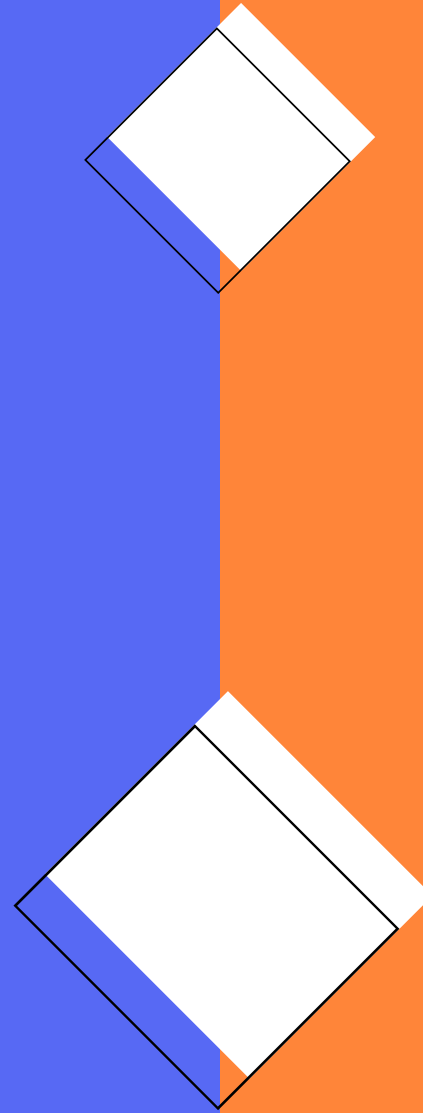


Measuring Brand Performance



Brand value chain

The concept of brand equity can be understood as an added value, which cause the consumers' preference towards one brand over the other, higher market share or profits.

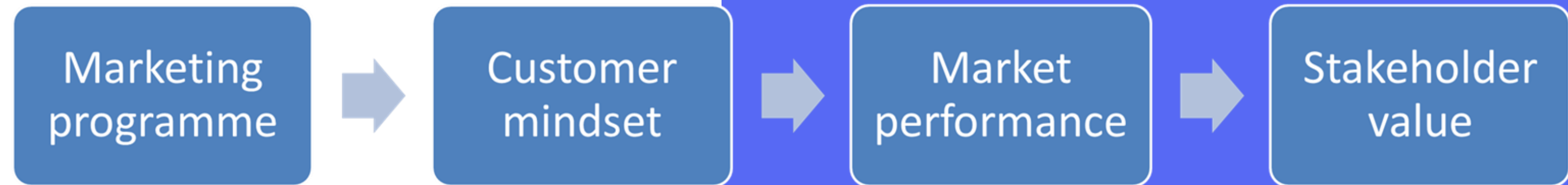
Brand value model (presented on next slide) includes a perspective of:

- **Consumers**
- **Company**
- **Stakeholders**

Source: K. L. Keller & D.R. Lehmann, How do brands create value?. *Marketing management*, 12(3), 2003: 26-26.

The logo for 'brandY' features the word 'brand' in a grey, lowercase sans-serif font, followed by a 'Y' in a blue, lowercase sans-serif font. To the left of the 'b' in 'brand' are three orange diamonds stacked vertically.

Brand value chain



Source: K. L. Keller & D.R. Lehmann, How do brands create value?. *Marketing management*, 12(3), 2003: 26-26.

Brand equity model based on customer includes:

1. Brand awareness

2. Brand association

3. Brand attitude

4. Brand attachment

5. Brand bonding





Brand performance measures - examples

Price premium

Price elasticity

Market share

Expansion success

Cost structure

Profitability

Brand power evaluation

MDS Model

Meaningful

Emotional relationship

Needs fulfillment

Different

Uniqueness of the brand

Setting the trends by the brand

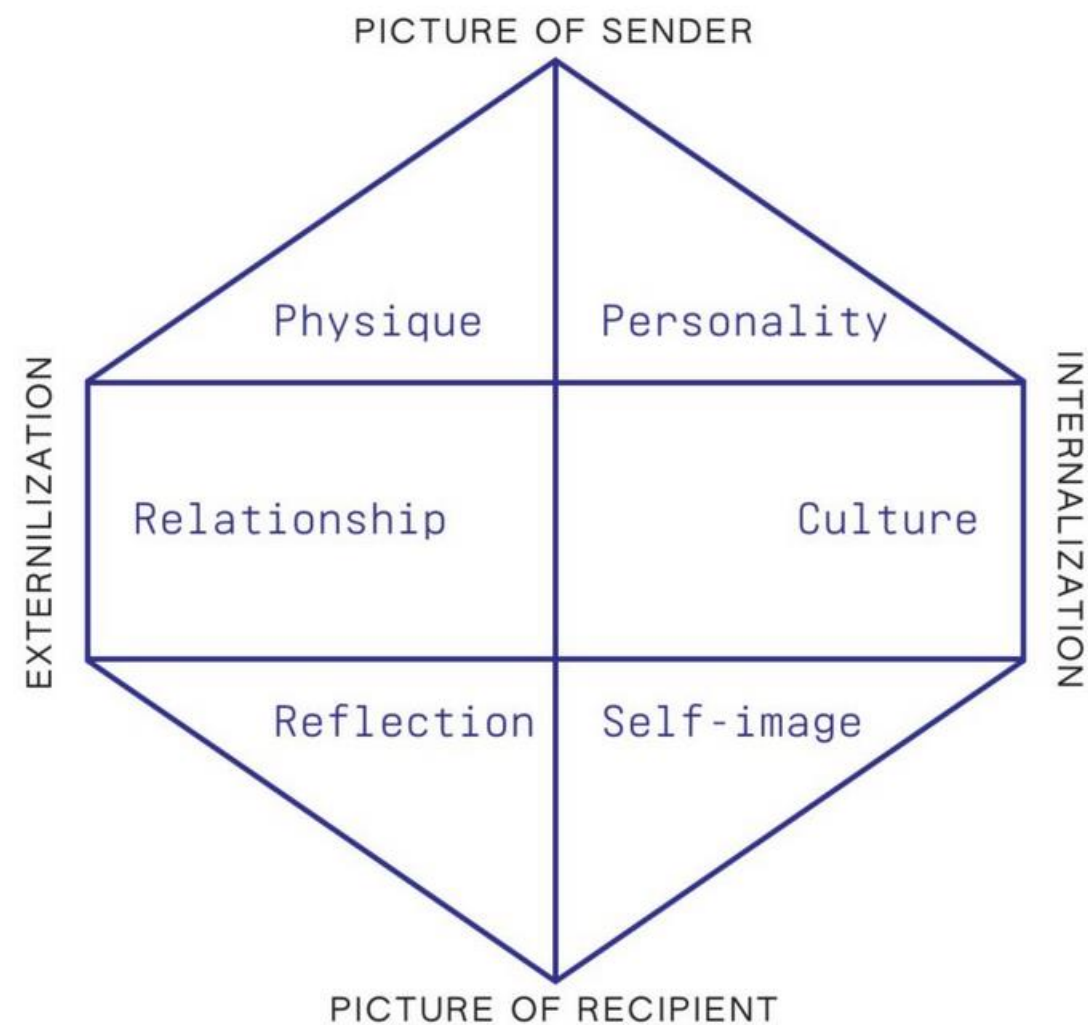
Salient

Presence in consumers minds

It shows to which extent the brand is significantly different from its competitors and to which level it is salient in consumers' minds.

Above mentioned MDS model is used to assess the value of the brand, which is a base of annual ranking of most valuable brand published by Financial Times (Kantar, 2021).

Brand identity prism



 brandY

The management of the elements of prism enable brand to maintain high brand equity. Proper measurement and positioning of these elements ensure brand success. The model consists of following elements (HowBrandsAreBuilt, 2021):

- **physique understood as visual characteristics that help consumers to identify the brand,**
- **personality understood as the traits of the brand in the minds of consumers,**
- **culture understood as set of values which stands as a foundation for the brand,**
- **relationship understood as a connection and relation of brand with its consumers,**
- **self-Image understood as to how consumers see or associate themselves as users of the brand,**
- **reflection understood as how brand define and what features it attribute to its target market.**

Brand equity levels

1. Psychological

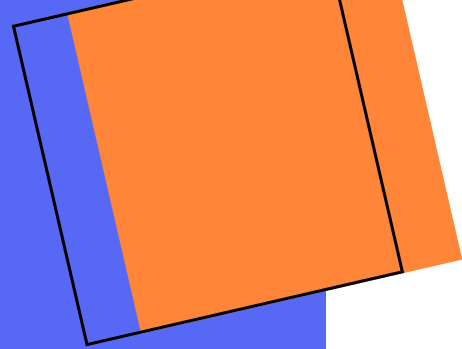
2. Behavioral

3. Financial



Measuring brand funnel

Order to measure the brand equity a brand funnel is incorporated. It measures how many consumers are aware of the brand and how they convert into considerers (those who consider buying in the future), trialists (those who bought at least once in a year), repeat customers (those who buy at least once a month), recommenders (those who would like to recommend to the others).



The Brand Funnel



**If you have a question, we are
happy to assist you**

