

Our unique perspective
on brand and
comms tracking



BrandBox

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A powerful, flexible and transparent brand tracking tool that monitors brand performance and identifies levers allowing you to drive improvements.

Understanding your brand's equity relies on assessing the opinions and attitudes of your consumers to measure brand strength and engagement. Brand tracking provides you with a position from which you can track your brand over time, identifying competitive strengths and consumer engagement.

BrandBox is our new and innovative approach to brand tracking. It's designed to understand brand equity and provides a transparent, flexible and robust tool that allows clients to customise the solution to best fit their needs. Crucially it identifies the key drivers of brand equity providing clear strategic direction on where investment is needed to improve performance, by connecting with consumers to engage with and deliver brand success.

This document outlines our perspective on brand tracking and details our unique approach via BrandBox

BrandBox is a uniquely customisable brand tracking solution combining:

1. **Brand equity evaluation** - utilising seven key attributes to assess attitudes and perceptions.
2. **Connectors** - identifying the core audience of influencers that really matter.
3. **Timed Emotional Response (TER)** - capturing and monitoring implicit brand responses.

In addition we have a suite of tools that help us evaluate how audiences interact with brand touchpoints to understand brand equity including:

Campaign Optimiser – understanding awareness and efficacy of multi-platform campaigns

Sentiment analysis – extracting the true meaning and context of what people say

Digital ethnography – tracking actual behaviour online

Advanced analytics – adding value throughout the research process





1

Evaluating Brand Equity

We don't believe in a 'one size fits all black box model' to define brand equity. Ultimately all brands face different challenges and have their own unique propositions, meaning that all brands should be treated in a customised way when tracking performance, else the measurement tool won't fit.

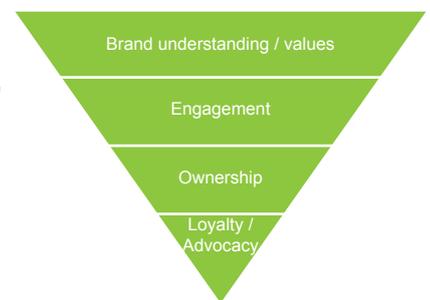
We do however recognise that while all brands are unique, they also share some common goals, so there has to be some element of continuity in measurement, to allow for benchmarking. That's why we build-up our tracking programmes using our tried and tested framework, but create a bespoke solution that is a 'best fit' for every unique brand.

Our base framework includes:

1. **Momentum** - brand on the way up
2. **Affinity** - brand I feel really close to
3. **Advocacy** - brand I would recommend to family or friends
4. **Relevance** - brand that is appropriate for my lifestyle and needs
5. **Uniqueness** - brand with a unique offer or features
6. **Knowledge** - brand I know a lot about
7. **Word of mouth** - brand I would talk about with other people

This allows us to understand your target audiences' attitudes and perceptions, including the impact of different touchpoints, to get to the heart of what's important for the business. Crucially we identify the key drivers of brand equity to provide clear strategic direction on where investment is needed to improve brand performance.

Brand Equity Framework



Adding Context



Connectors



Emotional Connection



Competitive Context





2

Connectors

Connectors are key advocates of brands. In the development of BrandBox, we identified Connectors as an important audience, crucial to a brand's success, because of the way they communicate.

They are characterised through a series of attitudinal statements which highlights them as highly engaged brand advocates. Our research shows that depending on the category, Connectors form about 25% of the population. By identifying who Connectors are for a brand, BrandBox is able to map out how to influence them to drive brand performance. Connectors are significantly more likely than non-connectors to:

- Tweet about a brand
- Download a brand's app
- Recommend a brand to friends and family
- Be more aware of advertising
- Visit a brand's website
- Comment on a brand's Facebook page
- Speak to friends and family about brands



Connectors are also heavy users of technology

They are statistically significantly more likely than the rest of the population to:



Own a tablet



Rate a product online



Look at product reviews online



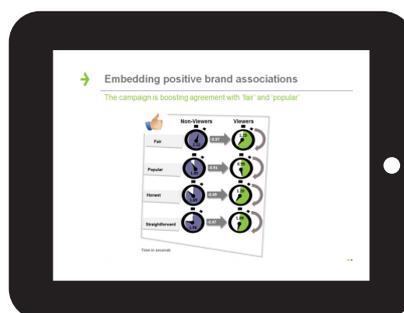
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Timed Emotional Response

Timed Emotional Response (TER) provides an understanding of rational versus implicit brand perceptions.

Within BrandBox we use TER to discover which attributes are front of mind when your brand is seen. It allows subtle movements in perceptions of your brand to be captured to identify the emotional engagement with your brand.

TER is easy to integrate as a module within any online survey. We implement it through a short online game, where respondents are shown brands paired with specific adjectives. A fast response means implicit agreement, slower responses are more rational, and it also allows us to track how well key brand attributes become embedded.



The benefit of TER is that it will provide greater and more accurate understanding of your brand:

- Enabling you to identify what consumers really think, even if they don't want to reveal it
- Reveal how your brand is perceived emotionally and how it improves over time in relation to your campaign





We have a suite of tools that help evaluate how audiences engage & interact with your brands global search touchpoints to understand brand equity.

We evaluate the impact of all touchpoints, from social media, conventional advertising to online behaviour and point of sale, to guide where investment can be optimised to improve brand engagement.

Campaign Optimiser

A tool that enables you to fully understand the relative effects and impact of each platform on the awareness and efficacy of multi-platform campaigns. In addition we are also able to evaluate the impact each platform has on key metrics such as brand awareness, warmth and purchase intent.

It covers all key platforms and their relative impact including: broadcast, radio, out-of-home, print, mobile, online and social media.

Campaign Optimiser offers a range of benefits including:

- Analyses both the efficacy of the different campaign elements & the interplay between elements to establish the best media mix
- Strips out the effects of individual media platforms on campaign awareness and KPIs
- Allows us to quantify the individual effect of each element of the campaign
- Enables us to include spend per platform and measure which elements are over or under-performing comparative to spend

Sentiment Analysis

Understanding customer sentiment enables us to extract deeper insight to elicit the true meaning and context of what people say. Using natural language processing, it analyses data by looking at syntax and context to identify the sentiment of verbatims through the use of key words and pre-defined categories.

Our system automatically codes, groups and scores free texts enabling us to analyse vast amounts of data quickly. Sentiment analysis and survey results are combined for full data interrogation, providing a greater understanding of your brand through the eyes of the customer.

Sentiment analysis can be used to:

- Process data quickly, efficiently and cost effectively
- Categorise customers by key criteria; brand, demographics, product type or sentiment
- Identify themes and rank them on importance to track on-going sentiment
- Raise alerts against key business critical customer issues
- Understand social media commentary





Digital Ethnography

Digital ethnography enables us to track actual behaviour online, allowing us to see when and how people engage with your brand.

We achieve this through our communities by installing an app which sits on the participants computer and monitors their behaviour, recording sites visited and the advertising they are exposed to.

Information recorded is then aggregated enabling us to:

- Understand actual rather than claimed digital behaviour
- Better understand the digital journey
- Gather advertising that each person has been exposed to, either for your brand or that of a competitor



Advanced Analytics

The Analytics Hub is our in-house team of experts offering data analytics and modelling solutions. Using a range of advanced statistical methods from campaign effectiveness and customer segmentation, to predictive modelling and data insight/mining.

Our broad range of analytical approaches are characterised by two features:

- Bias for insight: developing models that explain, as well as predict
- Customer focus: delivering data focussed to customers, marketing, sales and market research teams.

Outputs

Our suite of reporting solutions for BrandBox has been designed to best fit client needs, and a modular approach allows for even the leanest budgets. Our toolkit includes:-

- Interactive, digital, HTML5 reporting platforms – providing instant access to the data, no matter where you are, or what device you are working on
- BrandBox app – delivering KPI data to senior level management and for wider cascading of results
- Infographics – telling the story in an easy to digest snapshot
- Insight reports – commercially focused, packed with insight and actionable findings.

We pride ourselves on our deliverables; clients tell us they are impressive, story-led, visualisations of data and excellent communications tools.





Hamish Asser, Research Director at SPA Future Thinking

Hamish is a Brand & Comms specialist with 10 years experience researching advertising and its impact on brands. He is the originator of BrandBox and is involved in its continuous development.

Hamish has run numerous comms studies from large multinational trackers to bespoke ad testing. He has broad experience working across many categories and believes in helping brands tell a more effective story through better communications.



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SPA Future Thinking is dedicated to providing innovation, intelligence and inspiration through research that identifies new opportunities, evaluates your markets and drives business growth.

With combined industry experience of over 40 years and offices in the UK and Europe, SPA Future Thinking provide genuine research expertise and understanding across a wide range of industry sectors. Our staff have a mix of agency and client side experience, providing you with a better understanding of your business needs; we have the confidence to deliver not just findings but business recommendations that deliver success.

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