

BrandAction™

Before you proceed to either design your brand equity study or before you act on the results of a study you have undertaken, you feel you need to explore in more depth what your brand values and assets actually mean to the consumer; how those brand values can be enhanced or exploited; and in what ways they can be extended to other product variants.

Only BrandAction™ from Millward Brown can help give you this clear picture of consumer associations and perceptions.

Developed in conjunction with BrandDynamics™, Millward Brown's quantitative brand equity measurement system, BrandAction™ is a qualitative research technique which helps you understand why consumers in your market place behave the way they do in relation to your brand or service.

When should I use BrandAction™?

There are times when you need to have more than a snapshot of your market place. Times when you really need to understand why your market is as it is, and why consumers interact as they do with the brands or services on offer. BrandAction™ helps you look deeper into consumer perceptions of your market and brand.

For brands to succeed they need at least one, or preferably more than one, of the following:

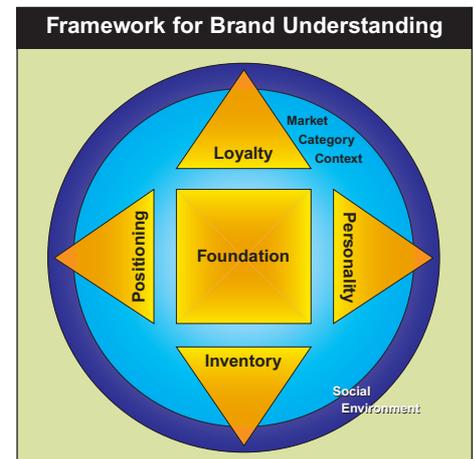
- a unique *foundation* or product characteristic
- a unique, relevant *positioning*
- an appropriate *personality*

As they grow and become well known, they acquire:

- an *inventory* of associations

All of these attributes contribute to brand loyalty or Voltage™. Millward Brown considers your brand in all of these areas relative to other brands in the context of the *Market* and *Category*, and if required, in the context of the *Social Environment*, giving immediate pointers to action to improve brand share.

Perhaps all of these aspects of brand growth will be relevant to your brand issues. We will work with you to select the most appropriate areas to investigate.



What is BrandAction™?

BrandAction™ uses a range of qualitative techniques and the Millward Brown framework for brand understanding to give you creative brand building insights, answering questions such as:

- What is my brand's *inventory*?
What icons does it own?
- How could my brand differentiate its *positioning*?
- What distinguishes my brand's *personality*?
- How deep is *loyalty* to my brand?
- What motivates consumers to my *category*?



Millward Brown
Qualitative

Exploring ideas and emotions					
METHOD	LAYERS OF CONSCIOUSNESS			OUTPUT	
Simple questioning	PUBLIC	COMMUNICABLE	AWARE	Spontaneous	Immediate spontaneous response
Asking/ reminding				Reasoned conventional	Justifications, explanations
Pressing				Preconscious	Detailed elaborations/ introspections
Sympathetic probing	PRIVATE	NON COMMUNICABLE	AWARE	Concealed, personal	Personal admissions
Play, drama, non-verbal				Intuitive	Symbols, imagination analogy
Projective approaches		NON AWARE	Unconscious	Repressed attitudes, motives	

How will understanding my brand or service at a deeper level of consciousness help me produce profitable revenue from my marketing investment?

If you *fully* understand the way the consumer thinks about your brand or service then you know more than which broad level decision you need to make to help you achieve your marketing plan. You will have insight into deep seated consumer attitudes and motivations which are very powerful and can be successfully exploited in your marketing efforts.

To get at these deeper levels of consciousness you need to use a research technique which explores both the public and private facets of your brand, the explicit and the intuitive, the aware and the unaware.

BrandAction™ enables you to do this, to investigate:

- the *public* and *private* worlds of individual experience, which draw not just from the media, but also from the world and culture

around consumers. These influences can be overlaid with their personal experiences, biases, views and opinions

- the *communicable* and *non-communicable*. Not just what can be put into words and communicated through language, but also perceptions and intuitions which can only be expressed as images and feelings
- thoughts consumers are *aware* and *unaware* of, a deeper, forgotten base, which influences their everyday reactions and can be brought to mind with time and effort, but of which consumers are only dimly aware at a conscious level.

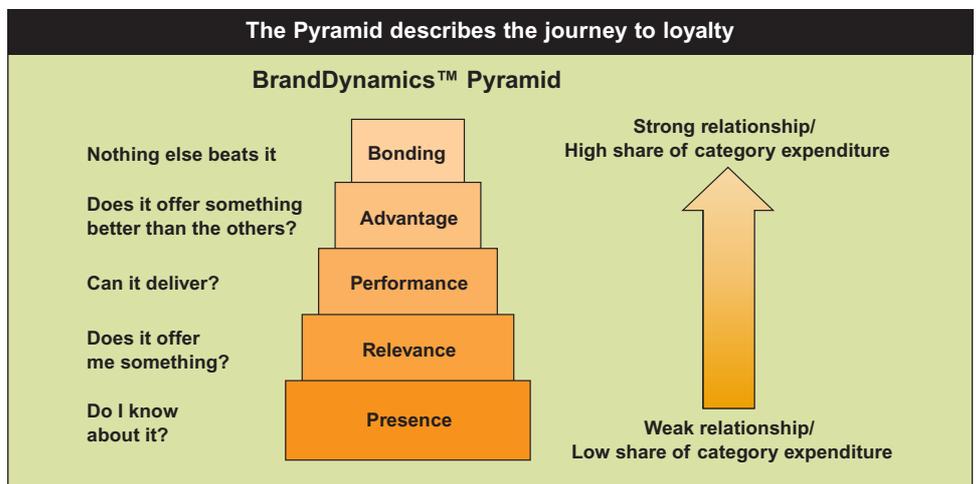
Taken together, these deep seated insights allow you to identify key motivators which you can use to your advantage in developing advertising and other marketing efforts which will help you drive your brand or service forward.

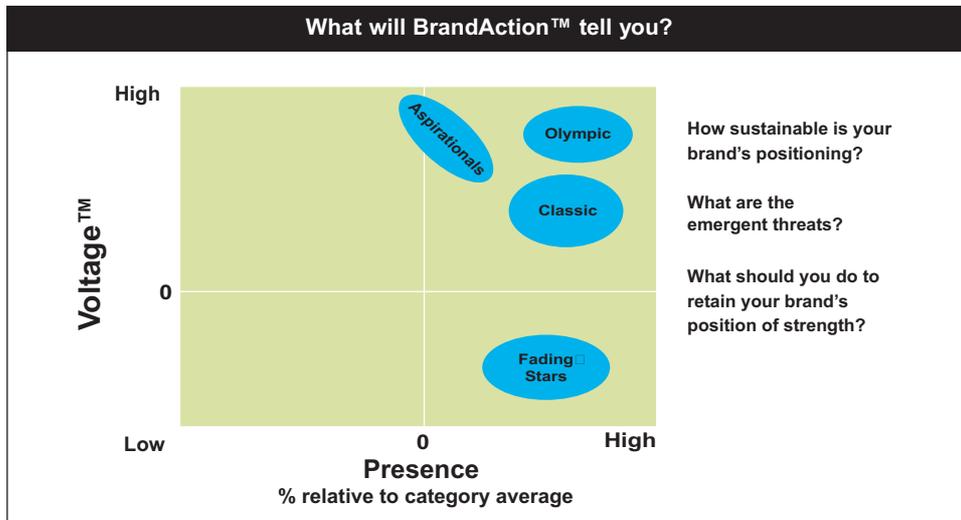
What does BrandAction™ add to BrandDynamics™?

There will be times when the results from your BrandDynamics™ study uncover issues of which you were previously unaware - issues which you need to explore to reveal:

- why* your brand has the strengths and weaknesses it has
- how* best to build a strategy given the problems your quantitative study may have highlighted
- what* values you should exploit and how to turn potential threats into opportunities
- how* you might reposition your brand or service and re-frame its core attributes in a way that will motivate consumers

BrandDynamics™ metrics indicate *where* action is needed to strengthen a brand's equity among consumers. Qualitative





BrandAction™ gives you guidance on *how best* to achieve this by generating insights and actionable strategies.

For example, BrandDynamics™ might identify that you have a problem in generating Presence for your brand, or that your brand no longer seems relevant to some of your core target. BrandAction™ will tell you why you have this problem and how you might tackle it.

Depending on your brand needs, we can assess:

- what attributes are important in your marketplace, and what your brand or service's current strengths or weaknesses are
- who your loyal users are and why they are *bonded* to your brand or service when others are not, or what might bond those who are currently less involved
- how increasing *presence* might affect the dynamic for existing loyalists
- why *relevance* is an issue for some of your target and what you should do about it

- how sustainable and attractive your brand's current position is, and where you might want to move it to increase market share

If you have already completed a BrandDynamics™ study, BrandAction™ can provide even more actionable insight into *why* your brand or service appears as it does on your BrandDynamics™ map, why your BrandVoltage™ (how well a brand converts people up the BrandDynamics™ Pyramid to loyalty) is weak or strong and what to do.

How does BrandAction™ work?

BrandAction™ often uses Creative Expression Groups. These groups are designed to explore deeper levels of consumer consciousness about brands, and to facilitate the expression of private ideas, inner feelings and subjective impressions.

What are Creative Expression Groups?

Creative Expression Groups are small focus group discussions of six to eight respondents held for up to three hours. Their informality,

and the length of time for which respondents are together, creates a relaxed atmosphere conducive to deeper involvement, which leads to the revelation of inner thoughts and feelings and allows respondents to build on each others' ideas, as well as to produce creative and imaginative marketing solutions.

Depending on your particular issue, you may want your group participants recruited from specific levels of the BrandDynamics™ Pyramid to directly address your specific marketing questions.

Where does BrandAction™ fit with other Millward Brown products?

BrandAction™ gives you a qualitative understanding of where your brand is, and provides insights to maximise its strategic potential and return. Our quantitative brand equity system BrandDynamics™ helps you to evaluate, define and develop your brand strategy and marketing objectives.

All of our qualitative products – AdDeveloper™, Perceptual Focus Interviews™ and BrandAction™ – coupled with our expertise in more general qualitative approaches, ensure that you have access to some of the foremost global qualitative thinking around. Thinking which we know helps move brands and services forward.

This is the end goal of *all* of our products, each of which provides support for different decisions at different stages of the brand planning cycle.

CustomerDynamics™ enables you to assess the strength of your customer franchise, whilst EmployeeDynamics™ allows you to determine the loyalty and commitment of your workforce.

Our Advanced Tracking Programme™ (ATP™) helps you keep in touch with the progress of your brands and the impact of your communication over time. Many kinds of qualitative – groups, depths, friendship pairs, reconvened groups, brainstorming sessions – all can help complement your ATP™ findings.

Precis™ gives you the definitive insight you need to plan, implement, and analyse the effectiveness of your PR campaigns.

Our Link™ copy testing system, and qualitative Perceptual Focus Interviews™ (PFIs™) help you ensure your communication is on strategy, that it is well branded, and that the messages are motivating before the campaign goes live.

SalesDynamics™, our econometric sales modelling, allows you to understand the influence of price, distribution, etc. on your bottom-line sales.

BrandImpact™ provides online marketers with an immediate, precise and cost-effective measurement of the performance of banner and rich media advertisements, whilst Audience Audit™ tells you who is visiting your website in terms of demographics, psychographics and behavioural data.

All of these products are integrated with the learning from one feeding into the other. Which ones you use will depend on which stage you are at in your decision-making process.



To find out more about how Millward Brown can help you move your brand or service forward, contact your nearest Millward Brown office. Or visit our website at www.millwardbrown.com



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