

CONFIDENTIAL

“Brand Relationship Survey”

Visualize the psychological relationship that customers have with your brand
Provide hints on the value and points of contact to be offered as a brand in the future.

Create Consumer-centric Values



For further detail:

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Do you have any of these issues?



You'd like to re-examine your brand's value.

How do consumers perceive the value of your brand?



You'd like to identify specific measures to take to build your brand.

How can you ensure your brand succeeds in a diversifying market?

Do you share any of these concerns when conducting research?

You'd like to measure brand loyalty, not just awareness or overall liking.

It's difficult to determine **the relationships consumers construct psychologically with the brand...**



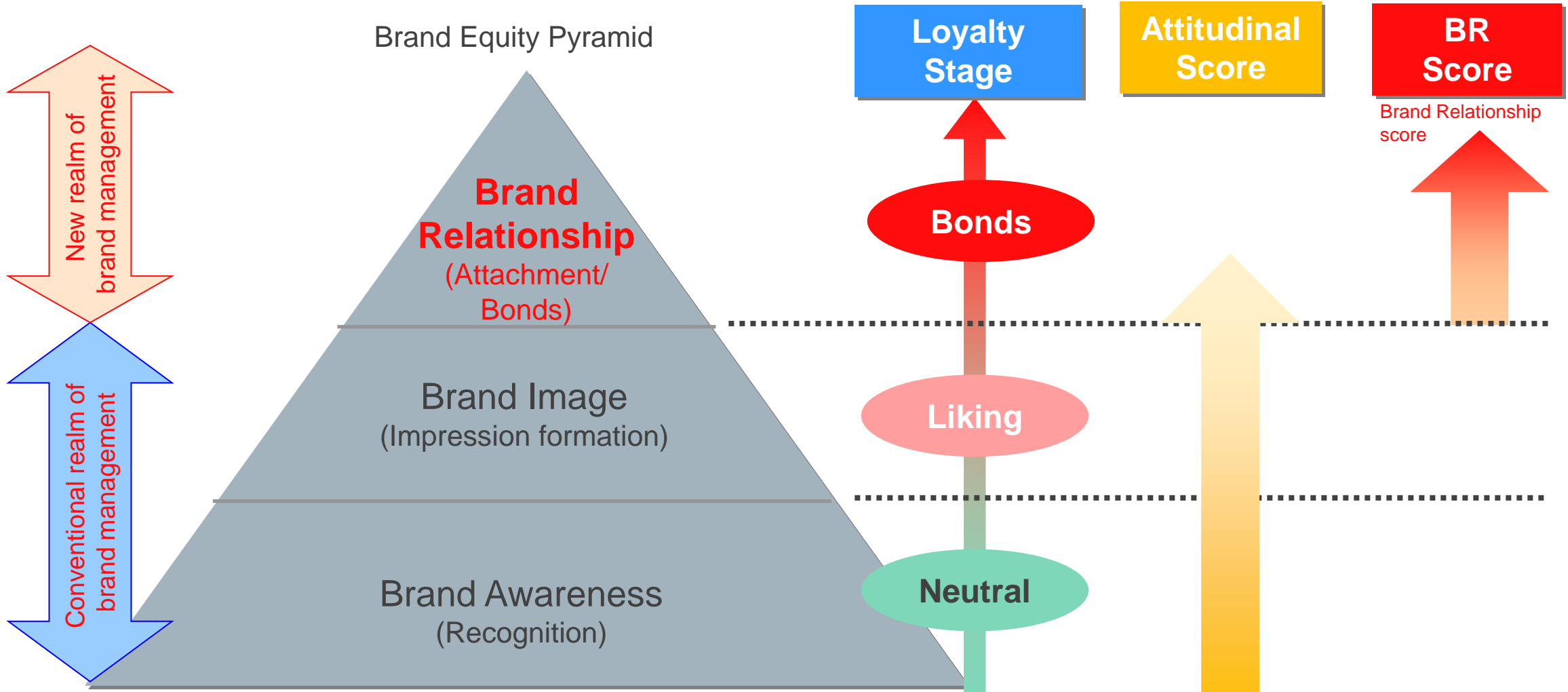
Probing about **consumers' relationships with multiple brands, including competitors,** can be difficult...



Brand management takes on a "relational" dimension

Ascertaining the Relationship between Customers and the Brand

- The strength of bonds cannot be sufficiently ascertained through a brand attitude score alone.

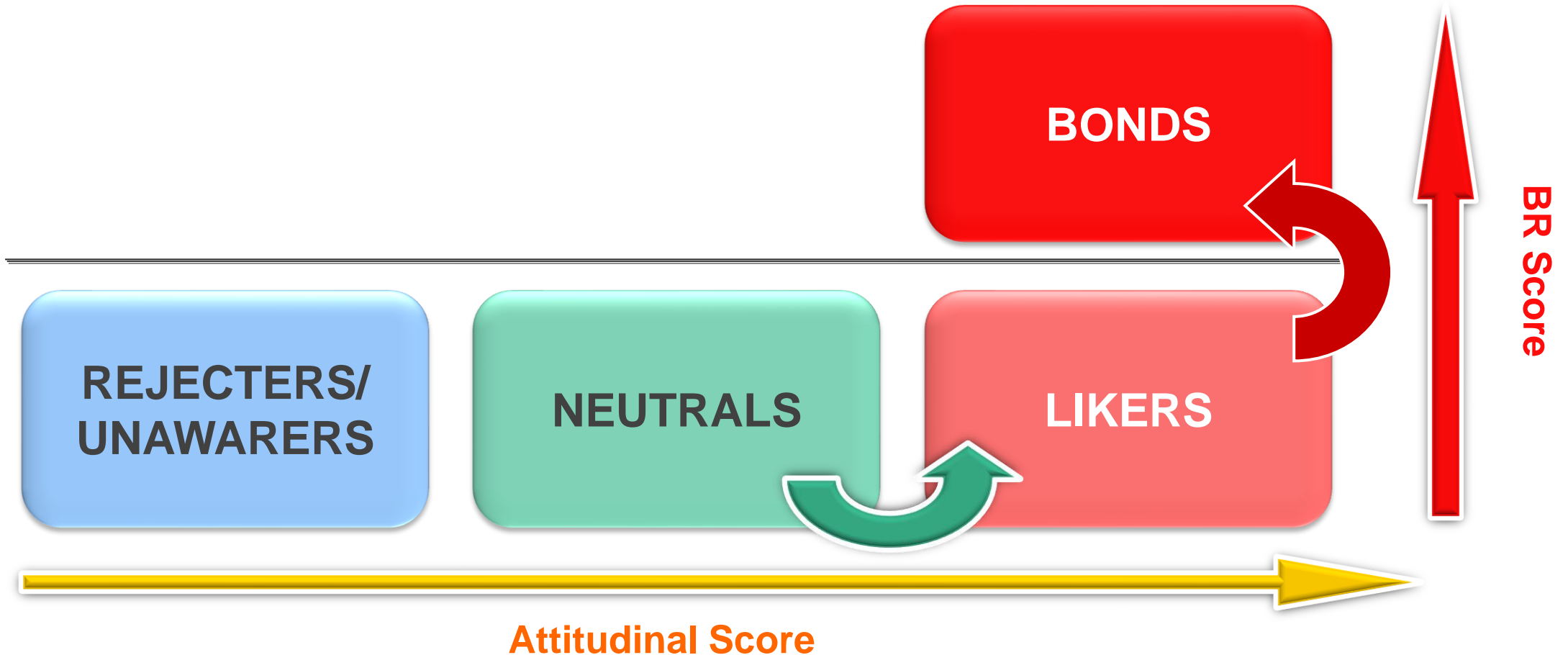


(Source: Keller 2013/Kubota 2013)

Brand management takes on a "relational" dimension

Dividing Customers into 4 Segments

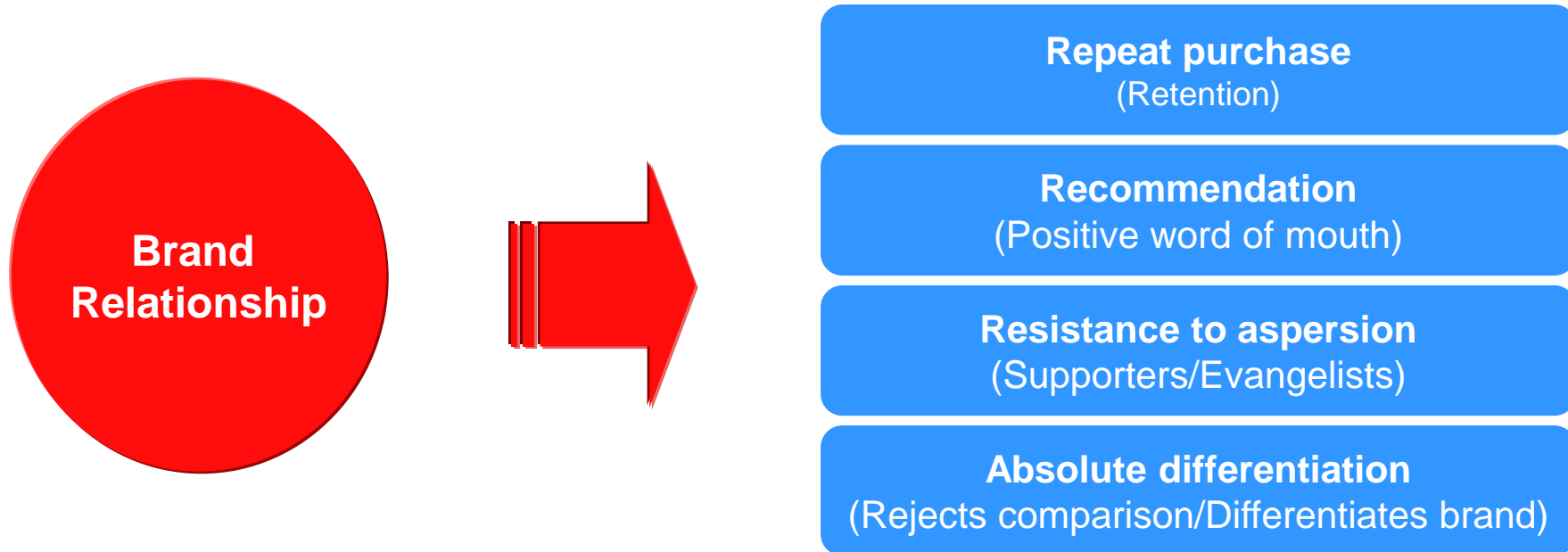
- Customers are divided into 4 segments in line with the extent of their loyalty, based on their attitudinal and BR scores.
- Strategies for increasing BONDS and LIKERS are then considered in order to nurture a stronger brand.



Brand management takes on a "relational" dimension

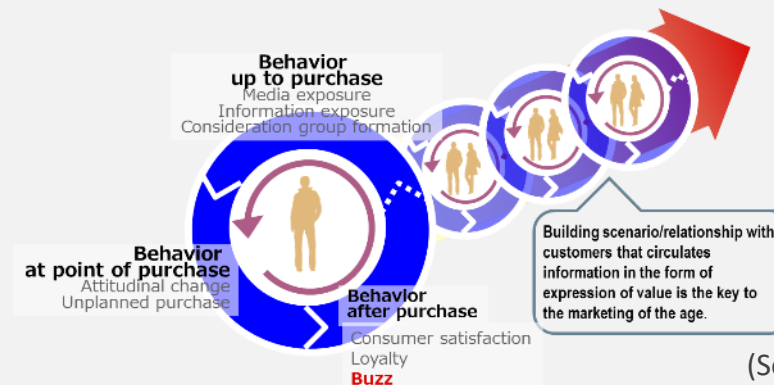
BONDS' behavioral characteristics

- When brand relationships become closer and customers feel a connection with the brand, behavioral characteristics that go beyond mere purchasing are observed.



■ Toward the realization of cyclic marketing

BONDS' behavior such as recommendation and support promote the circulation of beneficial information to a brand.



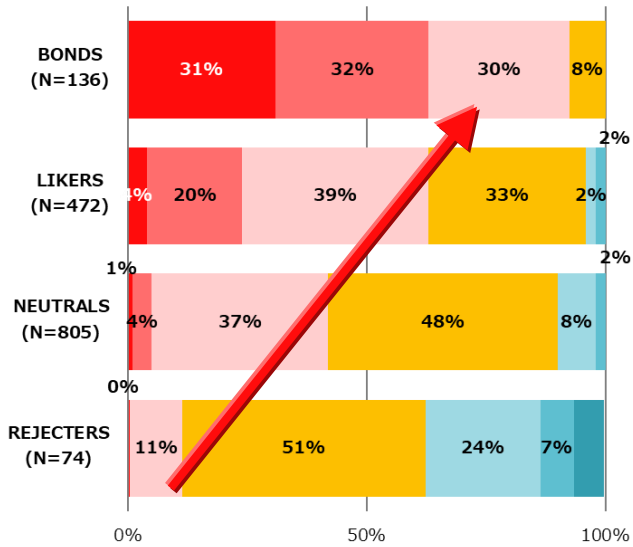
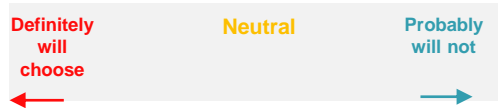
(Source: Kubota 2013)

Brand management takes on a "relational" dimension

BONDS' behavioral characteristics - from test study on laundry detergent

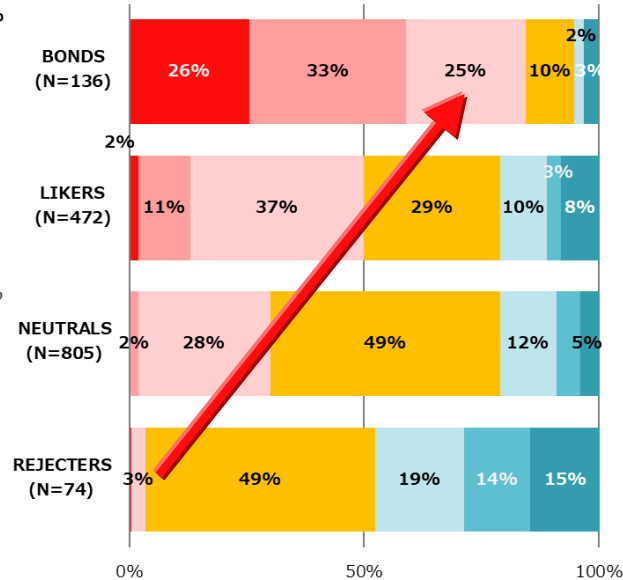
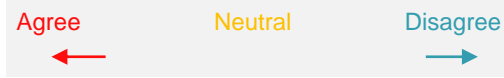
◆ Repeat purchase

Q. How much do you intend to continue choosing it?



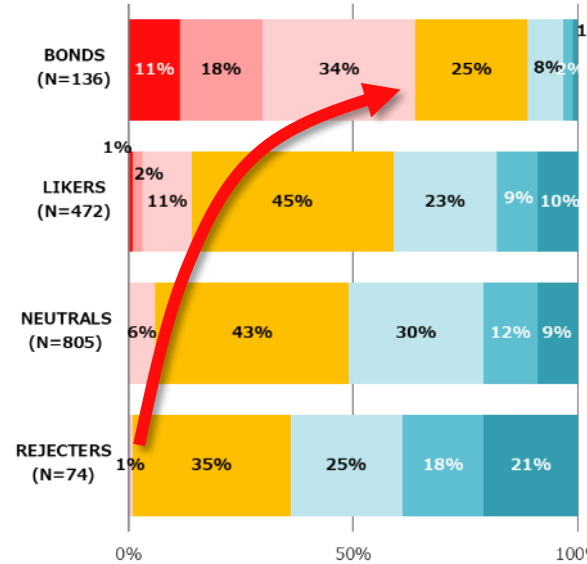
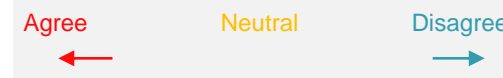
◆ Recommendation

Q. Would you post comments in praise online?



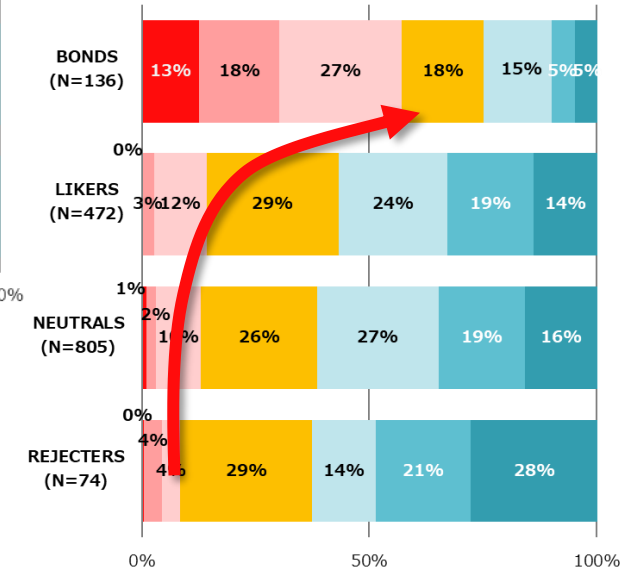
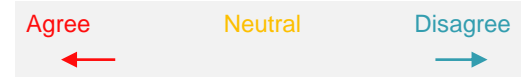
◆ Resistance to aspersion

Q. Would you react against someone's criticism about the brand?



◆ Absolute differentiation

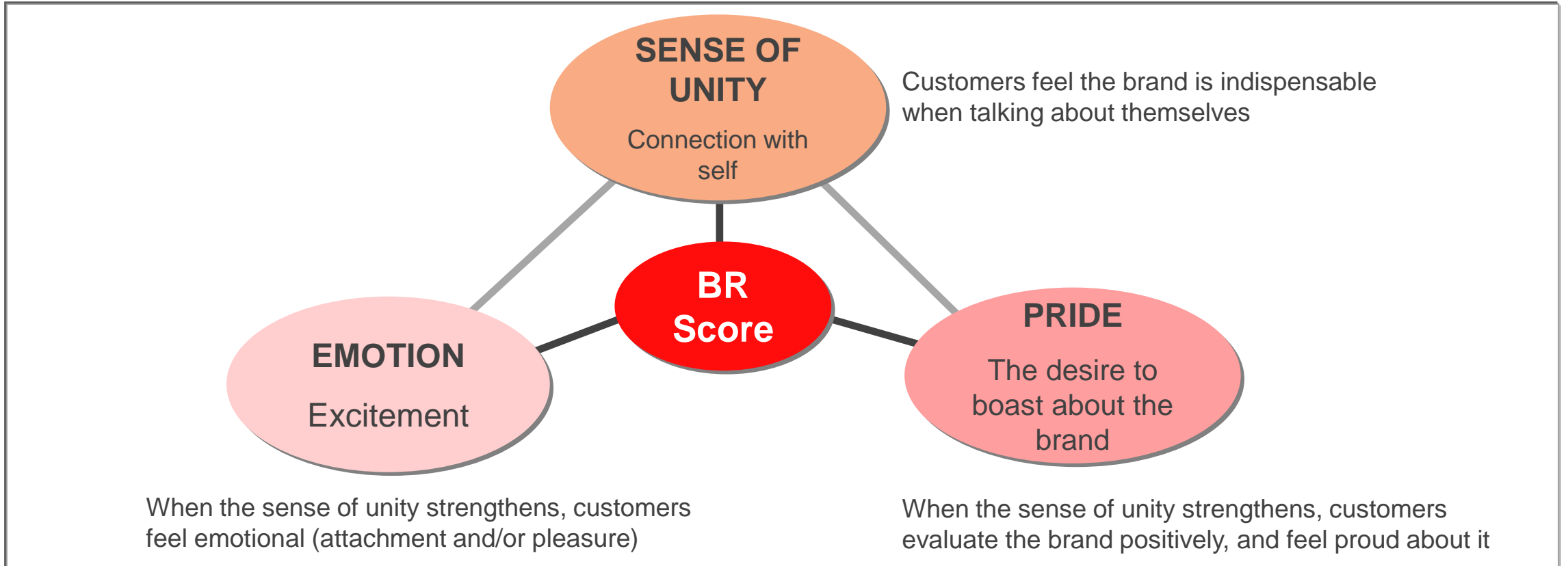
Q. Do you not think very much about brands other than your brand?



BR Score Measurement

- Brand relationships are about perceptions of connection with a brand
- The strength of this perception can be ascertained through 3 elements
- The base is “Sense of unity”, with “Emotion” and “Pride” strengthening perceptions of connection (perceptions of bonds)

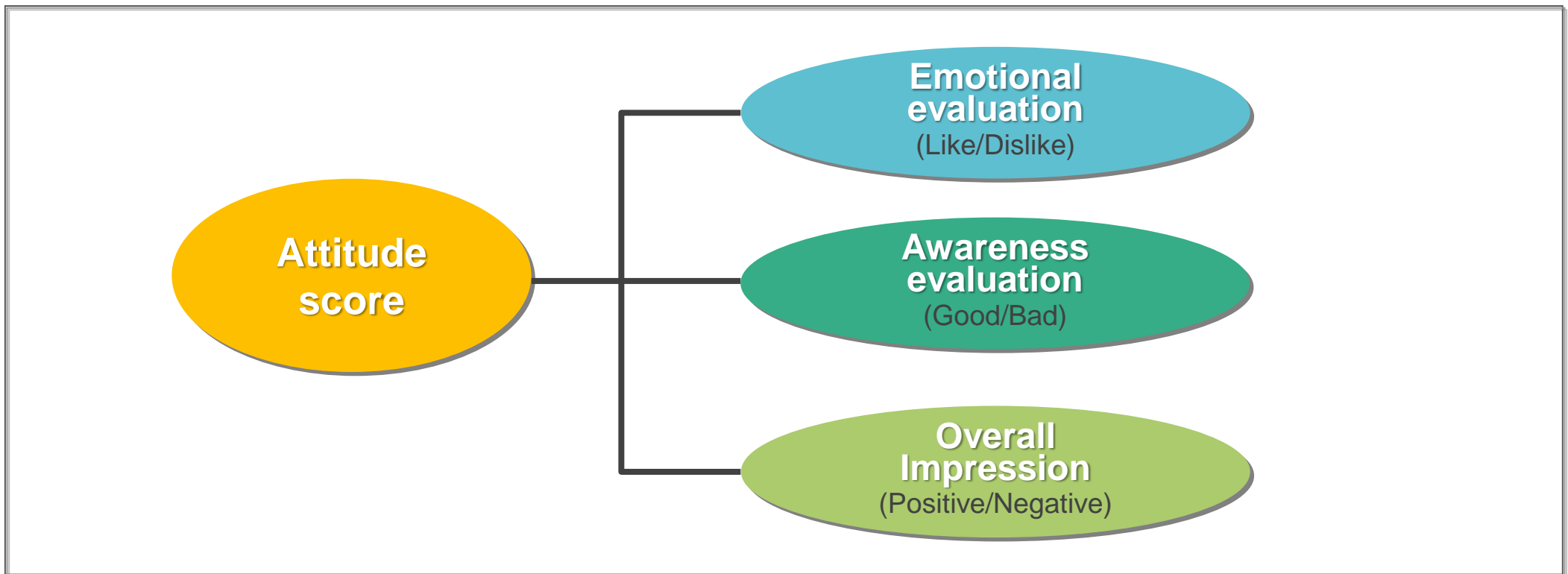
* Scores are calculated using unique INTAGE weighting based on measurement questions for the three elements



(Source: Created by INTAGE based on Kubota 2010)

Attitude Score Measurement

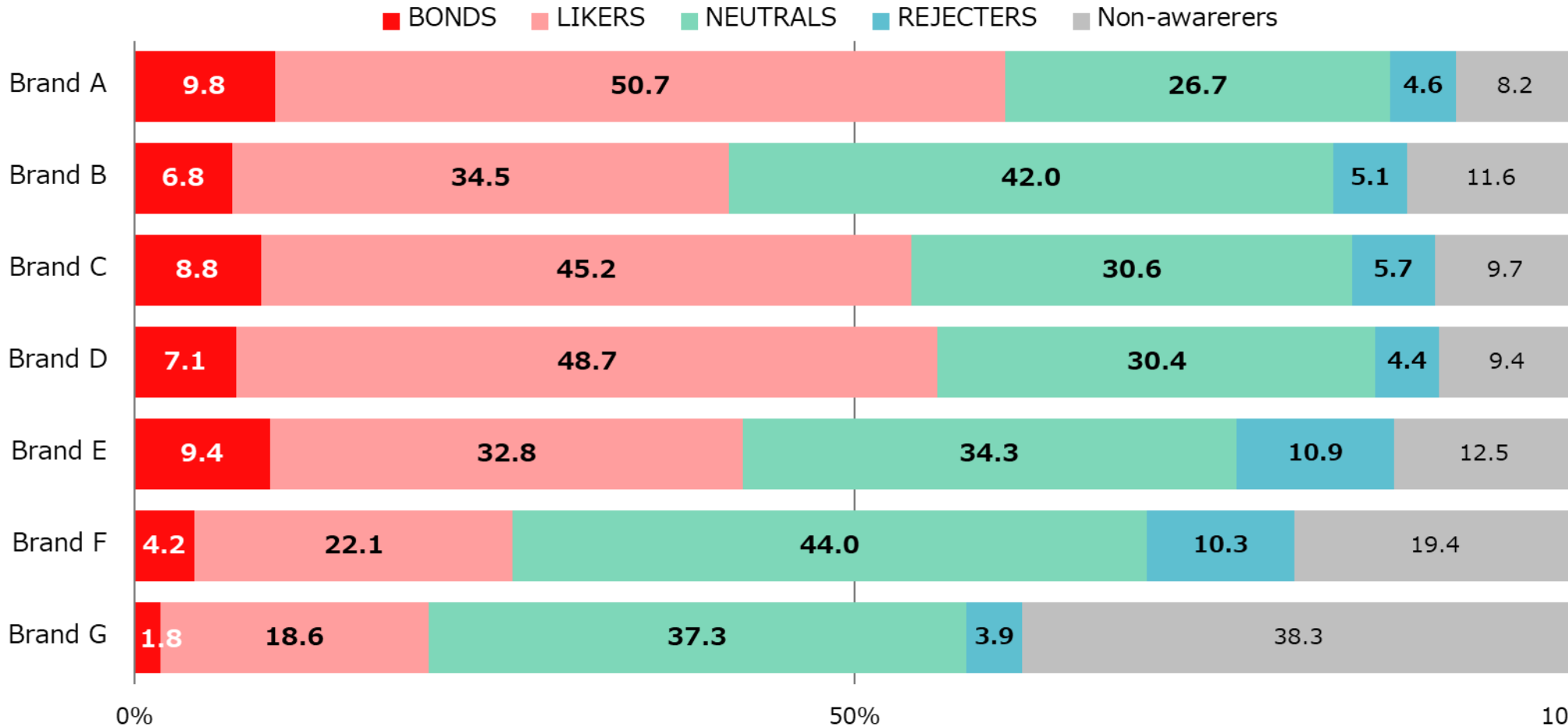
- Brand attitude is a traditionally used concept in marketing research in order to predict/explain customer purchase behavior.
- Measurements are generally taken of customers' evaluations of a brand as being something they "like/dislike" or find "good/bad".



* Scores are calculated using unique INTAGE weighting based on measurement questions for the three elements

Loyalty Segment Composition by Brand

- Brand A has the largest proportion of “BONDS+ LIKERS”
- Brand E has a comparatively large proportion of BONDS, but also has a large proportion of REJECTERS, and can be said to be a brand strongly loved by a certain segment of customers.

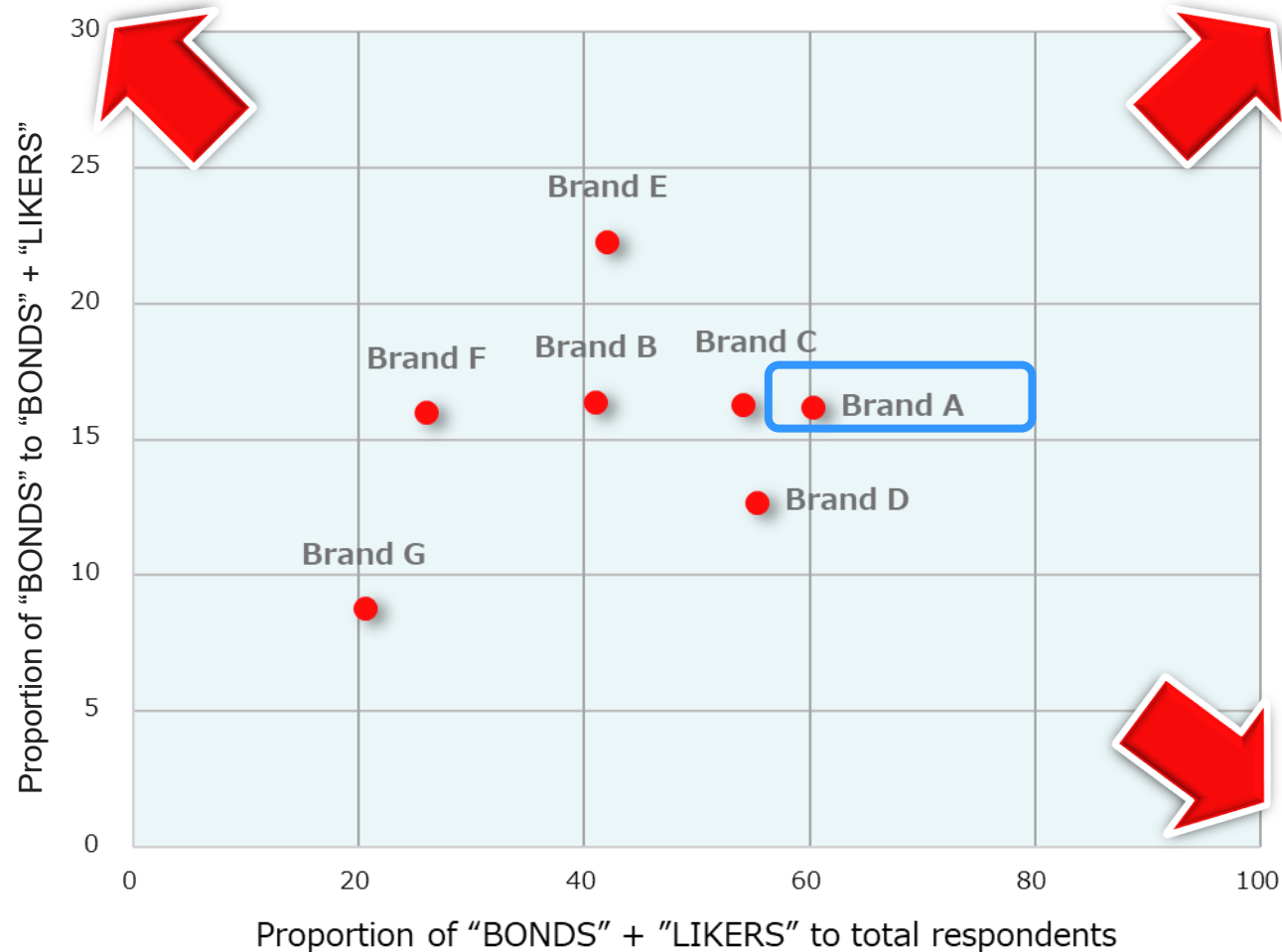


Bond Balance Sheet

- Brand E has a large proportion of BONDS, and needs to increase its LIKERS
- Brands D and G have a small proportion of BONDS, and need to increase their BONDS
- Brand A has a sufficient proportion of BONDS + LIKERS, and needs to increase its BONDS

Attachment-based among set clientele

Brands strongly loved by niche clientele



Attachment-based

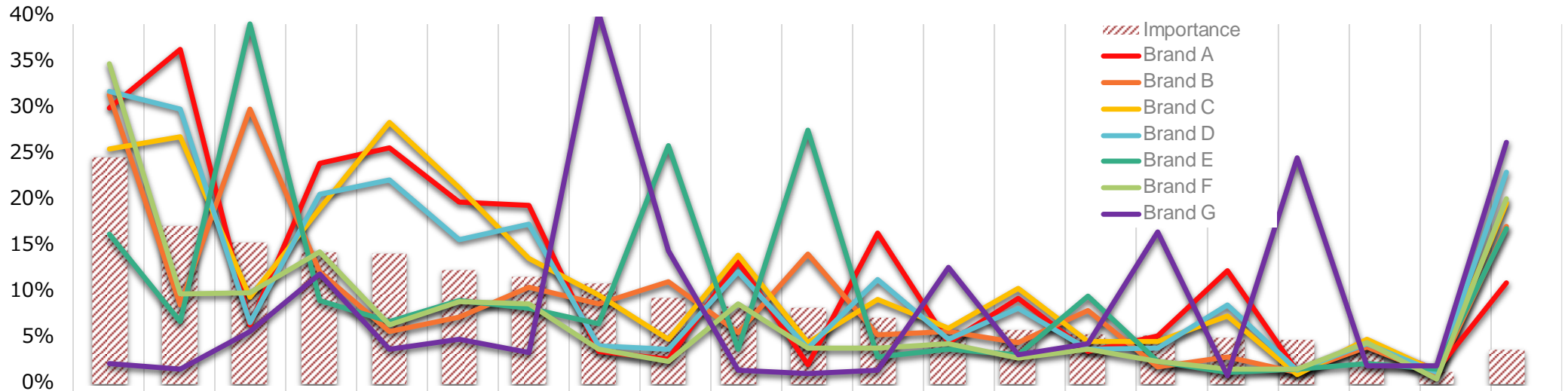
Brands that have nurtured attachment regardless of quality or image evaluations

Performance-based

Brands with quality or images that are widely positively evaluated

Brand Image Comparison

- Brand A rates higher than the competition on “Removes dirt well”, “Gives a white finish”, and “User friendly”.

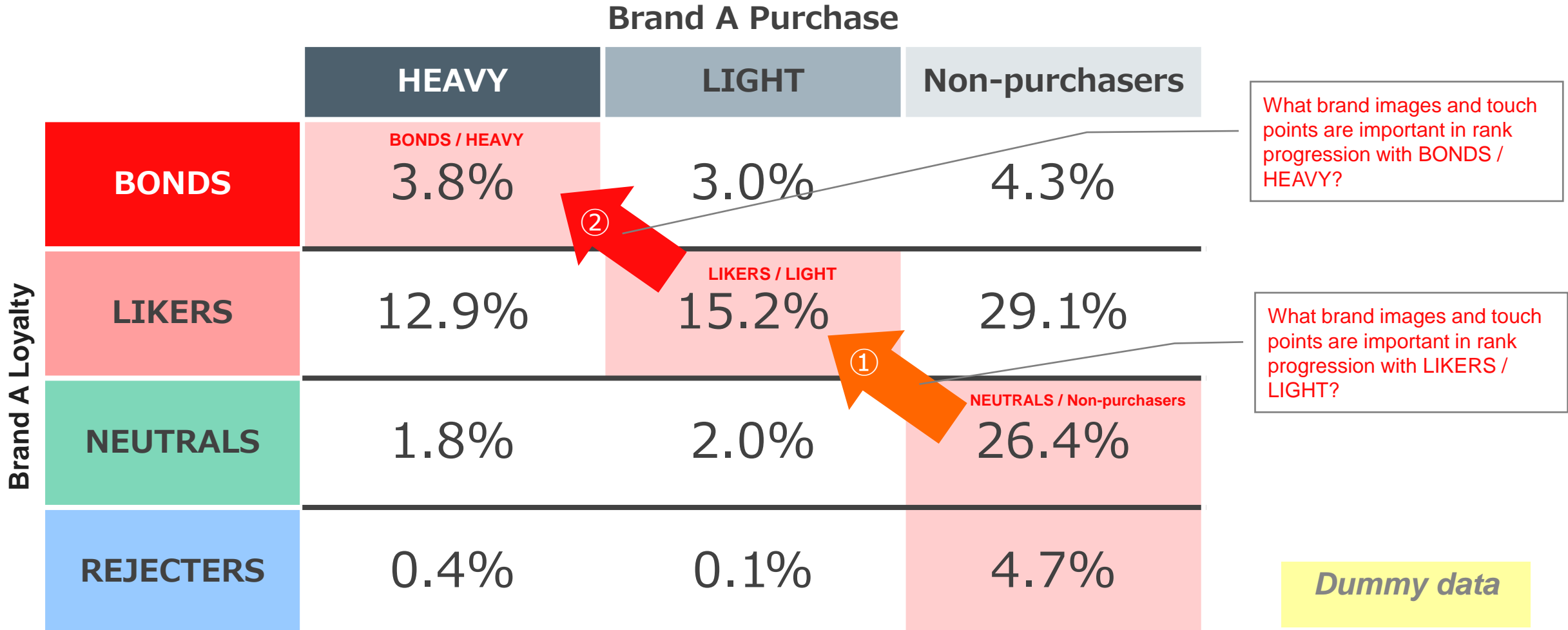


	n	Reasonably priced	Removes dirt well	Scent is good	Gives a white finish	Disinfecting/ Sterilizing effect	Deodorizing/ Air freshening effect	User friendly	Mild to skin	Gives a sort of finish	Bleaching effects	Long lasting scent	Rinses off quickly	Mild to clothes	Does not leave powder residues	Packaging is good	Good ingredients and materials	Saves washing time/ trouble	Contains natural ingredients	Prevents color loss	Prevents wrinkles	None
Brand A	935	30.1	36.4	6.5	24.1	25.8	19.8	19.5	3.6	2.7	13.4	2.2	16.5	4.6	9.4	3.6	5.3	12.4	1.4	4.5	1.6	11.0
Brand B	349	31.5	8.6	30.0	12.3	5.8	7.3	10.6	8.8	11.2	5.6	14.2	5.4	5.8	4.5	8.0	1.9	3.0	1.3	4.1	1.1	17.2
Brand C	362	25.6	27.0	9.5	19.1	28.5	21.4	13.7	9.7	4.9	14.1	4.5	9.2	6.1	10.5	4.7	4.7	7.4	1.1	4.9	1.4	19.7
Brand D	225	31.9	29.9	6.7	20.7	22.3	15.8	17.4	4.2	3.8	12.2	4.0	11.4	4.9	8.3	3.8	4.0	8.7	1.6	4.4	1.3	23.1
Brand E	111	16.4	6.8	39.2	9.1	6.8	9.1	8.3	6.6	26.0	3.8	27.7	3.0	3.8	3.2	9.6	2.5	1.3	1.7	2.3	1.7	16.9
Brand F	170	34.9	9.8	10.0	14.4	6.5	9.0	8.8	3.8	2.5	8.8	4.0	4.0	4.4	2.9	3.8	2.5	1.7	1.7	4.6	0.6	20.2
Brand G	266	2.3	1.7	5.8	12.0	3.8	4.9	3.5	40.4	14.5	1.5	1.2	1.5	12.8	3.2	4.4	16.6	0.9	24.7	2.0	2.0	26.4
Importance	1,043	24.7	17.2	15.4	14.4	14.2	12.5	11.7	11.0	9.4	8.5	8.3	7.3	6.0	6.0	5.4	5.3	5.1	4.8	3.8	1.4	3.8

* Sorted by importance Highest out of 7 brands

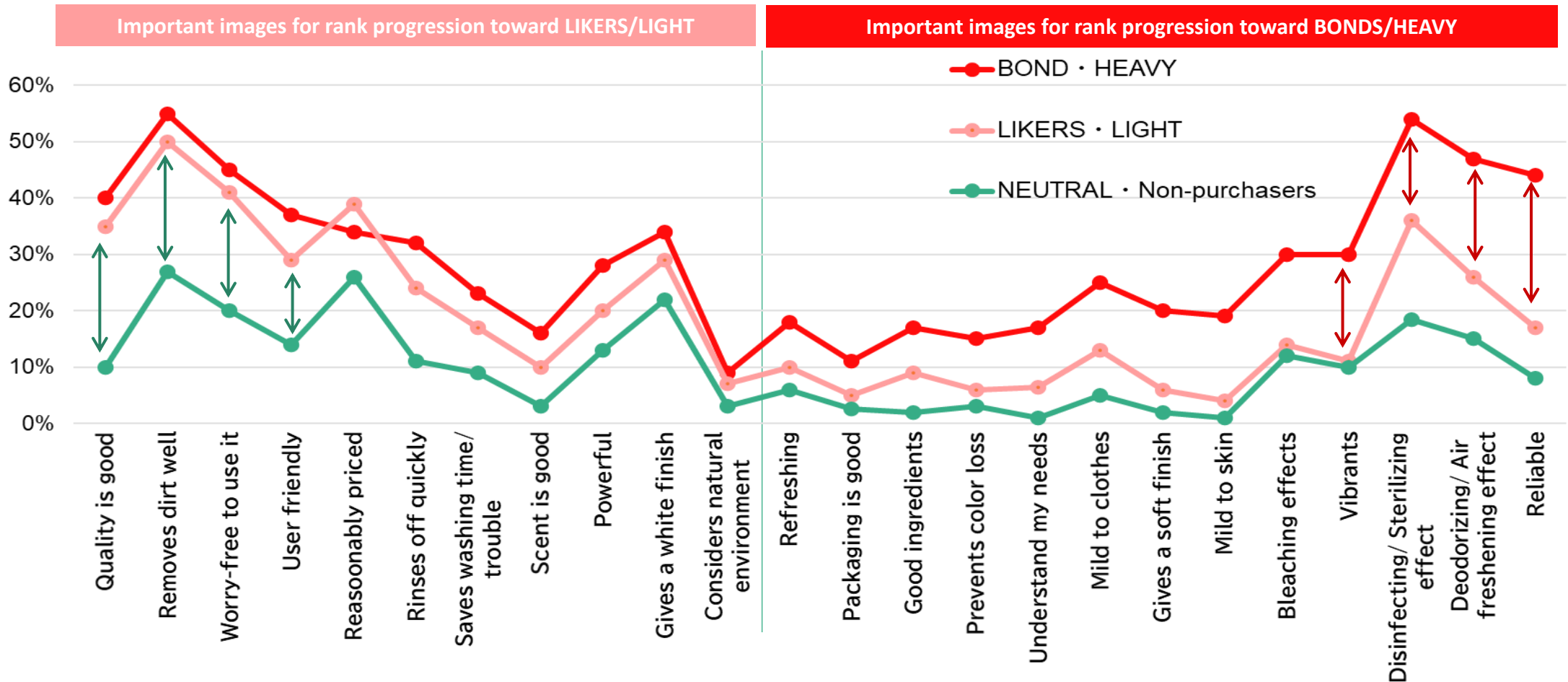
Brand A Customer Rank Progression Analysis

- Focuses on the 2-step path on which brands progress simultaneously on both loyalty and purchase
- Clarifies the brand images important to rank progression, and the brand touch points that nurture those images.



Brand A Customer Rank Progression Analysis – Image Comparison by Segmet

- In order to progress in rank to Liker/Light User, there is a large gap on basic functional images such as “Quality is good” and “Removes dirt well”.
- In order to progress in rank to BONDS/Heavy User, there is a large gap on personality/added value function images such as “Reliable”, “Deodorizing/Air freshening effect” , “Disinfecting/Sterilizing effect” and “Vibrant”.



Basic functional images

Added value functions/emotional/personality images

Solving Your Issues



You'd like to re-examine your brand's value..
How do consumers perceive the value of your brand?



BR Survey defines the direction to take when renewing a brand, by clarifying the brand value perceived by those who feel a connection to or who like the brand, as well as identifying the brand's differentiators vis-à-vis competing brands.



You'd like to identify specific measures to take to build your brand.
How can you ensure your brand succeeds in a diversifying market?



BR Survey can be leveraged in brand enhancement strategies to identify segments that feel a connection to or who like the brand, to analyze gaps between these segments, and to clarify relevant messages and directions for brand personality development in order to enhance the brand.

Looking forward to working with you

Create Consumer-centric Values

お客様企業のマーケティングに寄り添い、共に生活者の幸せを実現する



INTAGE INDIA Pvt. Ltd.