



Brand performance

## Brand performance

Evaluating how effectively brands and marketing are adding value and generating a positive image, consideration, sales and profitability.

### What business problem does it solve?

How effective is marketing expenditure in building brand equity and brand value over time? What investment is required to keep the brand relevant and vital?

Where does marketing spend need to be made to increase brand relevance and value to customers?



### How does it work?

Repeat studies measure items such as awareness, consideration, personality, likeability, sales penetration, mentions or price-able preference in test and control (quiet) areas or pre- and post- to evaluate marketing effectiveness.

### Types and versions

Simple pre- post- tracking to multi-wave brand tracking research. Both quantitative and qualitative research may be used to assess brand health and examine ongoing performance.

### Challenges

Basic measures are simple to collect, but isolating different marketing effects in larger mixed-media campaigns requires careful sample and execution design. Identifying real brand value over functional delivery can require subtle analysis.

Potential business impact	★★★★
Sophistication	★★★
Use in forecasting	★★★
Ease of design	★★★★★
Expertise required	★★★