

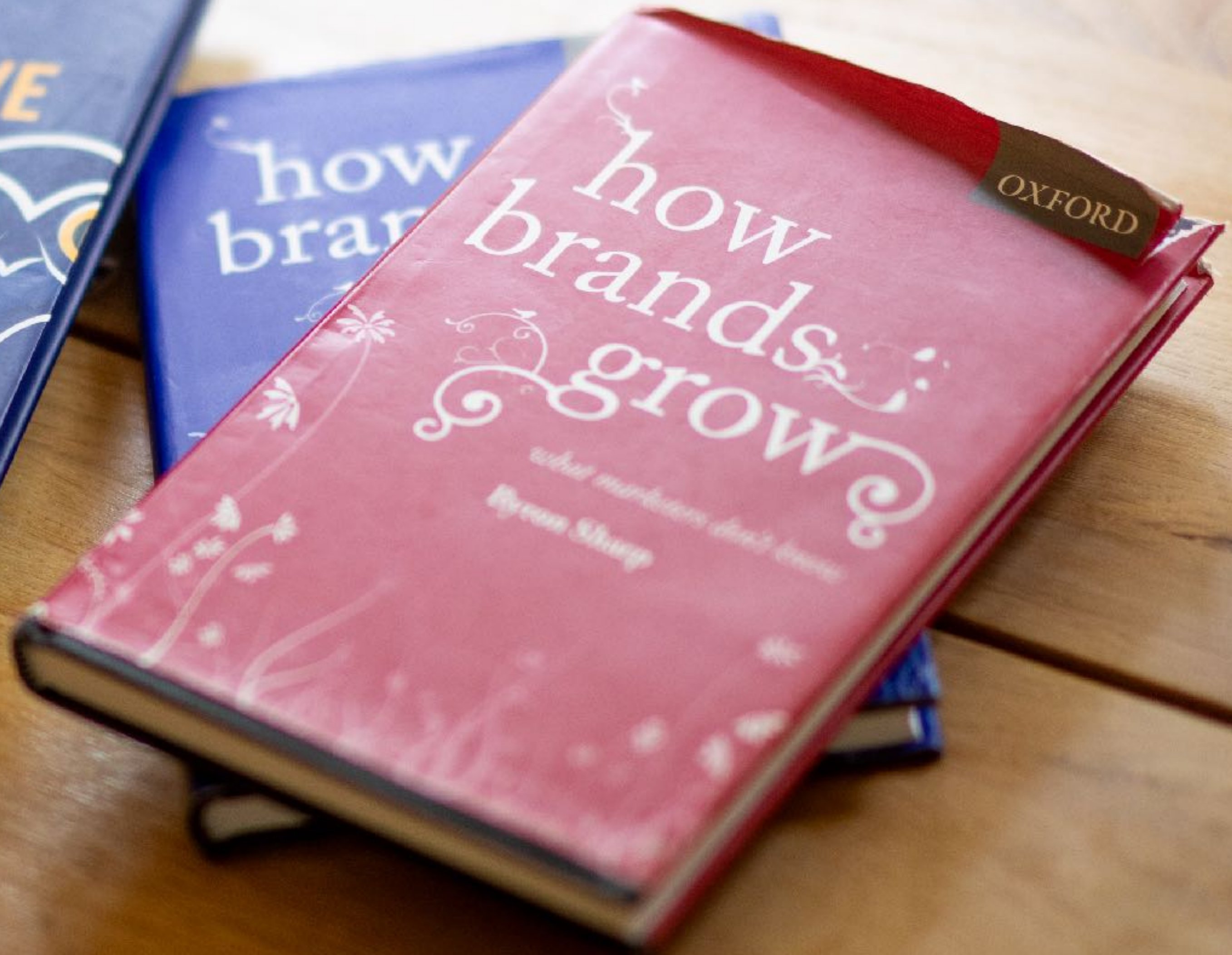


# Neuromarketing & Brand Health

Lunch-webinar



UNRAVEL



	<b>OLD WORLDVIEW</b>	<b>SHARP'S WORLDVIEW</b>
<b>HOW BUYERS BUY</b>	Buyers respond to positioning	Buyers are satisficers
<b>HOW BUYERS VIEW BRANDS</b>	Emotional connection	Behavioral loyalty
<b>HOW MARKETERS WIN</b>	Best targeting, messaging and USP wins	Most mental and physical availability wins
<b>HOW BRANDS GROW</b>	Keeping customers happy	Winning new customers

## Mental en physical availability

---

Physical  
Availability



Mental  
Availability



Market  
Penetration

## Category Entry Points

Gebruiksmomenten en contexten

**Mental  
Availability**



## Distinctive Brand Assets

Herkenbare en unieke eigenschappen



UNRAVEL

"Mental availability measures what evokes the brand, whereas brand trackers tend to focus on what does the brand evoke."

- Byron Sharp

# Set-up. Tracker

- Design for the category, analyze for the buyer, report for the brand
- Respondent criteria: 300 voor basic uitsplitsingen
- Merkselectie: marktleiders, selectie van medium en laagmarktaandeel merken. Private label als het er is.





# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk





# Brand Tracking. Modules

Interval: Kwartaal

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

Interval: Kwartaal

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

Interval: Kwartaal

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



Interval: (half)Jaarlijks

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

Interval: (half)Jaarlijks

## 5. Brand Assets

- Fame
- Uniqueness

Interval: (half)Jaarlijks

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

---

# Module

# #1

Basic Tracker



UNRAVEL

Google



# What's the one Awareness metric to rule them all?

Unprompted

Open answer format

Prompted

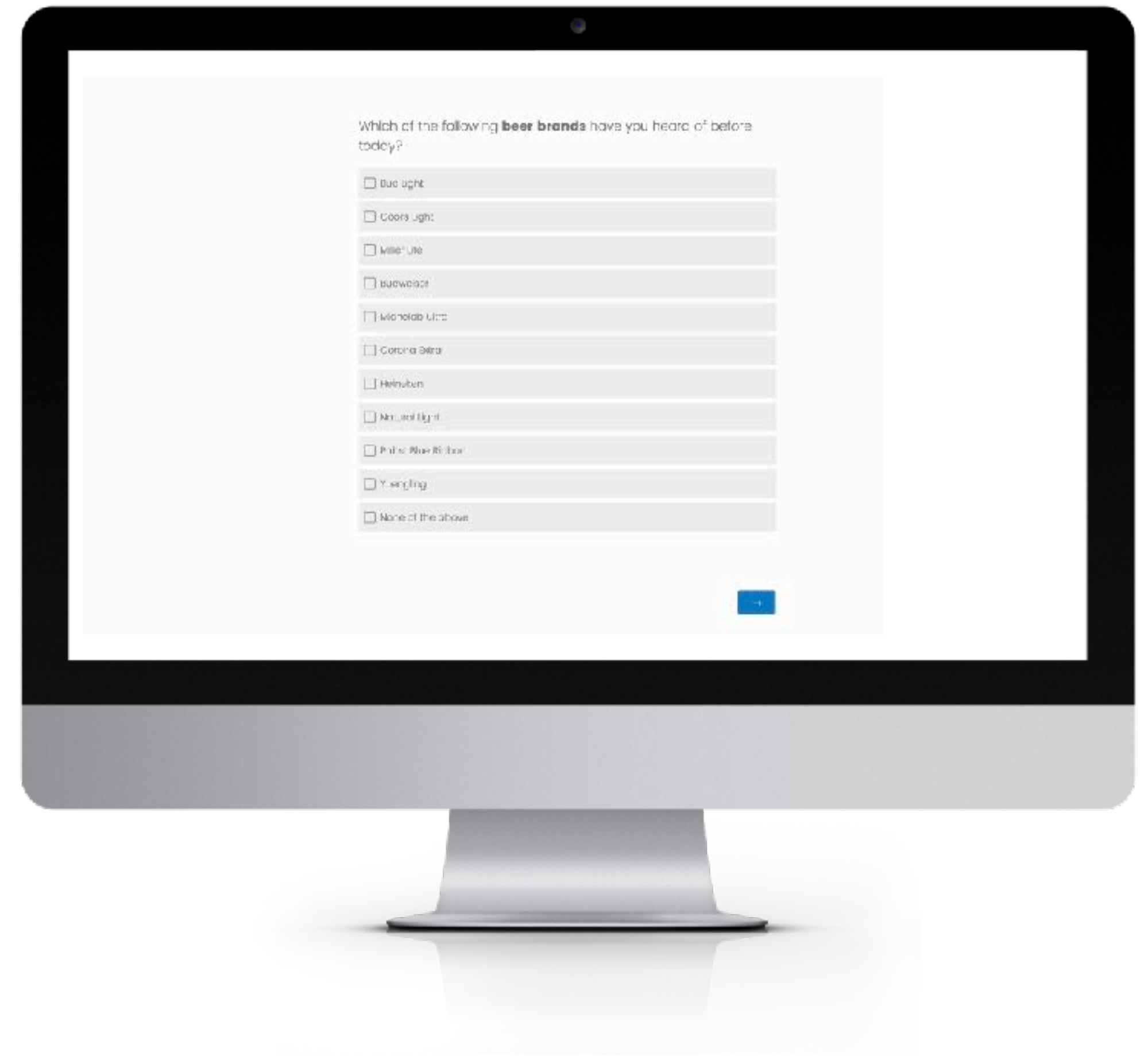
Selection from brand list

TOMA

First that comes to mind

# Hoe meet je Brand Awareness?

- Prompt altijd met de categorie!
- Merknaam of logo?
- Spontaan, geholpen en TOMA correleren flink, maar één is de beste.
- **Belangrijkste basismetric om te monitoren (vooral voor groeiende merken):**
  - **Het % niet-kopers dat (geholpen) bekend is met het merk**

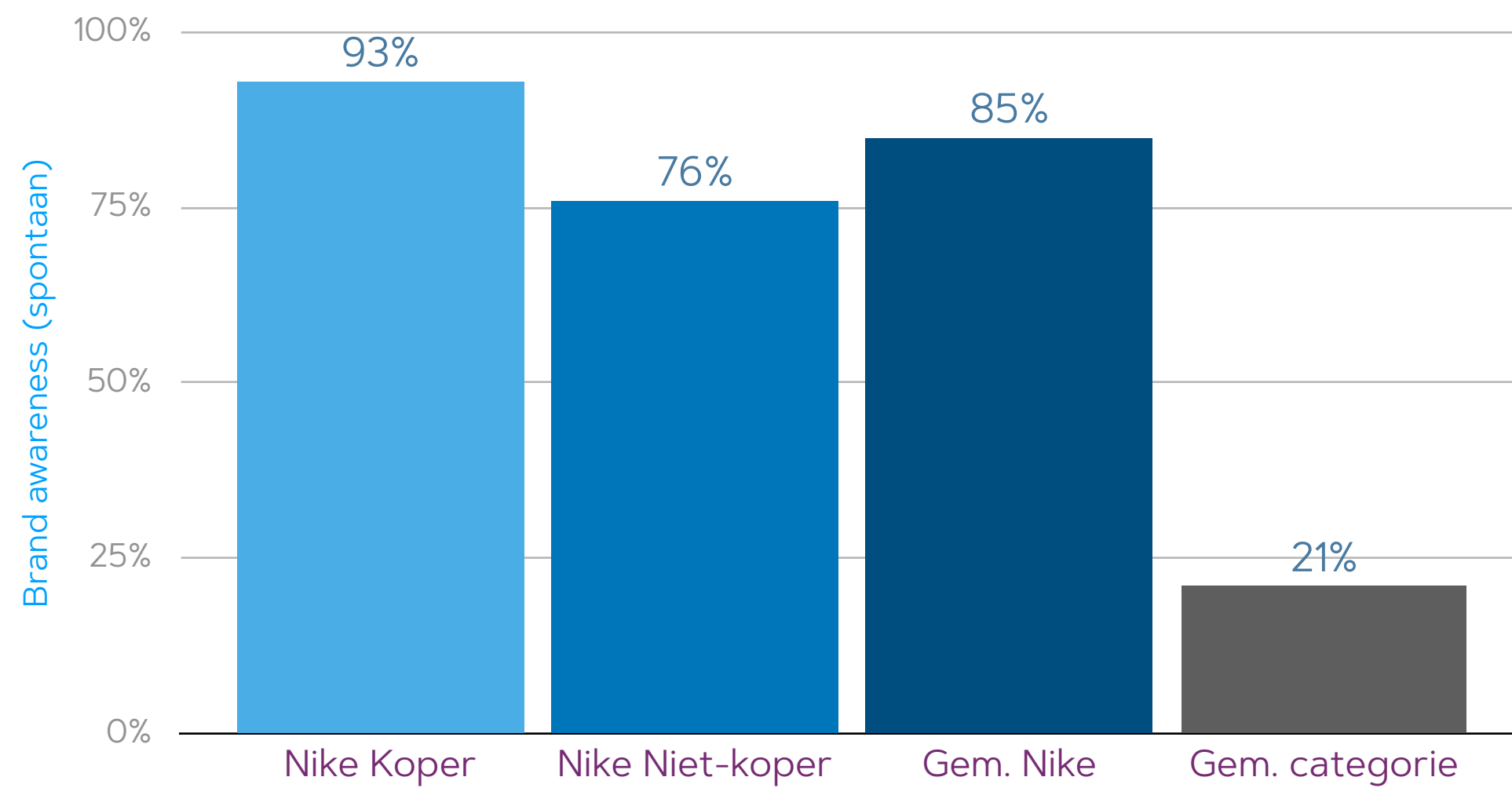


# Brand awareness

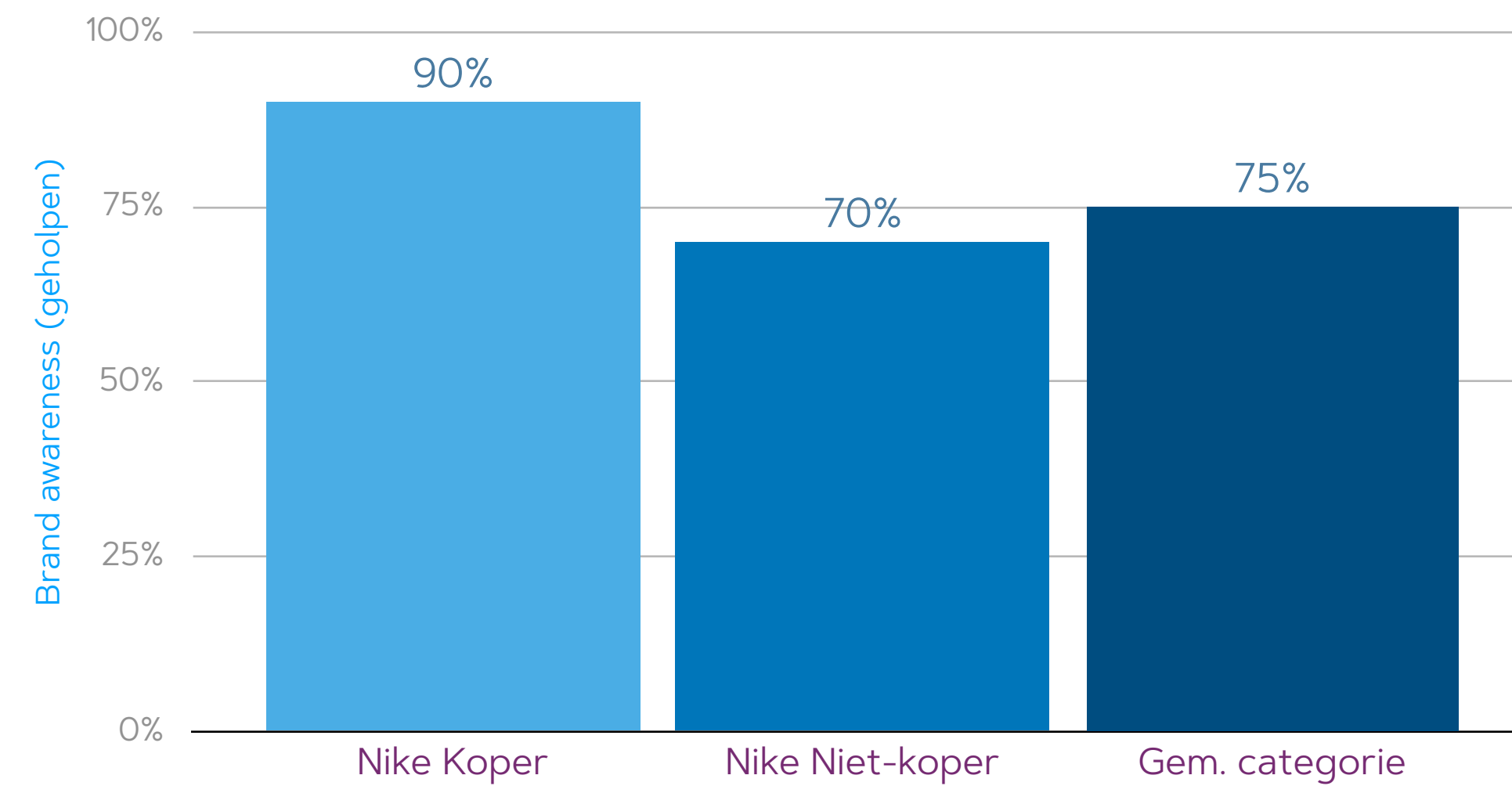
**Spontane merkbekendheid (open vraag).**  
aantal respondenten die merk X spontaan benoemen/  
totale steekproefgrootte

**Geholpen merkbekendheid (gesloten vraag).**  
aantal respondenten die merk X herkennen/totale  
steekproefgrootte

Brand awareness (spontaan)



Brand awareness (geholpen)





# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk





# Brand Tracking. Modules

Interval: Kwartaal

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

Interval: Kwartaal

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

Interval: Kwartaal

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



Interval: (half)Jaarlijks

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

Interval: (half)Jaarlijks

## 5. Brand Assets

- Fame
- Uniqueness

Interval: (half)Jaarlijks

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

---

# Module

## #2

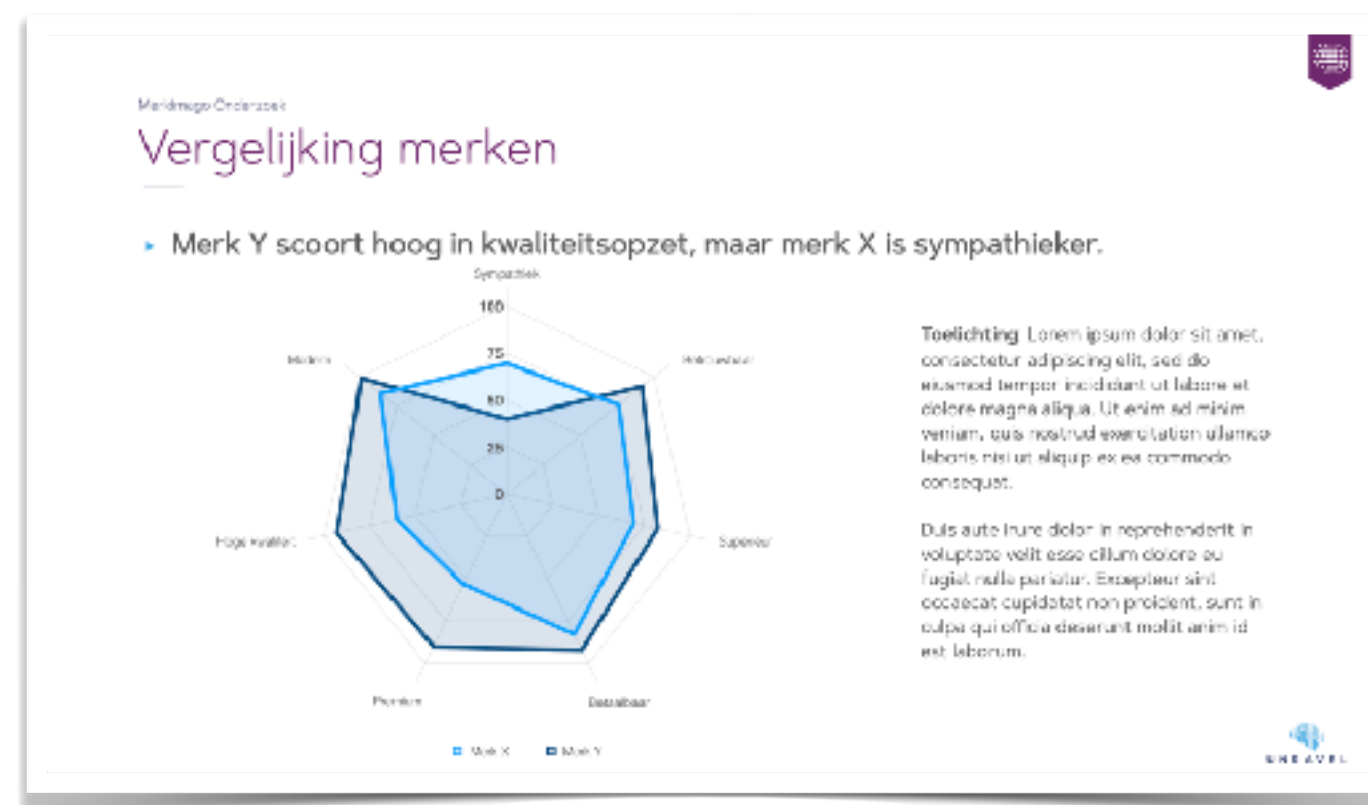
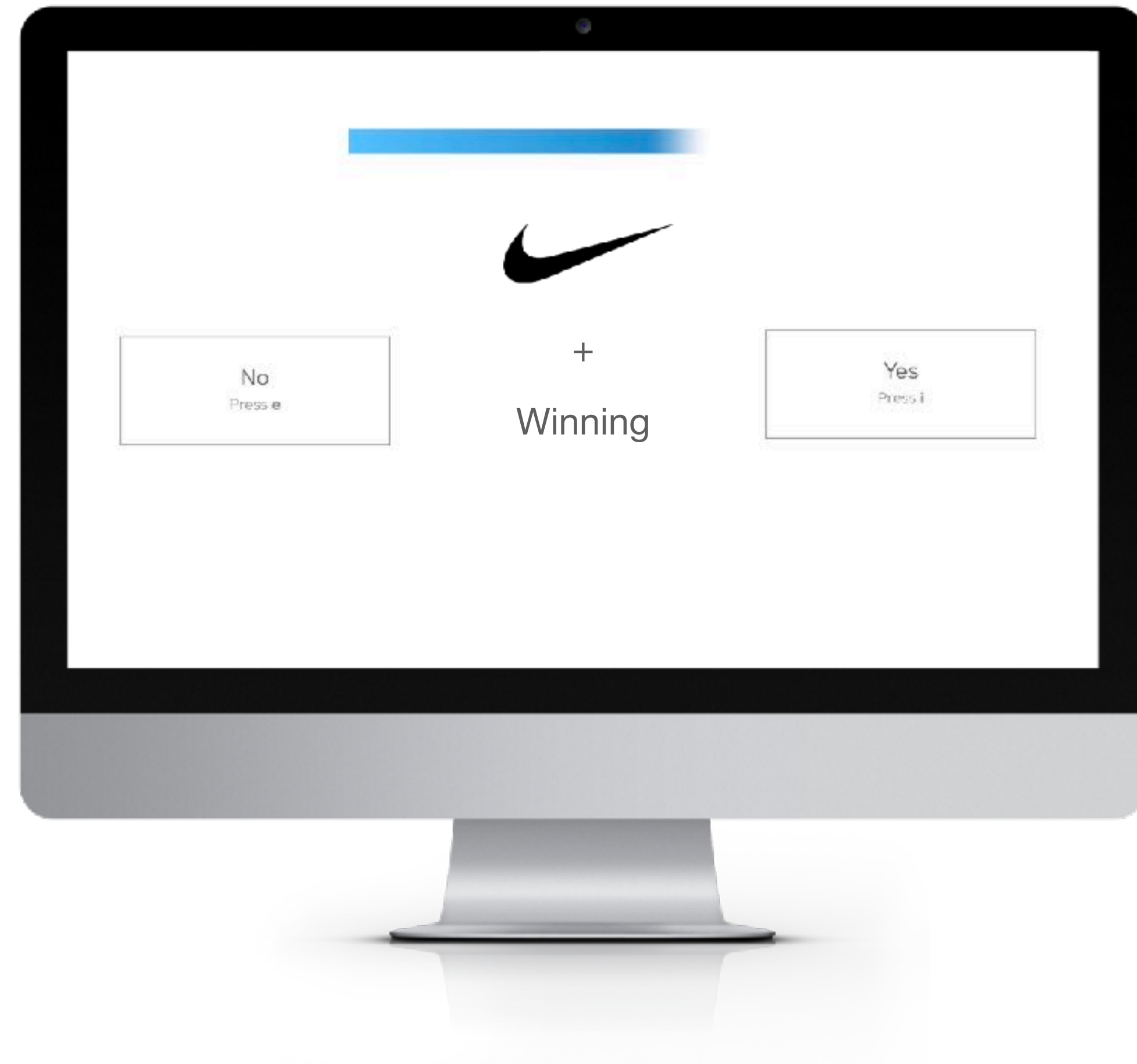
Brand Image



UNRAVEL

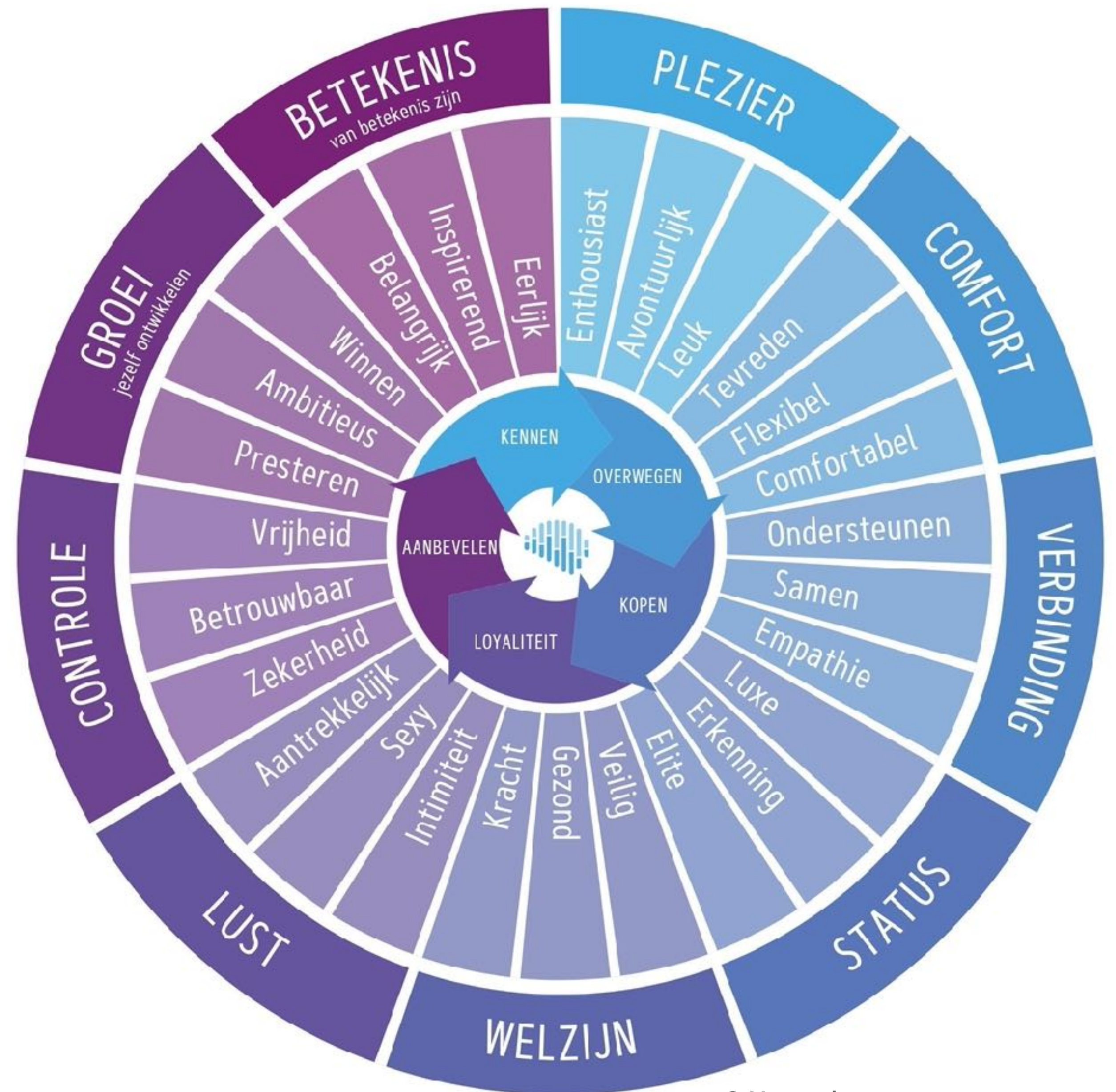
# Measure Implicit Brand Associations

- ✓ Response time reveals associative strength
- ✓ Unravel has developed the IRT to efficiently measure brand-image associations



# Implicit Motivations

- Brands with many CEPs and strong brand assets are automatically liked better by **fluency**
- But tapping into core **human motivations** equals liking on steroids

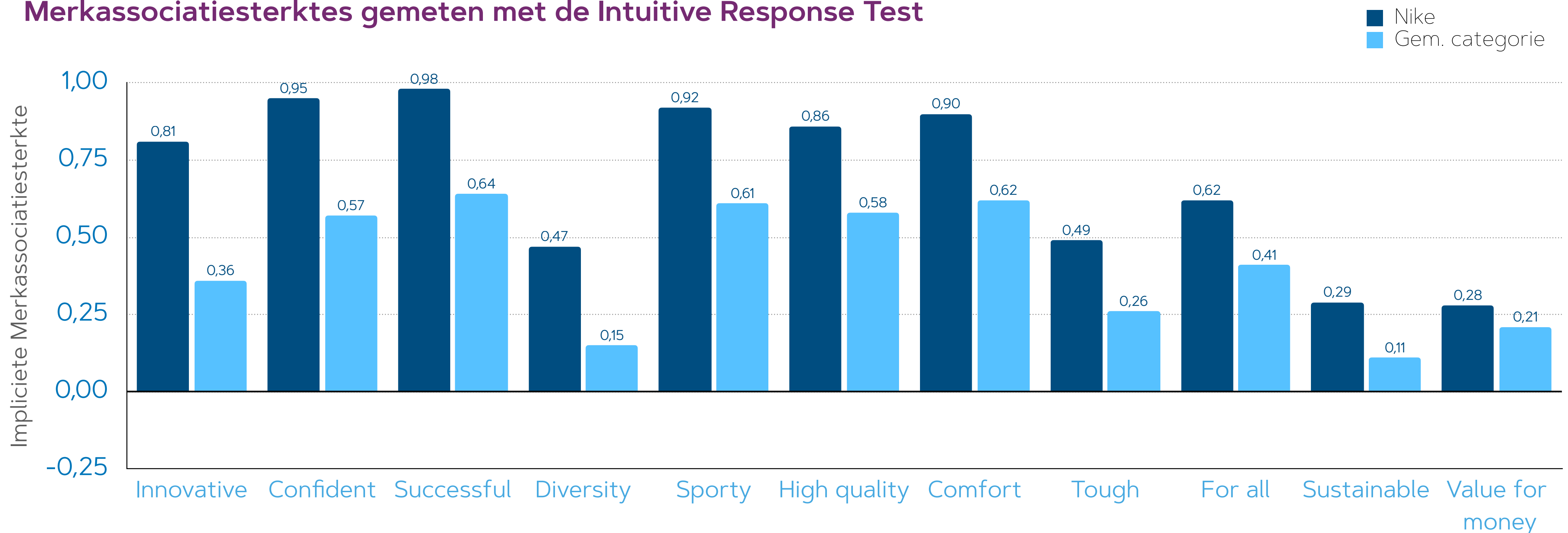


Module 2. Imago (Impliciet)

# Merkimago Nike

- ▶ Sterkste associatie: succes, zelfvertrouwen en sportief. Laag op value for money.
- ▶ Meest categorie-overstijgend op innovatie en diversiteit.

## Merksassociatiesterktes gemeten met de Intuitive Response Test





# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk



# Brand Tracking. Modules

Interval: Kwartaal

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

Interval: Kwartaal

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

Interval: Kwartaal

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



Interval: (half)Jaarlijks

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

Interval: (half)Jaarlijks

## 5. Brand Assets

- Fame
- Uniqueness

Interval: (half)Jaarlijks

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

---

# Module

## #3

Campaign Reach

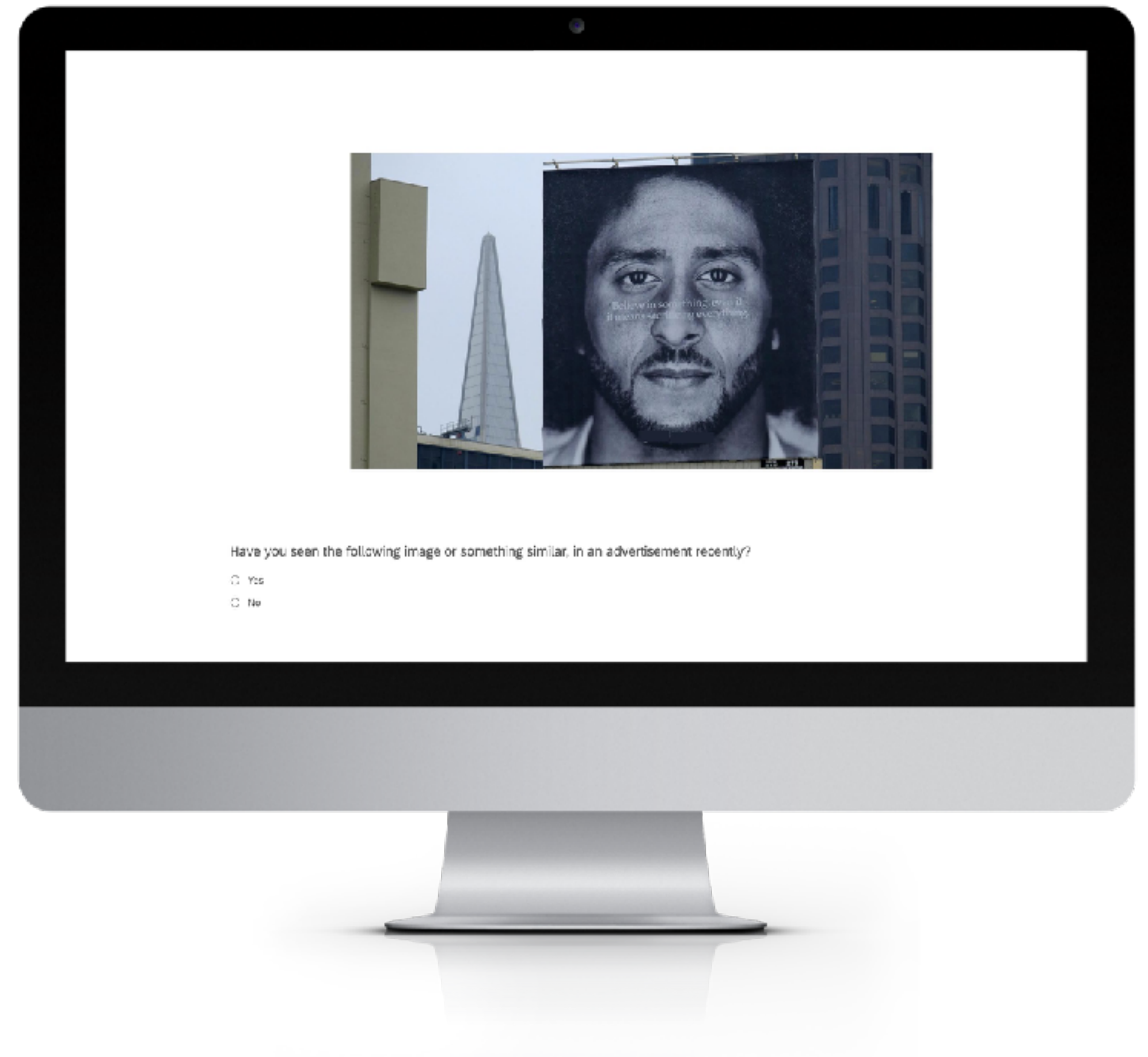


UNRAVEL







## Module 3. Reach of Marketing

- **Reach:** % category buyers that recognizes campaign
- **Correct branding:** % respondents that, after recognition, correctly identifies the corresponding brand
- **Branded Reach:** % Reach \* % Correct branding





# Merkbereik. Ads

		Effective Reach %	Correct Branding %	Branded Reach %
Ad 1		17%	26%	4%
Ad 2		18%	32%	6%
Ad 3		17%	43%	7%
Ad 4		34%	60%	20%
Total Branded Reach %				29%

## Explanation of Metrics

**Effective Reach %.** n of people remembering exposure/total sample

**Correct Branding %.** n of people who correctly named the brand/n of people remembering exposure

**Branded Reach %.** % reach \* Correct Branding

**Total Branded Reach %.** % of category buyers who remembered and correctly branded at least one of the brand's marketing activities



# Merkbereik. Ads Quick Tips

Effective ad reach requirements:

1. **Reach** all the category buyers
2. **Don't** have **long lapses** in advertising
3. **Get noticed**, not screened out, by consumers
4. Use **clear brand links**—a brand's distinctive assets indirectly brand advertising; mentioning (verbally and/or visually) the **brand name** is crucial; showing the product and showing the product in use is important
5. **Refresh** and **build** memory structures that make a brand more likely to come to mind and be easier to notice
6. If there is a piece of information that is **genuinely persuasive**, then say it. So long as it does not interfere with achieving the previous objectives



# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk



# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

---

# Module

## #4

Mental Availability



UNRAVEL

# Category Entry Points. **The building blocks of awareness**

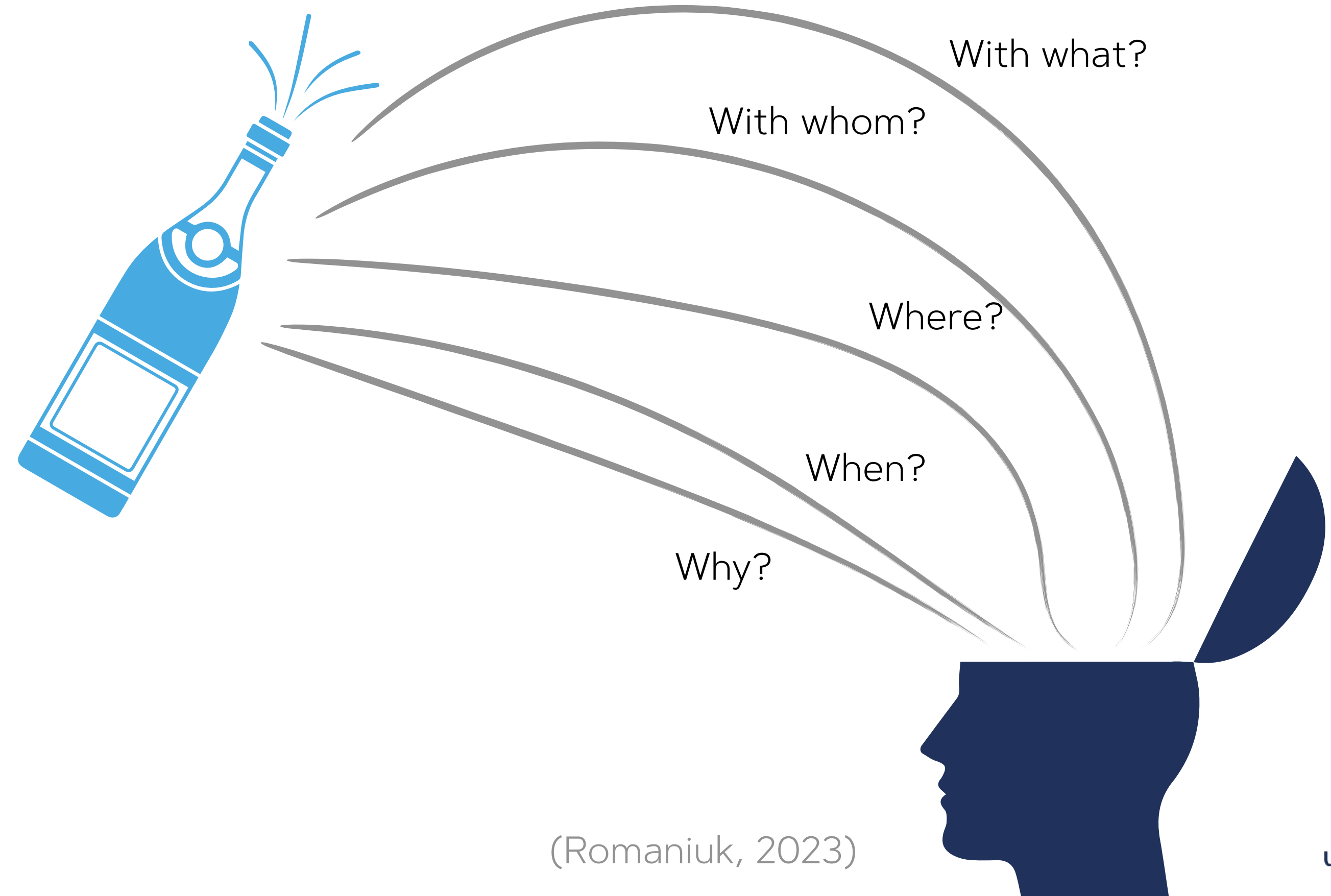
- Situations that naturally occur in consumer needs
- The driver behind awareness
- Strong brands have a lot of CEPs (but don't have to 'own' them)



(Romaniuk, 2021)

# Step 1. 4 ways to indentify CEPs

- Common sense and expertise
- Previous research
- Data mining
- Conduct new research
  - Open-ended responses
  - Allow empty fields
  - 60 Category buyers

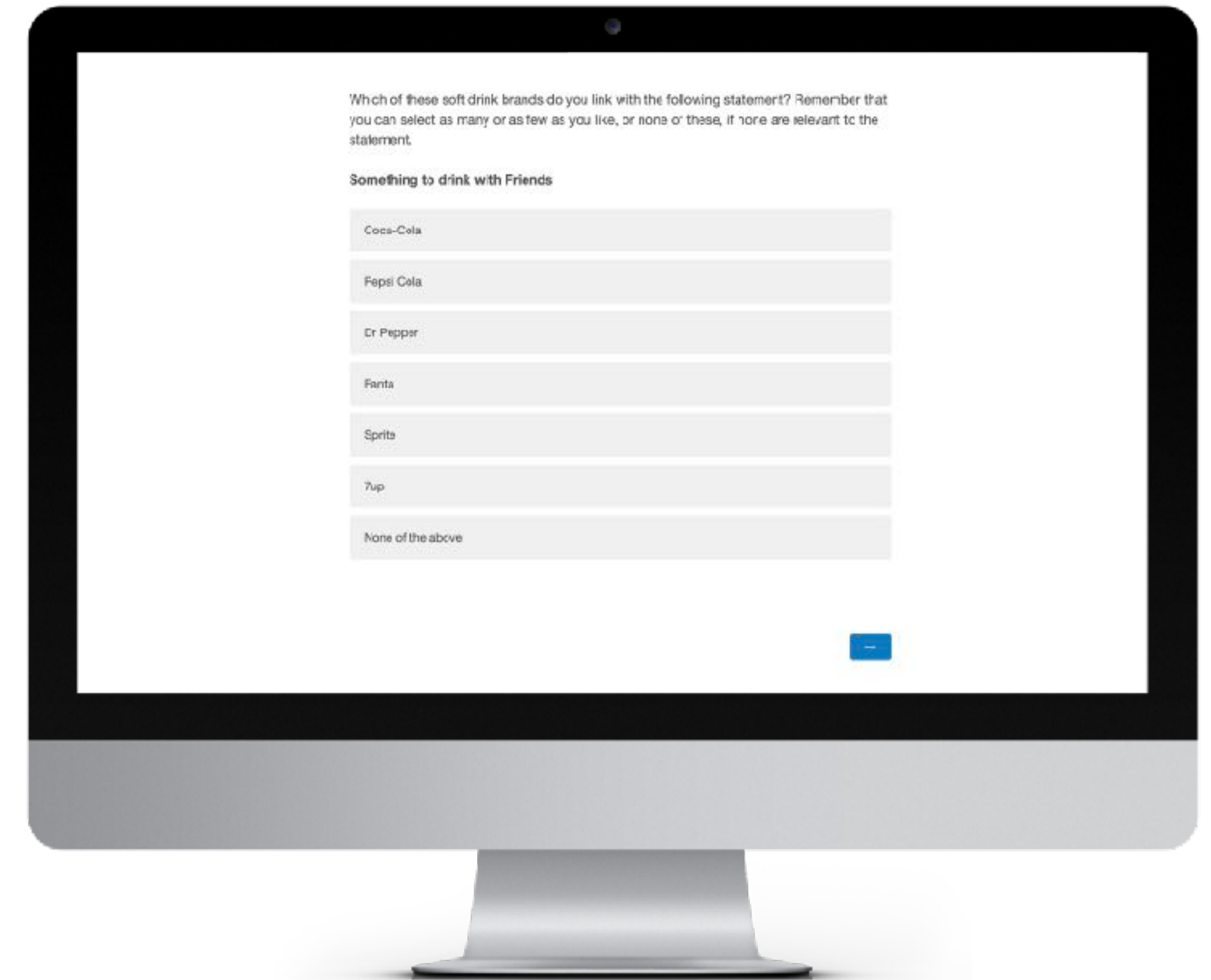


(Romaniuk, 2023)



## Step 2. Measuring CEPs

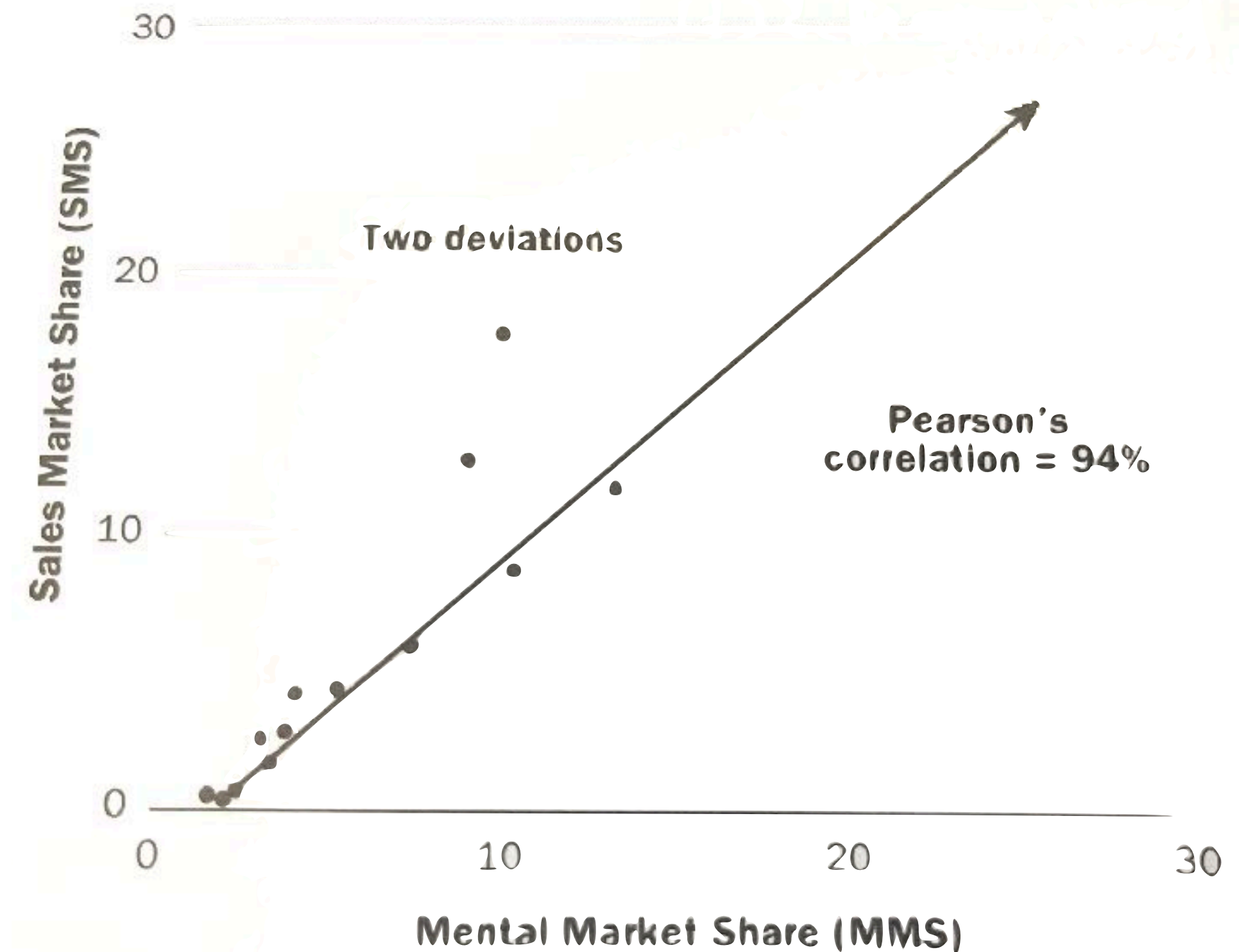
- How to get an unbiased read on brand-CEP linkages
  - Display single CEP > Respondent selects brands that apply (don't use scales, as this crushes differences)
  - Use brand list with large, medium and selection of smaller brands



$$\text{Mental Market Share} = \frac{\text{number of brand+CEP links}}{\text{total number of CEP links}}$$

## Step 3. Measuring CEPs

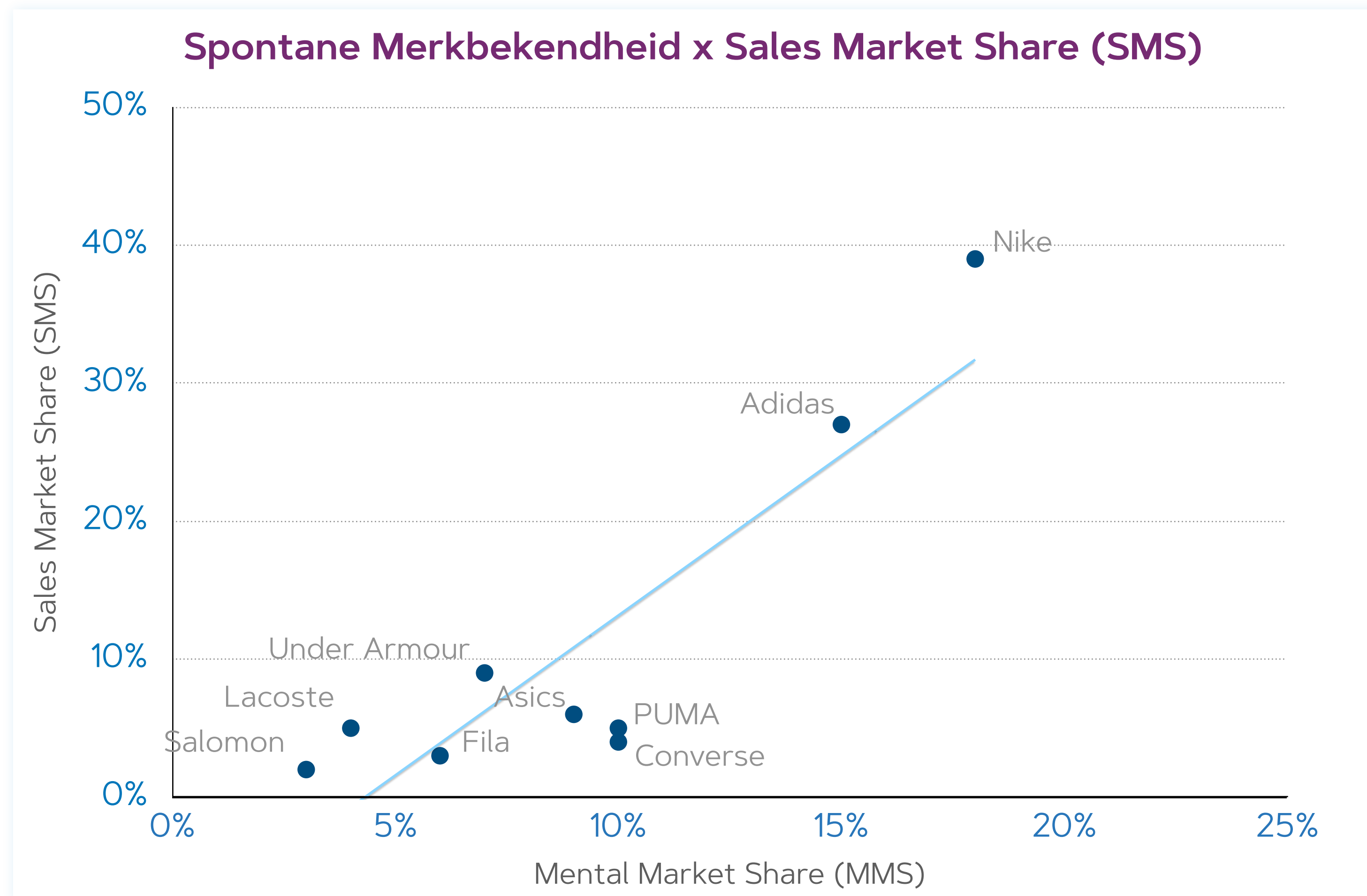
- **Mental Market Share** strongly correlates with Sales Market Share
  - Problem MMS is relatively **high**: physical availability is likely low
  - Problem MMS is relatively **low**: poor communication or poor reach
- **Network Size** of brand memory predicts future growth better than attitudes and intent (Ngo et al., 2021, Stocchi et al., 2021, Romaniuk, 2023).



(Romaniuk, 2023)

# Spontane Merkbekendheid Sneakers. Correlatie Matrix

- ▶ Er is een significant zeer sterke positieve correlatie ( $r = .88$ ;  $p = < .001$ ;  $N = 142$ ) tussen spontane merkbekendheid en SMS.



# CEP's. Mental Availability Metrics

- ▶ The table below shows each brand's performance on the three mental availability KPI's.

	Adidas	Asics	Converse	Fila	Kanga-ROOS	Lacoste	Lululemon	Nike	Puma	Reebok	Salomon	Under Armour	Categorie avg.
<b>Mental Market Share</b>	15%	9%	10%	6%	3%	4%	5%	18%	10%	10%	3%	7%	8%
<b>Mental Penetration (Mpen)</b>	86%	65%	76%	55%	30%	47%	49%	91%	74%	77%	29%	52%	61%
<b>Network Size</b>	5,3	4,1	4,3	3,4	2,7	3,0	3,1	6,1	4,2	4,2	2,9	4,2	4,2

### Explanation of Metrics

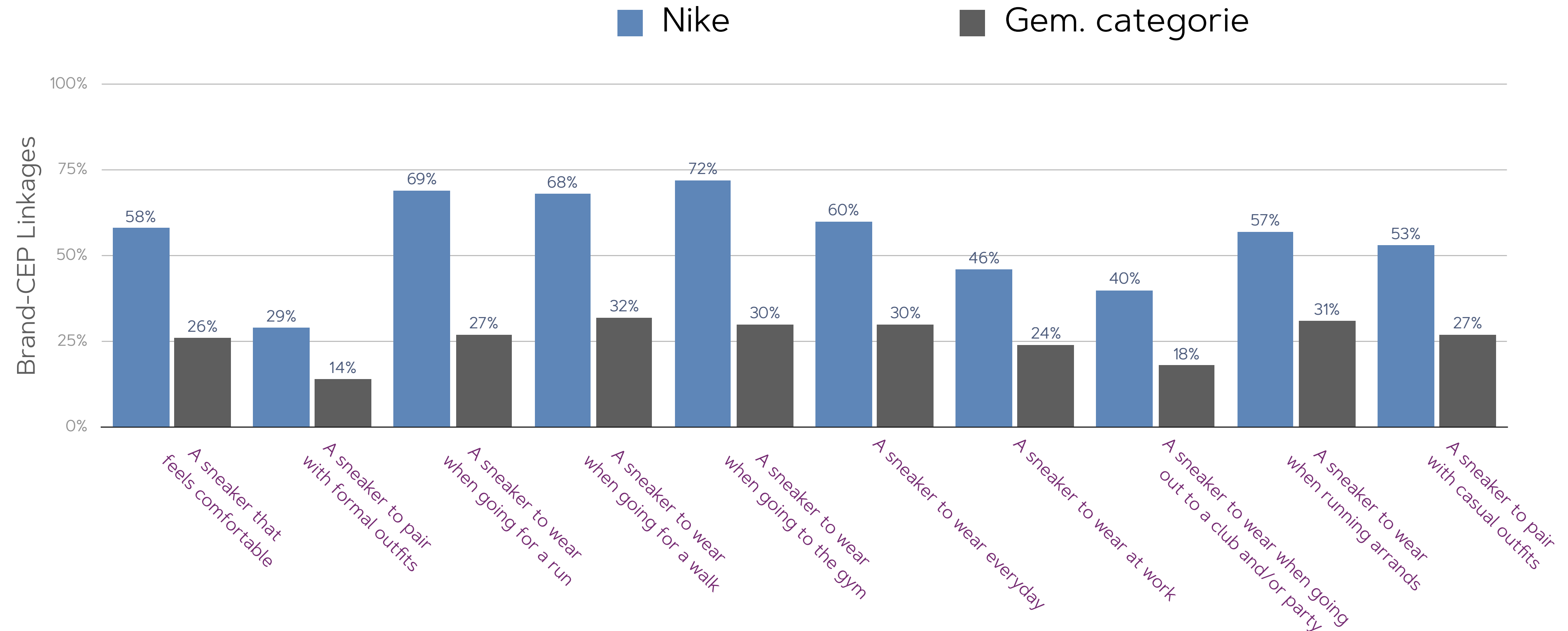
**Mental Market Share (MMS).** n brand-CEP linkages/Total CEP linkages across all brands

**Mental Penetration (MPen).** n category buyers linking at least one CEP to the brand/ Total sample size

**Network Size.** n CEP linkages for brand/n category buyers with MPen for the brand

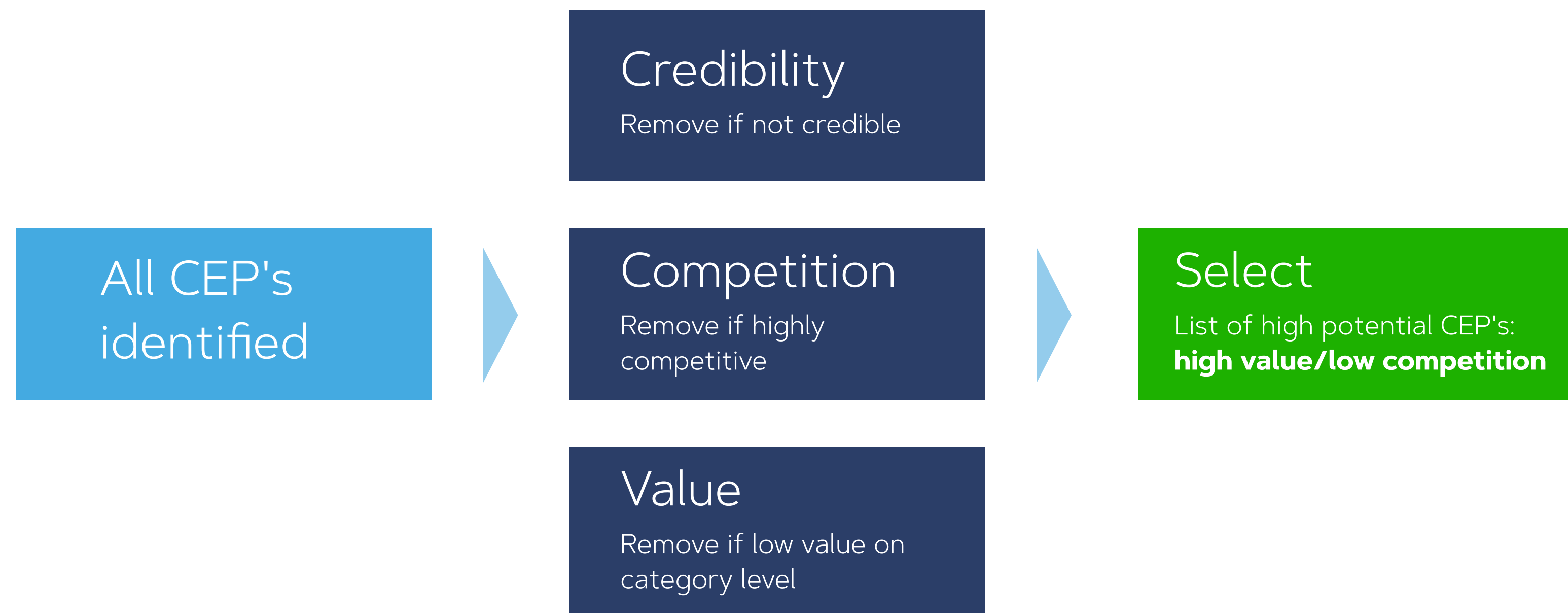
# CEP's. Performance per CEP

- ▶ The table below shows the percentage of category buyers that link a brand to a specific CEP.



# CEP's. Practical Recommendations

- ▶ The model below shows the three step framework of how we identify high-potential new CEP's.



# CEP's. Practical Recommendations

- ▶ The overview below shows Asics current strengths (left) and potential new CEP's (right) that will extend mental availability.

## Current Strengths

Do not neglect!

- ▶ To wear when going for a walk
- ▶ To wear when going to the gym
- ▶ To feel comfortable
- ▶ To wear when going for a run

## Growth Opportunities

Build new brand-CEP links to increase mental availability

- ▶ To pair with formal and casual outfits
- ▶ To wear when going out to a club and/or party
- ▶ A sneaker to wear at work

# CEP's. Practical Recommendations

Message strategies:

1. Which **CEP** will **exposure** to this execution **build**? Will this be **obvious**, even for the **lightest** category and brand buyer?
2. Is this **CEP** often useful for a **large number** of people? The more **common** the **CEP**, the more impact the advertising can have. The more obscure the CEP, the fewer choice situations the advertising can affect.
3. When was the **last time** you **promoted** this **CEP**? If it featured in a recent campaign, perhaps see if other CEPs have been neglected, as freshening these memories might benefit the brand more.





# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk



# Brand Tracking. Modules

Interval: Kwartaal

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

Interval: Kwartaal

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

Interval: Kwartaal

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



Interval: (half)Jaarlijks

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

Interval: (half)Jaarlijks

## 5. Brand Assets

- Fame
- Uniqueness

Interval: (half)Jaarlijks

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

## The Distinctive Brand Asset

---

- Colors
- Shapes
- Persons
- Words, slogans en typography
- Audio

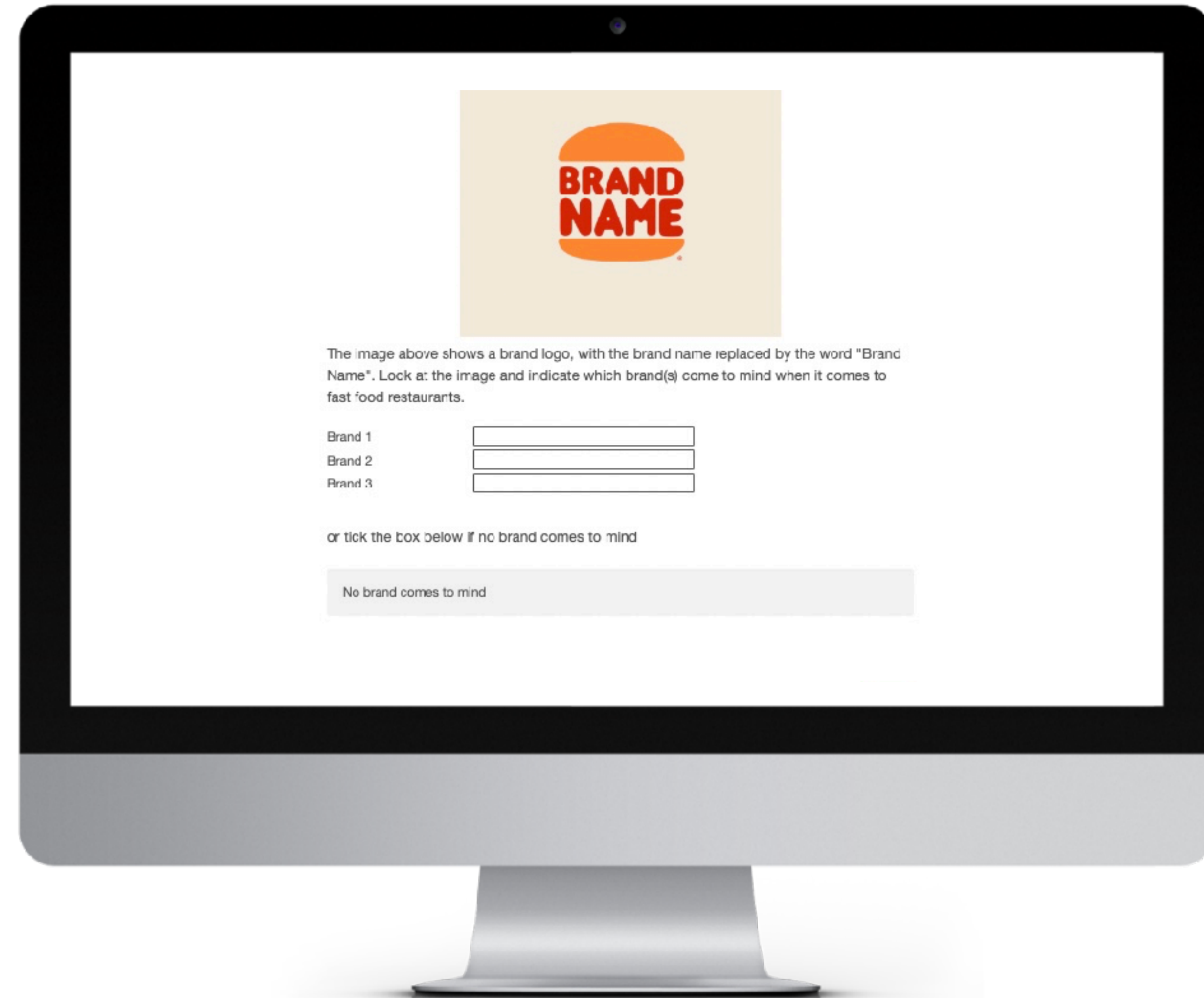
# Brand Assets act as neurological glue

---

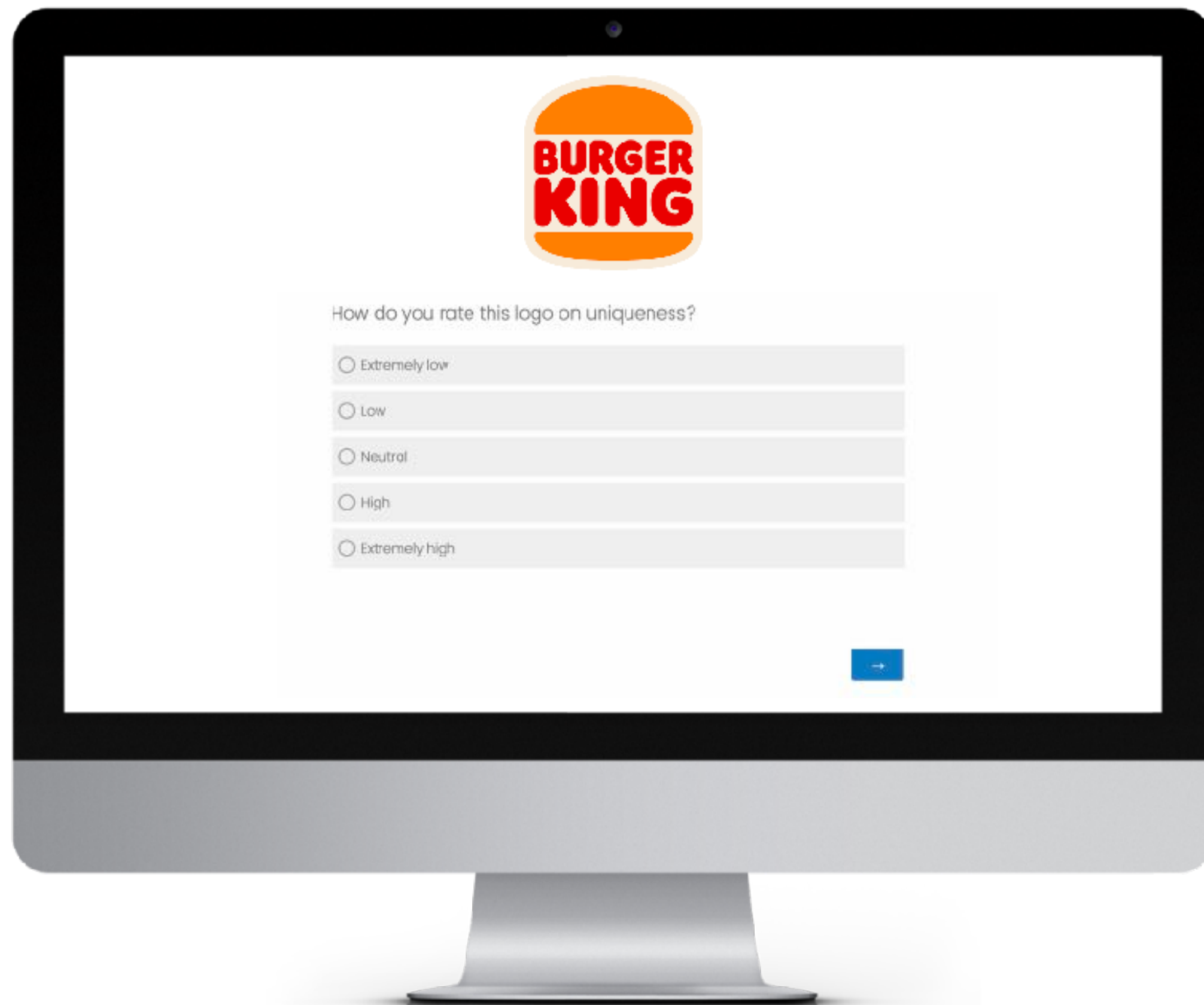


# Brand asset monitoring

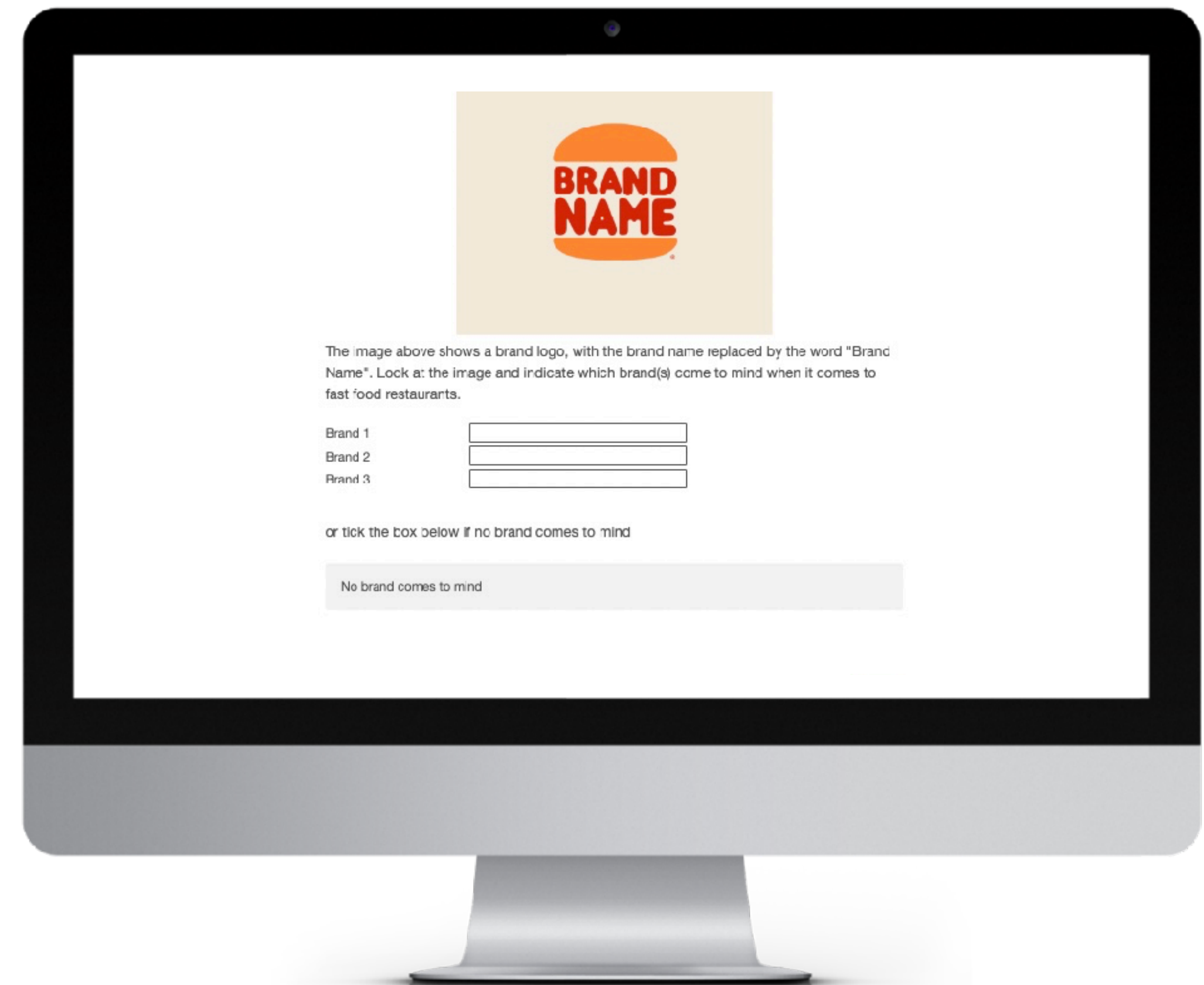
- Show asset in isolation or in combination, without explicit brand identifier
- Prompt with category
- Free response, but maximum 3
- 150 respondentent per cell, always category buyers!



# A wrong way to measure brand assets



✘ Direct rating on scale



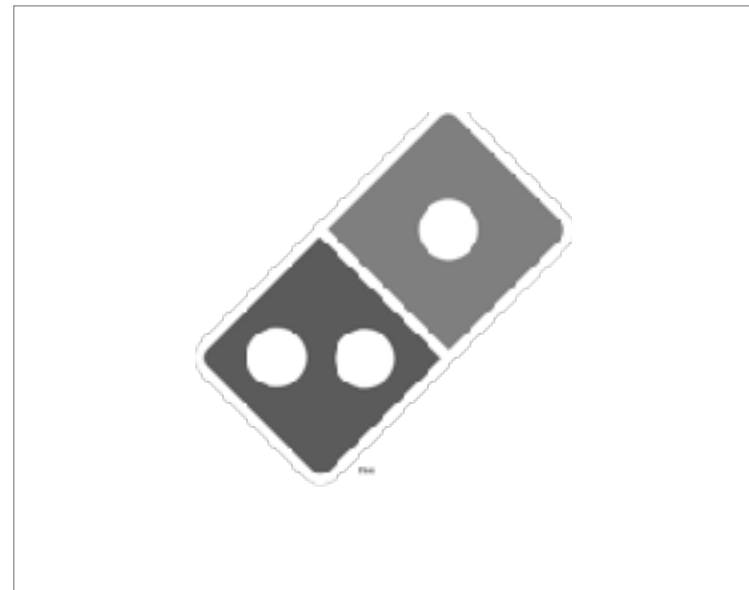
✔ Indirect measurement from aggregated responses

# 1. Types of Assets. Logo style

Target brand

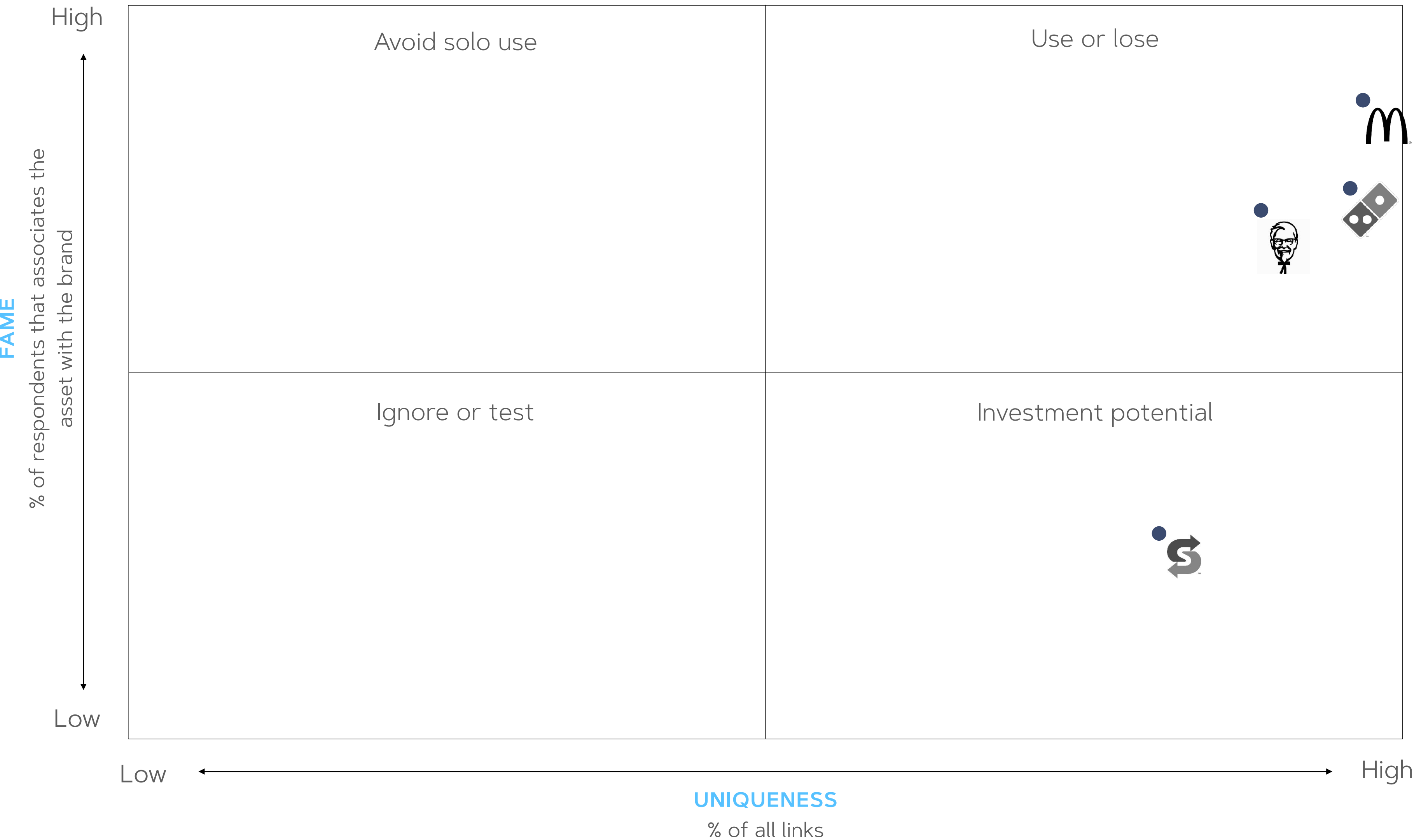


Competitors



McDonald's Brand Asset Test

# 1. Symbols. Performance



## Implications

Compared to the symbols of KFC, Domino's, and Subway, McDonald's symbol is the strongest asset in terms of recognition and uniqueness.

That is positive: the symbol is both well-known and unique for McDonald's. The recommendation is therefore to continue using this symbol in marketing and communication materials.





# Brand Tracking. Modules

*Interval: Kwartaal*

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

*Interval: Kwartaal*

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

*Interval: Kwartaal*

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



*Interval: (half)Jaarlijks*

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

*Interval: (half)Jaarlijks*

## 5. Brand Assets

- Fame
- Uniqueness

*Interval: (half)Jaarlijks*

## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk



# Brand Tracking. Modules

Interval: Kwartaal

## 1. Basis

- Awareness (non-buyers)
- Attitude
- Funnel metrics

Interval: Kwartaal

## 2. Imago (Impliciet)

- Unravel's Motivatiemodel
- Zelf te bepalen associaties

Interval: Kwartaal

## 3. Merkbereik marketing

- Effectief bereik per campagne
- Branded bereik



Interval: (half)Jaarlijks

## 4. Category Entry Points (CEPs)

- Mentaal Marktaandeel
- Netwerkgrootte
- Mentale penetratie

Interval: (half)Jaarlijks

## 5. Brand Assets

- Fame
- Uniqueness

Interval: (half)Jaarlijks

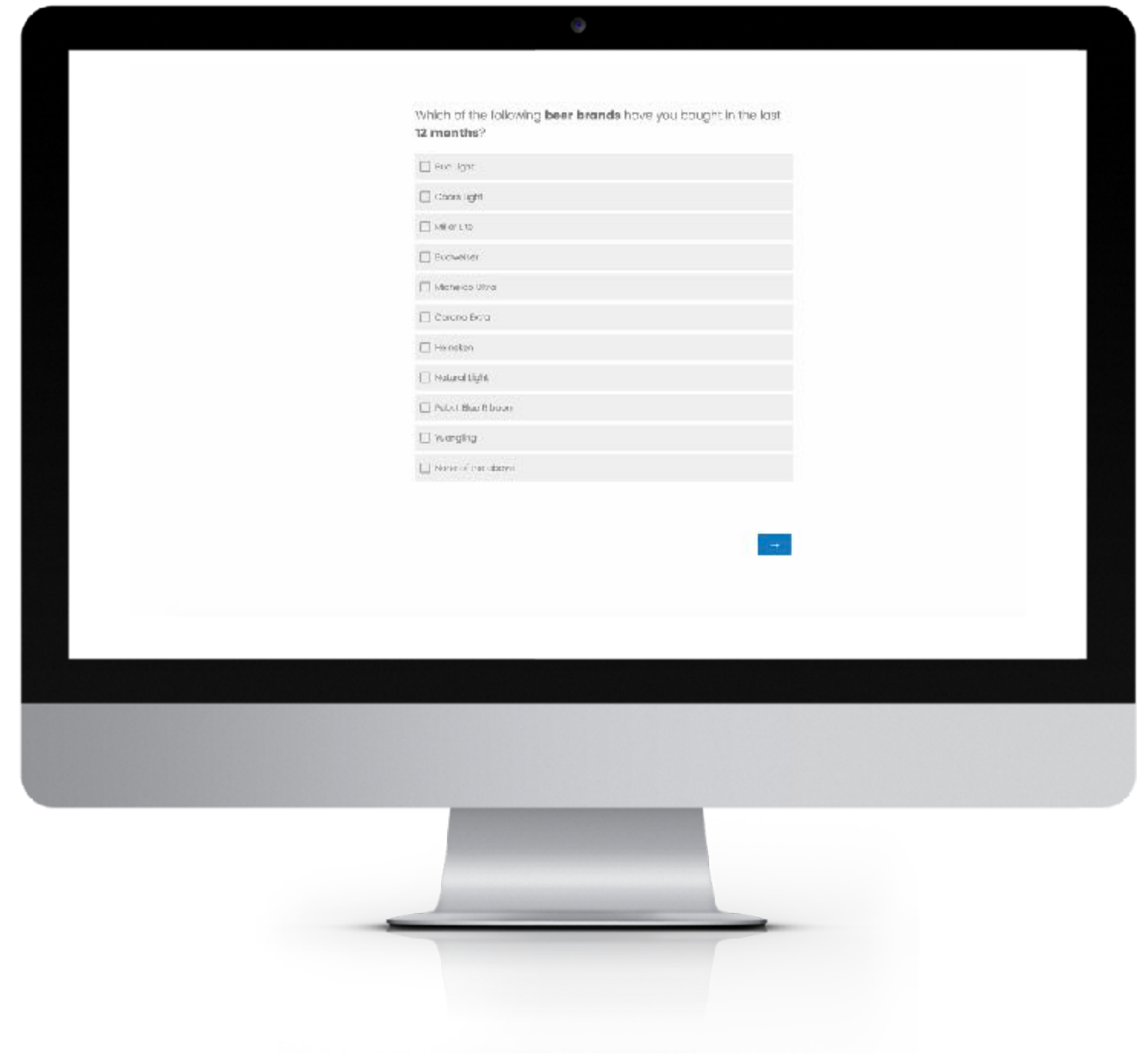
## 6. Gedrag

- Frequentie
- Light vs. Heavy users
- Merk

# Module 6. Behavior

## Behavioral variables

- **Frequency:** How often does one buy within the category?
- **Repertoire formaat:** How monogamous/polygamous are buyers across brands?
- **Usage:** Split in light and heavy users
- **Brand penetration:** % of category buyers that has bought the brand during a specific period of time



ONTVANG NU

Volledig voorbeeldrapport.

**Mail:** [tom@unravelresearch.com](mailto:tom@unravelresearch.com)

# Take-Aways: Webinar Brand Health Tracking

---

- ✓ **Are you measuring wrong KPI's?** Be critical about your current Brand Tracker KPI's: do they tap into brand growth metrics?
- ✓ **Are you measuring the right things the right way?** It's an easy mistake to measure the right KPI the wrong way.
- ✓ **Are you tracking in meaningful intervals?** Track too often and you're wasting money. Track too little and you're missing opportunities for growth.