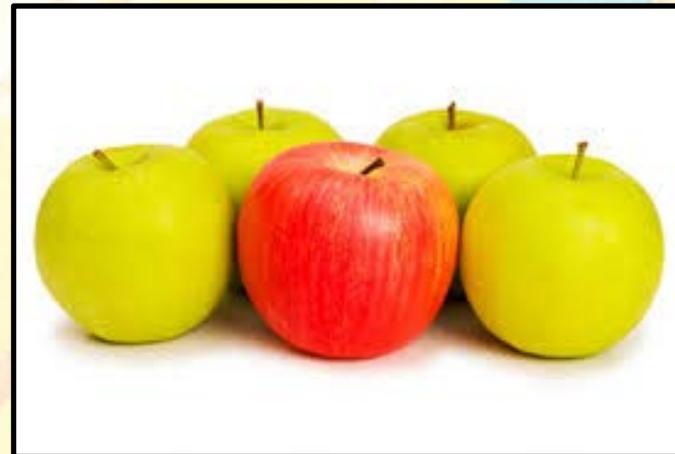
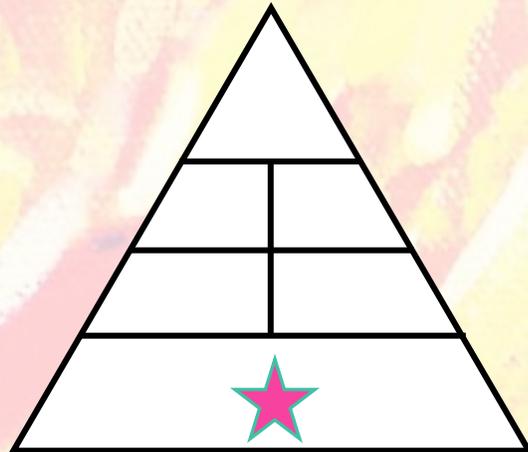
Each group will choose a country to rate within the group.

We will identify strengths and areas of opportunity.

MEASURING A BRAND: BEP APPROACH

I. SALIENCE

1. What brands of product or service category can you think of (using increasingly specific product category cues)?
2. Have you ever heard of these brands?
3. Which brands might you be likely to use under the following situations?
4. How frequently do you think of this brand?



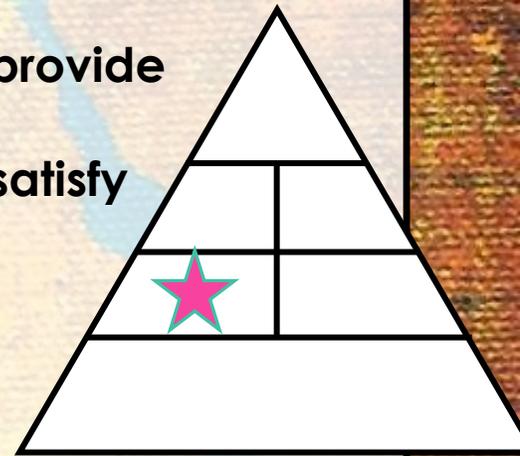


BRAND SALIENCE

MEASURING A BRAND: BEP APPROACH

II. PERFORMANCE

1. Compared to other brands in the category, how well does this brand **provide** the basic functions of the product or service category?
2. Compared to other brands in the category, how well does this brand **satisfy** the basic needs of the product or service category?
3. To what extent does this brand have special features?
4. How reliable is this brand?
5. How durable is this brand?
6. How easily serviced is this brand?
7. How effective is this brand's service? Does it totally satisfy your requirements?
8. How efficient is this brand's service in terms of speed, responsiveness, etc.?
9. How courteous and helpful are the providers of this brand's service?
10. How stylish do you find this brand?
11. Compared to other brands in the category, are this brand's prices generally higher, lower, or about the same?
12. Compared to other brands in the category, do this brand's prices change more frequently, less frequently, or about the same amount?



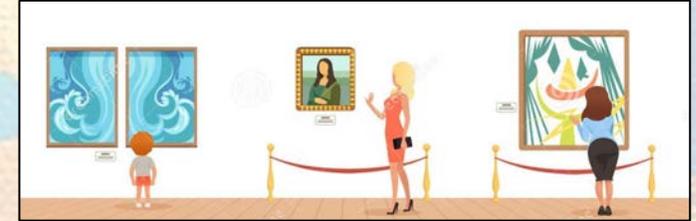
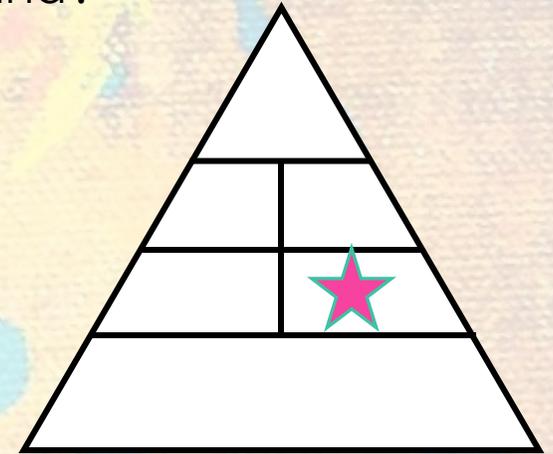


BRAND PERFORMANCE

MEASURING A BRAND: BEP APPROACH

III. IMAGERY

1. To what extent do people you admire respect and use this brand?
2. How much do you like people who use this brand?
3. How well do the following words describe this brand?
down-to-earth, honest, daring, up-to-date, reliable,
successful, upper-class, charming, outdoorsy
4. What places are appropriate to buy this brand?
5. How appropriate are the following situations to use this brand?
6. Can you buy this brand in a lot of places?
7. Is this a brand that you can use in a lot of different situations?
8. To what extent does thinking of [BRAND] bring back pleasant memories?
9. To what extent do you feel you grew up with [BRAND]?





BRAND IMAGERY

MEASURING A BRAND: BEP APPROACH

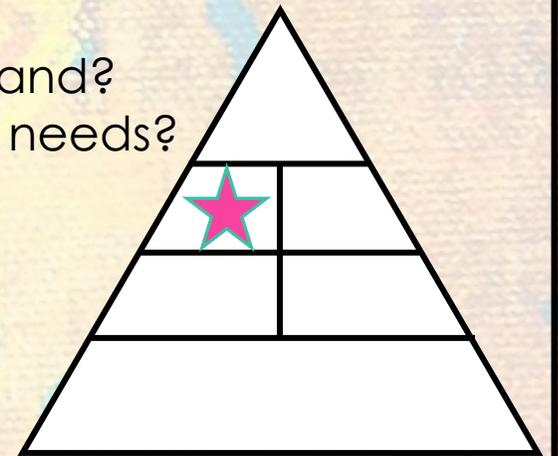
IV. JUDGMENTS

QUALITY

1. What is your overall opinion of this brand?
2. What is your assessment of the product quality of this brand?
3. To what extent does this brand fully satisfy your product needs?
4. Does this brand offer good value?

CREDIBILITY

1. How knowledgeable are the makers of this brand?
2. How innovative are the makers of this brand?
3. How much do you trust the makers of this brand?
4. To what extent do the makers of this brand understand your needs?
5. To what extent do the makers of this brand care about your opinions?
6. To what extent do the makers of this brand have your interests in mind?
7. How much do you like this brand?
8. How much do you admire this brand?
9. How much do you respect this brand?



MEASURING A BRAND: BEP APPROACH

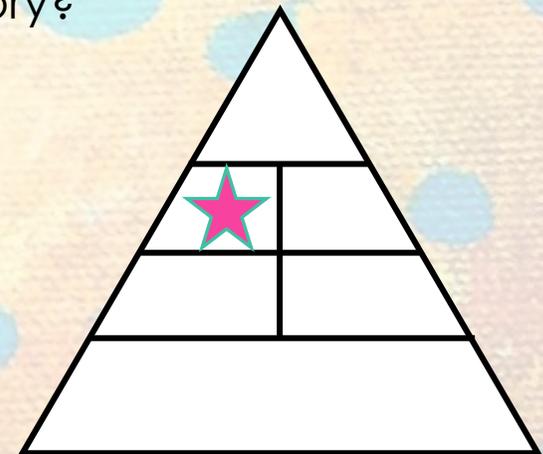
IV. JUDGMENTS (continued)

CONSIDERATION

1. How likely would you be to recommend this brand to others?
2. Which are your favorite brands in this category?
3. How personally relevant is this brand to you?

SUPERIORITY

1. How unique is this brand?
2. To what extent does this brand offer advantages that other brands cannot?
3. How superior is this brand to others in the category?



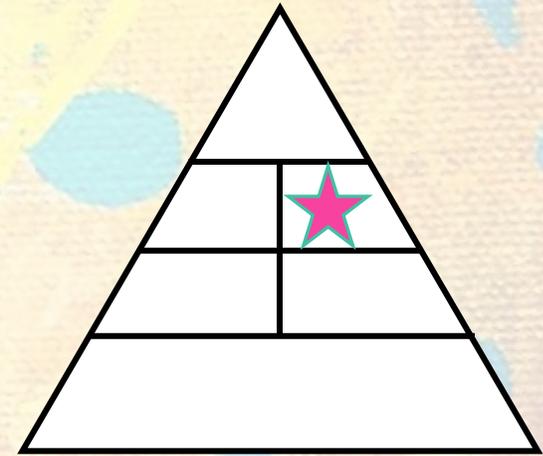
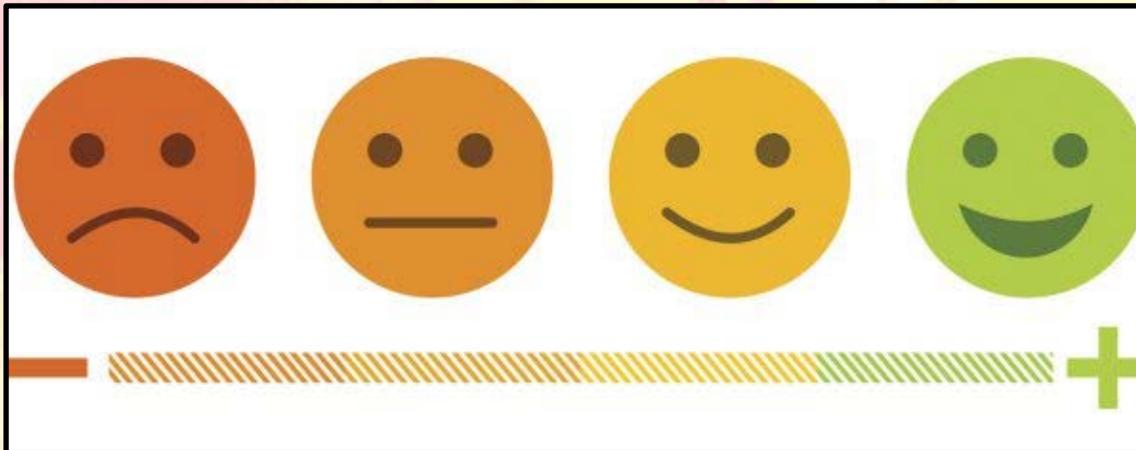


BRAND JUDGMENTS

MEASURING A BRAND: BEP APPROACH

V. FEELINGS

1. Does this brand give you a feeling of warmth?
2. Does this brand give you a feeling of fun?
3. Does this brand give you a feeling of excitement?
4. Does this brand give you a feeling of security?
5. Does this brand give you a feeling of social approval?
6. Does this brand give you a feeling of self-respect?





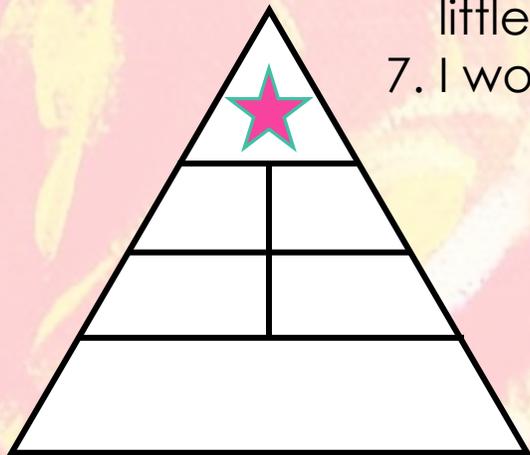
BRAND FEELINGS

MEASURING A BRAND: BEP APPROACH

VI. RESONANCE

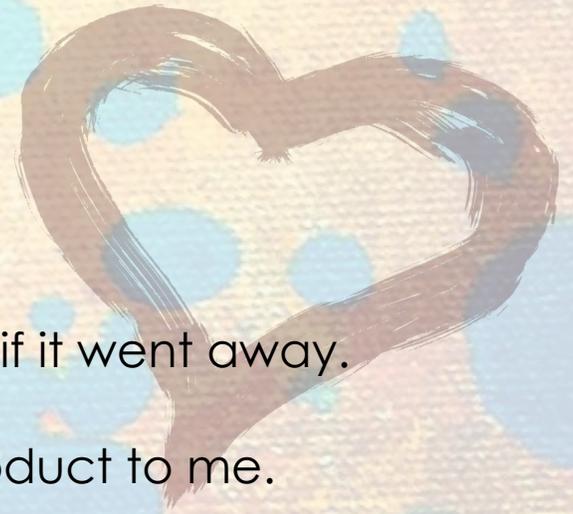
LOYALTY

1. I consider myself loyal to this brand.
2. I buy this brand whenever I can.
3. I buy as much of this brand as I can.
4. I feel this is the only brand of product I need.
5. This is the one brand I would prefer to buy/use.
6. If this brand were not available, it would make little difference to me if I had to use another brand.
7. I would go out of my way to use this brand.



ATTACHMENT

1. I really love this brand.
2. I would really miss this brand if it went away.
3. This brand is special to me.
4. This brand is more than a product to me.



MEASURING A BRAND: BEP APPROACH

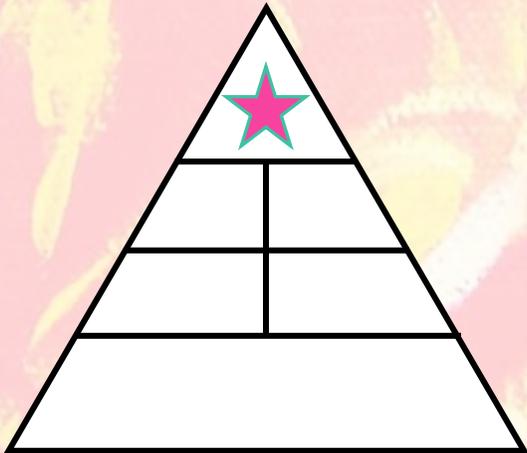
VI. RESONANCE (continued)

COMMUNITY

1. I really identify with people who use this brand.
2. I feel like I almost belong to a club with other users of this brand.
3. This is a brand used by people like me.
4. I feel a deep connection with others who use this brand.

ENGAGEMENT

1. I really like to talk about this brand with others.
2. I am always interested in learning more about this brand.
3. I would be interested in merchandise with this brand's name on it.
4. I am proud to have others know I use this brand.
5. I would like to visit the website for this brand.
6. Compared to other people, I closely follow this brand.





BRAND RESONANCE



ANOTHER APPROACH

MEASURING A BRAND: BRAND EQUITY 10

LOYALTY MEASURES

1. Price Premium
2. Satisfaction/Loyalty

PERCEIVED QUALITY/LEADERSHIP MEASURES

3. Perceived Quality
4. Leadership

ASSOCIATIONS/DIFFERENTIATION MEASURES

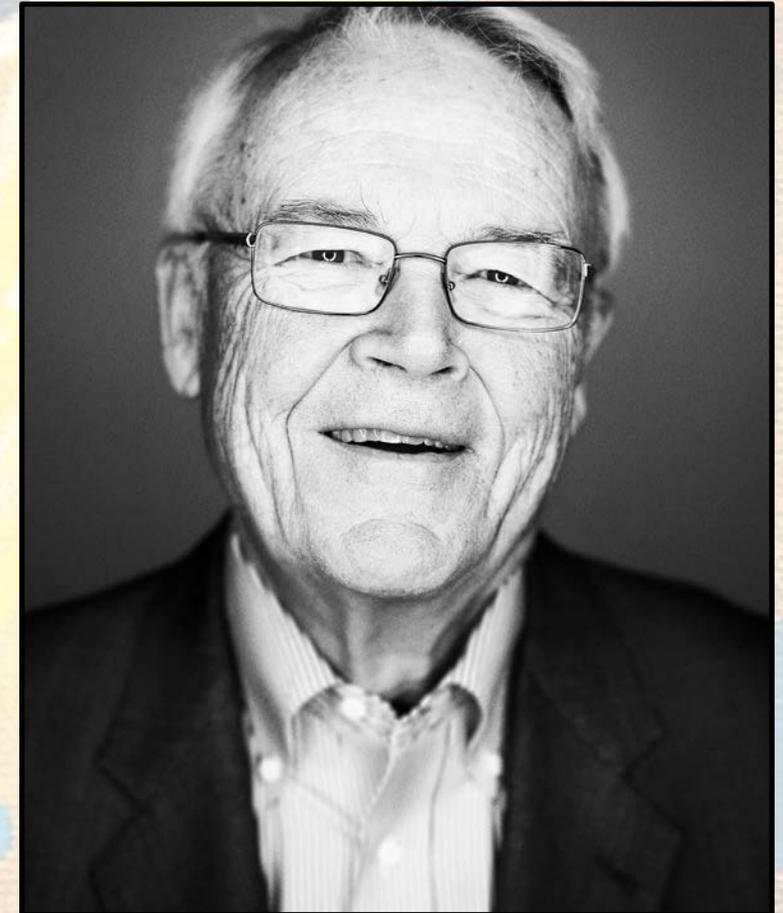
5. Perceived Value
6. Brand Personality
7. Organizational Associations / Differentiation

AWARENESS MEASURES

8. Brand Awareness

MARKET BEHAVIOR MEASURES

9. Market Share
10. Price and Distribution Indices



MEASURING A BRAND: BRAND EQUITY 10

LOYALTY MEASURES

1. Price Premium

- A competitor brand for this product is priced at \$____. How much extra would you be willing to pay to obtain [BRAND] instead of the competitor brand?
- Brand Y would have to be ____% less than [BRAND] before I would switch brands.
- Trade-off: For Brand Y product v. [BRAND] product, at what price point would you prefer formulation A? B? C? etc.

2. Satisfaction/Loyalty

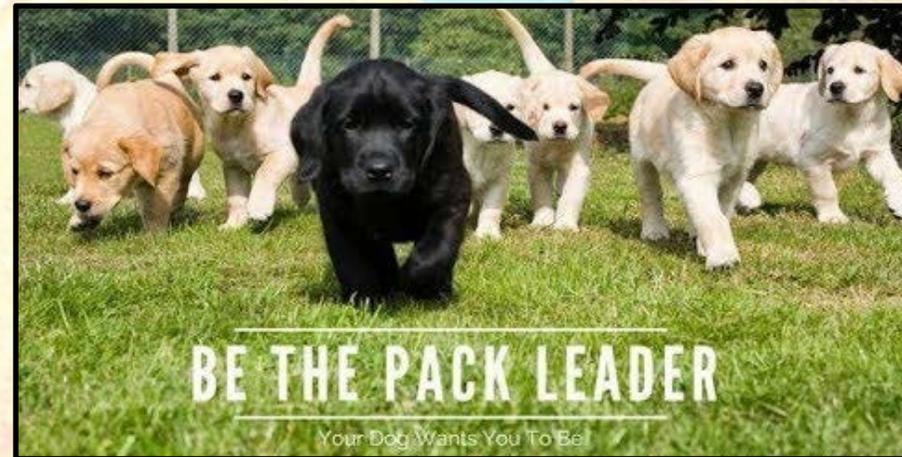
- I was (dissatisfied v. satisfied v. delighted) with the product or service during my last use.
- I would buy the brand on the next opportunity.
- The brand is the (only v. one of two v. one of three v. one of more than brands) that I buy and use.



MEASURING A BRAND: BRAND EQUITY 10

PERCEIVED QUALITY/LEADERSHIP MEASURES

3. Perceived Quality | “In comparison to alternative brands, this brand...”
 - a. has (high quality v. average quality v. inferior quality)
 - b. is (the best v. one of the best v. one of the worst v. the worst)
 - c. has (consistent quality v. inconsistent quality)
4. Leadership | “In comparison with alternative brands, this brand is...”
 - a. the leading brand v. one of the leading brands v. not one of the leading brands
 - b. growing in popularity
 - c. innovative, first with advances in product or service



MEASURING A BRAND: BRAND EQUITY 10

ASSOCIATIONS/DIFFERENTIATION MEASURES

5. Perceived Value

- a. This brand provides good value for the money
- b. There are reasons to buy this brand over competitors

6. Brand Personality

- a. This brand has a personality.
- b. This brand is interesting.
- c. I have a clear image of the people who use this brand.

7. Organizational Associations / Differentiation

- a. This brand is made by an organization I would trust.
- b. I admire the brand X organization.
- c. The organization associated with this brand is credible.
- d. This brand is different from competing brands.
- e. This brand is basically the same as competing brands.



MEASURING A BRAND: BRAND EQUITY 10

AWARENESS MEASURES

8. Brand Awareness

- a. Recognition: have you heard of this brand?
- b. Recall: what brands can you recall in this category?
- c. Top-of-Mind: is the brand the first-named brand in a recall task?
- d. Brand Dominance: is the brand the only one recalled?
- d. Brand Knowledge: do you know what the brand stands for?
- e. Brand Opinion: do you have an opinion about the brand?



MEASURING A BRAND: BRAND EQUITY 10

MARKET BEHAVIOR MEASURES

9. Market Share

a. What is the market share based on market surveys of usage or syndicated data?

10. Price and Distribution Indices

a. What is the relative market price?

- This is the average price at which the brand was sold during the month divided by the average price at which all brands in the product class were sold
- The percentage of stores carrying the brand, OR...
- The percentage of people who have access to the brand.





FLASH EXERCISE: MEASUREMENT

MEASURING A BRAND: CLASS ACTIVITY

▪ RESEARCH + REPORT

To practice measuring brand, you will work in a group to collect some data on a **HOTEL BRAND** of your choosing. Using either the BEP or the BRAND EQUITY 10 approach, get some quantitative information regarding how others perceive the brand.

Your group will use this quantitative information for Brand-Off #2.

On your mark. Get Set. Go. (30 minutes)



BRAND-OFF #2

BRAND-OFF #2: Relax & Remix

1. Select a familiar hotel brand.
2. Assess the selected hotel brand using either the **BEP metrics** OR the **Brand Equity 10 metrics**. Ask *real* people, get *real* numbers.
3. Using these metrics, summarize your selected hotel brand's strengths and weaknesses with respect to its brand.
4. Now you have a choice (select one):
 - Option A:** Improve the existing brand's weaknesses
 - Option B:** Launch a new sub-brand for the hotel chain that addresses the parent brand's weaknesses
5. Use the Customer-Based Brand Equity Pyramid in your process.
6. Justify the business reason behind your new branding effort
 - Who is the target market?
 - What do you want them to do? Why?
7. Your final presentation should include:
 - A summary of your metrics for the original hotel brand
 - Images and descriptions of the original branding
 - Justification for your decision to do Option A or Option B
 - The six parts of the Brand Equity Pyramid for new brand
 - Supporting visuals and directions for the new brand

The team will present a **10-15 minute presentation** to cover this information, including an accompanying slideshow or PDF.

Presentations will be delivered first thing on Day 3.





BRAND-OFF #2: Relax & Remix

1. Use the country you assessed today in class:
2. Assess the selected country using either the **BEP metrics** OR the **Brand Equity 10 metrics**. Ask *real* people, get *real* numbers.
3. Using these metrics, summarize your selected country by strengths and weaknesses with respect to its brand.
4. Now you have a choice (select one):
 - Option A:** Improve the existing brand's weaknesses
 - Option B:** Launch a new sub-brand for a city or region that addresses the parent brand's weaknesses
5. Use the Customer-Based Brand Equity Pyramid in your process.
6. Justify the business reason behind your new branding effort
 - Who is the target market?
 - What do you want them to do? Why?
7. Your final presentation should include:
 - A summary of your metrics for the original country brand
 - Images and descriptions of the original branding
 - Justification for your decision to do Option A or Option B
 - The six parts of the Brand Equity Pyramid for new brand
 - Supporting visuals and directions for the new brand

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