



# BrandDynamics™

*You have a marketing plan to write, and investment decisions to make. You need to understand your current brand equity, the competition, and to be able to explore 'what if' scenarios to grow share. And then you need to decide on a set of objectives for your brand and how best to go about meeting them.*

*With experience of measuring brand equity in*

- *over 35 countries*
- *across 175 categories*
- *covering over 17,000 brands*

*only Millward Brown's BrandDynamics™ can provide you with the solid metrics and diagnostics you need to ensure you build a strong brand capable of delivering a future profitable revenue stream.*

## **How strong is my brand or service?**

For any marketer faced with writing a marketing plan, your start point has to be establishing the current strength of your brand or service.

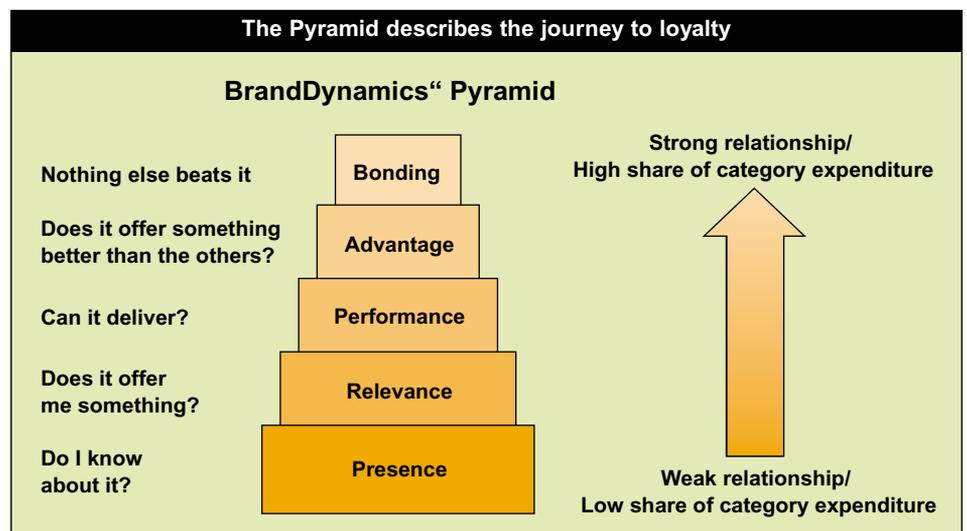
Without knowledge on the sorts of relationships customers have with your brand or service, and without knowledge on just how loyal your consumers are, it is easy to make the wrong assumptions and to take less than optimal decisions.

At Millward Brown, we do not believe in theories of what might drive consumer loyalty. We prefer to base our constructs on the empirical evidence we have gathered in tracking brand health over the past 25 years. We have observed from the hundreds of Advanced Tracking Programmes™ (ATPs™) we conduct, how consumers interact with brands and services in real life. And from our learning, we know that consumers journey to loyalty via stages.

Some may simply be aware of your brand, others may be fiercely loyal. Others will sit in between.

Identifying what percentage of your franchise comes from different consumer groups is key to creating a meaningful marketing plan. Our BrandDynamics™ Pyramid helps you do this. Based on attitudinal data, the BrandDynamics™ Pyramid gives a graphic representation of the strength of relationship consumers have with your brand.

Bonded consumers – those at the top level of the Pyramid – not only have a stronger relationship with a brand, but empirical evidence shows they spend more of their category expenditure on the brand than those at lower levels of the Pyramid. So, by looking at the shape of your brand's Pyramid vs the competition, you can quickly see how many loyal bonded people your brand has, and who they are.

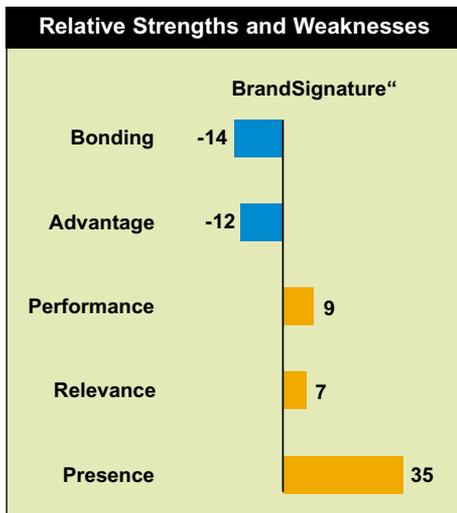


## Can I make my brand stronger?

To build strong brand equity, you need to know more than the size and shape of your loyal franchise. You need to be able to pinpoint which areas of marketing activity it makes most sense for your brand to focus on.

Millward Brown's BrandSignature™ metric gives you this information. It shows you whether your brand is doing better or worse than your competitors in converting customers to brand loyalty at each level of the Pyramid.

Sophisticated profiling techniques identify your brand or service's strengths and weaknesses vs others in the category. Thus enabling you to take the right action to strengthen your brand or service.



The brand in the example above is well known, but lacks a point of difference to give it a competitive advantage which could help people bond with it.

Had the BrandSignature™ identified a lack of Presence, this would have suggested the need for a different sort of strategy and marketing position.

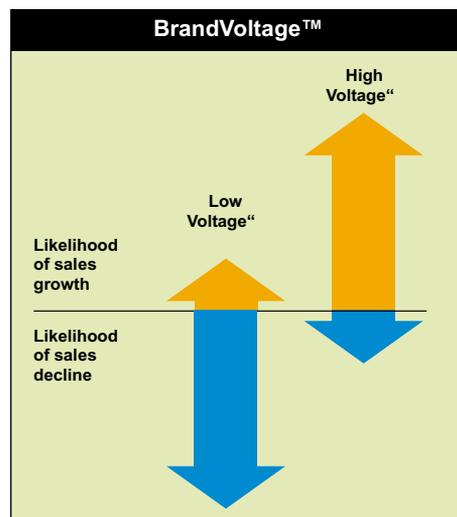
Not only can BrandDynamics™ isolate the relative strengths and weaknesses of brands, it can aid your marketing decision making by identifying – demographically, behaviourally, and attitudinally – the make-up of your consumers at each level of your BrandDynamics™ Pyramid. Allowing you not only to determine what areas of consumer relationship you should concentrate your strategies on, but identifying the sorts of consumers you should target with each.

## What sort of strategy should I develop?

Before deciding on the detail and extent of your marketing objectives, you need to quantify your brand or service's potential for growth. Or its potential for decline if you do not support it adequately.

Our BrandVoltage™ measure puts this knowledge at your fingertips. A one number summary of how well your brand converts people to loyalty, BrandVoltage™ provides a unique measure of your brand's potential or resilience.

It is not enough to have a big brand. Today's strong brands can quickly decline if their BrandVoltage™ is low.

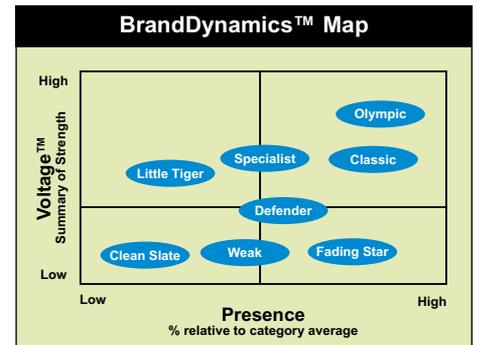


## Don't I need to get an overview of the whole marketplace?

Yes you do. Your brand or service does not operate in isolation to the rest of the market, and BrandDynamics™ takes this into consideration.

Before settling on the best route forward, you need to understand your competitors, the market place, and where you fit in. Unlike some other brand equity models, BrandDynamics™ works in the competitive context, allowing you to diagnose consumer relationships with rival brands, highlighting their key strengths and weaknesses.

Because we have been able to look at BrandDynamics™ results from over 17,000 brands around the world, we have been able to identify eight broad types of brand, each of which face similar challenges. We can plot these typologies, and where your brands and your competitors are placed relative to them, on the BrandDynamics™ Map.



Your typology will tell you if you are sitting on an up-and-coming Little Tiger, or if you are managing a declining Fading Star. And you will benefit from our learning about what it takes to successfully manage each of these types of brands.

## What else is important in creating my brand strategy?

Alongside our validated brand equity metrics, BrandDynamics™ provides unrivalled diagnostic data to help you understand why your brand is performing as it is.

We investigate:

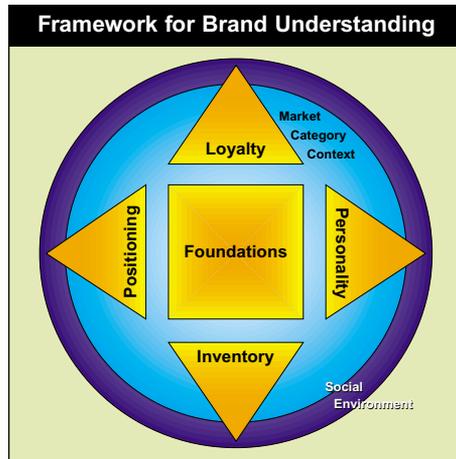
- your brand's *positioning*, and its uniqueness and relevance versus the competition
- your brand's *personality* and how attractive it is
- an *inventory* of associations – your brand's mental assets that reside in consumers' heads

All of these attributes contribute to brand loyalty. Millward Brown considers your brand in all of these areas relative to other brands and puts it into context by considering:

- the brand's *foundations* – the product truths that positioning and personality are based on
- *market* and *category* trends
- *social* and *political* trends

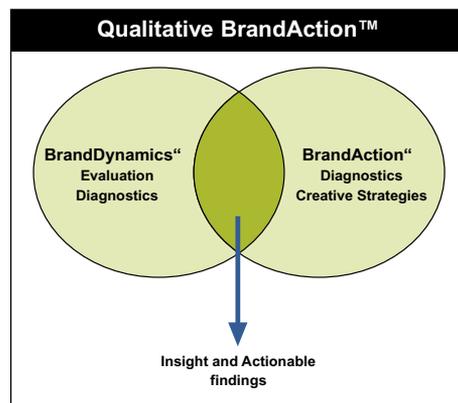
By doing so we can make intelligent recommendations to improve brand share.

Not 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. Every BrandDynamics™ study is tailored to fit your brand's specific needs and circumstances.



If you need an even more in-depth understanding of the why's, qualitative BrandAction™ can help identify specific and actionable solutions to:

- remedy the weaknesses we have identified
- or capitalise on the strengths



## Would BrandDynamics™ work in my market and can it really be adapted for the specifics of my category?

Yes. BrandDynamics™ has already been applied to over 175 product categories.

From corporations, including those in the entertainment, pharmaceutical and technology field, to infrequently purchased items like dolls, mobile phones and sports goods; from packaged goods to major

retailers; and for services as diverse as mutual funds, computer portals, and holiday destinations, we have developed specific BrandDynamics™ questions for specific product categories.

BrandDynamics™ is not just for consumer brands. We have applied our questions to business-to-business services, to e-commerce, and within the medical field.

## Can I compare my brand or service across countries?

Yes you can. At the heart of BrandDynamics™ is a consistent analytical model, making it easy to make cross-country comparisons, whilst still providing you with information based on the particular characteristics of each of your regional or local markets.

So whether you want to look at your brand or service in Argentina or Australia, Bulgaria or China, Slovenia or the USA, or across a number of countries or regions, BrandDynamics™ will give you the insights you need to help you drive your brand or service forward.

## What about children's brands?

No problem. We have developed child-friendly questions and a specific children's model which we have used in local markets and across continents.

## Can I conduct a BrandDynamics™ study online?

Yes you can. We have already run a number of BrandDynamics™ studies online and we know how to tailor our questions for the internet.

## **How does BrandDynamics™ fit in with other Millward Brown solutions?**

It is our business to empower clients to create great brands. Helping them understand their brand equity is just one part of that.

Our compatible suite of validated techniques has been designed to help you move your brands and services forward wherever you are in your marketing planning cycle.

We have solutions that can tell you:

- where your brand is now, what affects the performance of your brand, and what you need to say and do
- whether you are getting your message across
- whether you are moving towards where you want to be relative to competition and investment
- whether your marketing efforts succeeded or failed, where you want go now, and what you need to communicate