Strengthening the Power of Your Brand

. . . Assessing Brand and Corporate Identity Strengths and Weaknesses Via WACS' 'EQ'® Model

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Introduction

- Within the context of brand and corporate identity, assessing the strengths and weaknesses associated with brand equity and image has become increasingly critical to achieve success in the marketplace.

- The WAC Survey perspective asserts that equity is the net value of the bundle of components comprising a brand's total perception and image. Understanding the leverageability and influence of a brand's or corporate entity's particular perceptual and image attributes and how they contribute to equity makes this a critical marketing issue whose research metrics must be approached most seriously.

- Until now, most research techniques designed to measure brand and corporate equity have been limited to a current environment with little or no ability to predict the impact of change….that is, until the advent of WACS' **"EQ'**® Model.

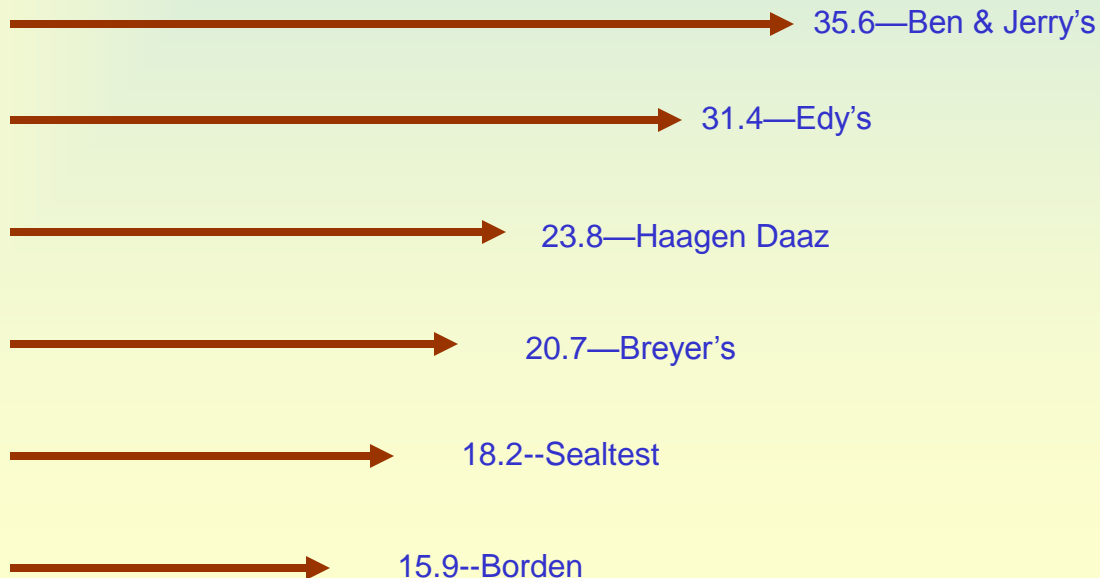**WAC** SURVEY AND STRATEGIC CONSULTING

The 'EQ'® Process

- 'EQ'® combines a uniquely effective method of consumer and B2B data collection with the precision of a micro behavioral model to:
  - ✓ Measure a brand's current equity, and
  - ✓ Predict the impact of specific enhancement strategies for that brand
- WACS' 'EQ'® Model possesses an analytic framework that extends beyond the potency of conjoint and regression analysis to dynamically predict brand consideration and preference—for both your brand and competitive brands.
- 'EQ'® utilizes a unique system to collect brand ratings on a comparative basis, supported by additional metrics of (a) brand preference and (b) attribute importance, as well as (c) improvements desired in brands.
- This technique is respondent friendly and easy to implement. Data collection can be online or in-person (CAPI, self-administered on laptops). (Phone is not a recommended data collection methodology for conducting 'EQ'®).

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Equity Measurement

- Using WACS' 'EQ'® system, equity is derived on a points allocation basis which can be equated to overall consumer choice
- The chart below reveals current equity, as recently measured by **'EQ'®,** enjoyed by brands of supermarket ice cream:

Current Ice Cream Brand Equity:

⟶ 35.6—Ben & Jerry's

⟶ 31.4—Edy's

⟶ 23.8—Haagen Daaz

⟶ 20.7—Breyer's

⟶ 18.2--Sealtest

⟶ 15.9--Borden

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Equity Measurement (cont.)

- 'EQ'® also provides a hierarchical analysis of the component attributes for each brand to reveal
  - ✓ The true driving forces operating in the marketplace
  - ✓ The most effective image enhancement strategies for each brand

Hierarchical Analysis of Ben and Jerry's 'EQ'® components:

Value for the money	44.8
Concern for environment	37.7
Package keeps product fresh	36.7
Consistently high quality	36.7
Concern for the community	35.8
Visually appealing package	33.3
For the entire family	33.0

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Simulations

- 'EQ'® is unique in its ability to simulate changes in consumer perceptions and brand attributes. It not only can model the impact of a variety of improvements for a single brand, but can also simulate effects of broader strategies including competitive response.

- Scenario 1 shown below is a simulation of the impact on equity of an improvement in the Ben and Jerry's packaging to enhance product freshness.

- In Scenario 2 'EQ'® simulates Sealtest and Borden both adopting a pro-environmental stance to packaging which offsets the initial gain enjoyed by Ben and Jerry with this response:

Equity Modeling

	Current	Scenario1	Scenario 2
Ben and Jerry's	35.6	39.8	36.3
Edy's	31.4	31.6	30.7
Haagen Daaz	23.8	23.5	24.2
Breyers	20.7	20.4	19.9
Sealtest	18.2	17.6	20.2
Borden	15.9	15.9	18.3

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Uses of WACS' 'EQ'® Model

- The 'EQ'® Model can be used to:

  - ✓ Establish benchmark equity levels for a brand versus its competitors

  - ✓ Isolate perceived strengths and weaknesses of a brand

  - ✓ Identify effective strategies for improving a brand's image, equity and competitive position

  - ✓ Determine most appropriate positioning strategies for new or existing products, line extensions

  - ✓ Test new product concepts

  - ✓ Guide the development of advertising and promotion strategies

  - ✓ Assess opportunities for extra-category line extensions

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WACS' 'EQ'® Model:
Unique, Flexible and Reliable

- Unlike many other brand equity measurement techniques, our 'EQ'® Model is not limited to a standard set of attributes. Each study can be custom designed with its own corresponding proprietary set of up to 25 attribute variables.

- The 'EQ'® data collection procedure utilizes a self-administered format which maximizes the reliability of comparative brand ratings and is relative simple for respondents to administer.

- WAC Survey understands that one algorithm or formula should not be expected to predict preference in all product and service categories. As a result, each 'EQ'® study includes a self-validating component for precise calibration of the model and for internal validation of the simulation process.

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WACS' 'EQ'® Model:
Insight and Innovation

- 'EQ'® is an extremely versatile model with proven capabilities for a variety of market research applications.

- 'EQ'® data collection and expert system modeling offer a dynamic approach to:

  ✓ Brand equity research - - Use 'EQ'® to measure current equity and to identify the most appropriate strategy to increase equity.

  ✓ Brand image enhancement - - Identify the perceived strengths and weaknesses of a brand, then use the dynamic simulation capabilities of the 'EQ'® Model to attain competitive leverage.

  ✓ Concept Testing - - 'EQ' ® offers an enhanced approach for testing new product concepts. Evaluate concepts versus current competition and simulate the impact of change in the concepts or established brands.

  ✓ Line and Category Extensions - - Assess opportunities for extending an established brand into new categories. Identify the brand's immediate potential equity and the positioning strategies that would most effectively maximize initial competitive position and the brand's 'image elasticity'.

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Other WAC Survey Custom Research Services

- ✓ Full-Service Custom Consumer Studies, both U.S. and Globally (notably Asia - - - esp. China, Europe, Latin America)
- ✓ Online, In-person, Mobile, Phone, CAPI, IVR, Diary, and Mail Data Collection Methods
- ✓ Custom Proprietary Panels
- ✓ Tracking (Satisfaction, Brand Loyalty, Ad, AAU)
- ✓ State-of-the-Art Strategic Studies: (Segmentation, Brand Architecture, Optimized Positioning and Targeting, Competitive Intelligence, Market Structure, Motivational Studies, Strategic Messaging Optimization, Price Optimization and Elasticity Testing, Opportunities Analyses)
- ✓ Innovative approaches to segmentation, concept testing and product optimization
- ✓ Brand Loyalty and Early Adopters/Innovators Assessment Modeling: Identifying Your Most Important Core Customers
- ✓ (Online) Conjoint and Discrete Choice Analysis
- ✓ Product Usage Testing

- ✓ Market Simulation To Identify and Assess New Product Opportunities
- ✓ Emotion studies: Emotional Response Metrics
- ✓ When product functionality positioning loses its impact: Stratetic Emotion Research
- ✓ Application of Emotion Research for use in New Product Design
- ✓ Advertising Research and Testing (Web, TV, Radio, Print, Outdoor)
- ✓ Online Commercial, Promo and Program Testing Capabilities
- ✓ Product Placement Studies Evaluating Effectiveness of Non-Traditional Ad Venues (in-program, in-video games)
- ✓ "Buzz" and Viral Marketing Impact Studies
- ✓ Blog analysis and tracking
- ✓ Spokesperson Evaluation
- ✓ Name, Logo and Package Design Testing
- ✓ Multivariate Statistical Analyses
- ✓ D-Base Mining and Tagging
- ✓ Ethnographics Studies

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