

Brand Value and Strategic Brand Control

Brand Control System By Konzept & Markt

The Brand Control System provides insights into the ways your brand's image is evaluated. But it can do more than that: it shows how important specific image characteristics are to the effort to set your brand apart from the competition. This is an important precondition to achieving successful brand control.

Typical formulations of questions are:

- How selectively are your brands perceived in the competitive environment?
- Where can points of departure be identified for improvement in brand positioning?
- Which of the brand's characteristics permit the greatest leverage for brand success?

The Brand Control System answers these questions.

Linking the importance of image characteristics to image evaluation opens up the image portfolio. It immediately brings to light the available strategic alternatives for a particular brand.

Main Benefits:

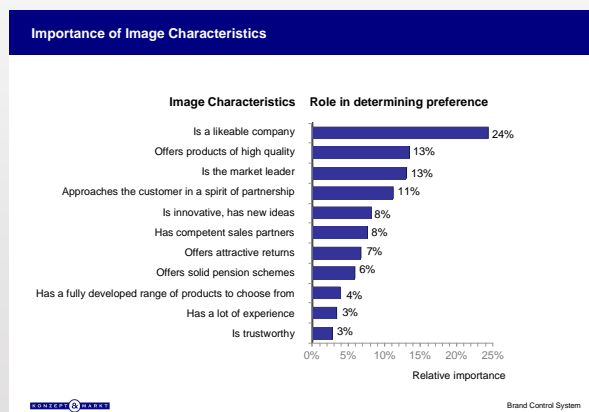
- High level of information
- Relevance of image criteria
- Activities can be directly derived from findings
- Brand strengths and weaknesses in competition
- Empirical documentation of the current position
- Recommendations regarding fields for positioning in future
- Quick implementation of projects

Particularly helpful for:

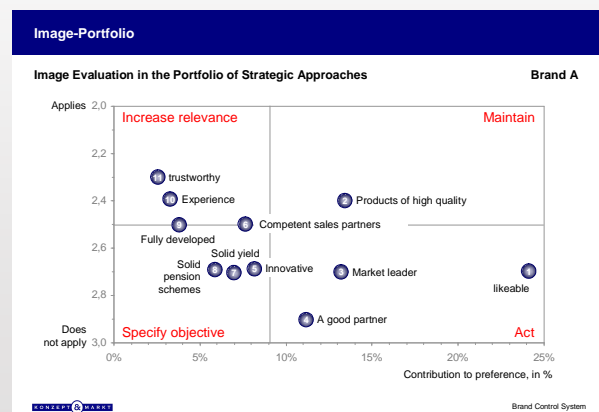
- Marketing executives, for brand control
- Top management, for deriving strategic business decisions

Sample Results: Financial Services

What matters most is to be likeable



Brand A should be more likeable



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The evaluations of the brand image provide a basis for generating brand fascination and brand attachment, which will be aggregated to create a model of success tailored for that particular brand.

This model is based on a multiple regression analysis and determines the relative significance of the individual components of image. The dependent variable in the model is the brand preference in combination with other attachment variables, such as e.g. consumers' willingness to recommend the brand to others.

The advantage of this approach is that it circumvents consumers' rational response behaviour (e.g. rational orientation towards objective considerations such as terms and conditions or the geographical proximity of a bank) while bringing more emotionally based motivations into focus.

The Brand Control System Methodology:

- Selection of respondents who can identify a brand unprompted
- Survey using a set of image questions with multi-level scaling (preferably 10 levels)
- Calculation of the relevance of image criteria for preference of the brand involved
- Creation of an image portfolio
- Comparative analysis with image profiles
- Positioning analysis based on a correspondence analysis
- Random sampling: 200 or more respondents
- Survey using telephone interviews, or face-to-face

Sample Findings: Financial

Likeability is generally a shortcoming

Profile of Strengths / Weakness

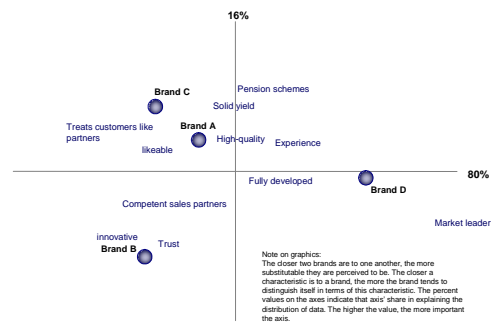
Image characteristics	Contribution to preference	Brand A 2,5	Brand B 2,5	Brand C 2,5	Brand D 2,5
Likeable company	24%	-0,1	-0,1	0,0	0,0
Products of high quality	13%	0,2	0,0	0,2	0,3
A good partner	13%	-0,1	-0,1	0,0	-0,1
Market leader	11%	-0,3	-0,5	-0,2	0,1
Innovative	8%	-0,1	-0,3	-0,2	-0,1
Competent sales partner	8%	0,1	-0,1	0,1	0,2
Solid yield	7%	-0,1	-0,1	0,0	0,1
Solid pension schemes	6%	-0,1	-0,2	-0,1	0,0
Fully developed range of products	4%	0,1	0,0	0,1	0,3
A lot of experience	3%	0,2	0,0	0,2	0,4
Is trustworthy	3%	0,3	-0,3	0,3	0,3

5-point scale: 1 = „Applies“; 5 = „Does not apply“

Brand Control System

Likeability is a relative strength for Brand A

Image Positioning



Brand Control System

Uses:

The Brand Control System by Konzept & Markt is suited for use in a very wide range of product areas:

- Classic branded goods
- Pharmaceuticals
- Durable consumer goods
- Services
- Non-profits

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