



HANOVER  
RESEARCH

REPORT

# THE STATE OF BRAND MEASUREMENT

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Now more than ever, it's critical for organizations to clearly define and aggressively differentiate their unique value proposition. COVID-19's economic disruption means companies must shore up customer loyalty and become more nimble and adaptable. On top of the pandemic's impact, increasing digitization gives buyers access to even more choices, making brand loyalty increasingly important for retaining customers. In order to do this effectively, you need insight into your brand's current position, awareness levels, and customer sentiment. Brand measurement helps organizations achieve this goal by providing insights into how an organization's brand, independent of its products or other characteristics, drives revenue and supports growth opportunities. Brand insights are invaluable to companies as they seek to retain customers, protect revenue, and strategically grow and enter new markets.

To help organizations understand how to most effectively pursue brand measurement, Hanover Research surveyed the attitudes, behaviors, and preferences of executives across B2B, B2C, and B2B2C organizations. Our research shows that, while 94% of companies conduct some type of brand measurement, organizations can reap even more benefits by pursuing Brand Equity research—a commonly overlooked, but increasingly valuable type of brand research.

This report examines how organizations derive value from brand measurement efforts, the types and scale of research conducted, top challenges they encounter, and the future of brand measurement, including the impacts of COVID-19.

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# TOP TAKEAWAYS ON BRAND MEASUREMENT



- 1. Brand measurement is ubiquitous.** Most organizations do some type of brand measurement to inform decision-making. A vast majority (94%) of organizations surveyed across industries and sizes have completed at least one form of brand measurement within the past year.
- 2. Brand measurement has a significant impact on decision making throughout the organization, including operational and strategic decisions.** Almost four out of five executives agree that Brand Development, Brand Awareness and Perceptions, and Brand Satisfaction and Net Promoter Score® (NPS®) research have a moderate to major impact on decision making across the business. Specifically, executives see the most value in leveraging Brand Tracking, Brand Awareness and Perceptions, and Brand Satisfaction and NPS® research when making strategic decisions.
- 3. Brand measurement is directly tied to organizational performance.** Surveyed executives attribute nearly half of increases in both top- and bottom-line performance to brand measurement.
- 4. The single most important brand metric for both operational (26%) and strategic (31%) decision making are Brand Awareness and Perceptions—understanding a brand's awareness in a competitive market and buyer perceptions of the brand.** Other influential brand metrics include Brand Satisfaction and NPS® (22% for both operational and strategic decision making) and Brand Development (14% for both operational and strategic decision making).
- 5. Companies conducting brand measurement, especially B2B2C organizations, are primarily using a dedicated internal market research function (54%).** However, organizations are also turning to third-party market research vendors as an affordable solution to execute the work (27%).
- 6. Organizations who are not doing brand measurement (6%) are mostly constrained by internal factors. Internal constraints include resources, budget, and bandwidth, or the research simply has not been prioritized, which could be due to lack of resources.**
- 7. Brand Equity research is an emerging and high-value investment for organizations.** While Brand Equity research has been the least-deployed type of brand measurement over the past year, companies are starting to prioritize it, with over one-third of companies that had not previously conducted this research planning to study it in the next 12 months. Brand Equity research also sets itself apart from other types of brand measurement as having the largest impact on growth in top-line (50%) and bottom-line (54%) performance.

# WHAT'S NEXT? TIPS FOR BRAND MEASUREMENT

- 1. Conduct regular Brand Awareness and Perceptions research, at minimum annually or bi-annually, and integrate data collection more frequently to measure the ROI of campaigns.** Ongoing brand research provides a high-level examination of your brand's performance in a competitive market and demystifies current and prospective customers' views of your products and/or services. It can also help track changes in awareness and perceptions over time and trigger early warning signs for potential issues.
- 2. Track Brand Satisfaction regularly to keep a pulse on the voice of your customers.** However, be sure to align research frequency with the type of product or service offered and the cadence of your customer's purchase cycle. For example, NPS® for commodity or fast purchase cycle products can be tracked as frequently as monthly.
- 3. Leverage Brand Awareness and Perceptions research to inform operational and strategic decision-making,** and ensure research is integrated into decision-making at all levels of the organization and providing valuable insights into how aware current and potential customers are of your brand.
- 4. Harness Brand Equity research to obtain insight into your brand's competitive advantage in the market.** Even if companies are doing other forms of brand measurement, incorporating Brand Equity research into your repertoire will add significant ROI. As consumer and business spending contracts due to the impact of COVID-19 on the economy, it becomes even more imperative for brands to know how to leverage their strengths in messaging and communication.



# BRAND MEASUREMENT: AT A GLANCE



## Brand Tracking

Tracks the health of your brand over time, typically including metrics such as awareness, perceptions, and NPS®.



## Brand Awareness and Perceptions

Provides high-level brand penetration metrics from current and prospective customers, including unaided and aided awareness, brand perceptions, and future purchase intent.



## Brand Satisfaction and NPS®

Obtains deeper-level insights into your customers' satisfaction with your products and services and their likelihood to recommend (NPS®).



## Brand Development

Tests new brand logos and messaging for rebranding efforts while also unpacking the non-negotiable elements of your brand that need to stay intact to not risk alienating brand loyalists.



## Brand Messaging

Examines the resonance of your brand's message in the market, identifying whether your brand is perceived as intended and whether your messages are meaningful for a consumer—compelling them to take action and driving their intent to purchase.



## Brand Equity

Compares the strength of your brand across key performance indicators in relation to your competitors. Strength is typically measured by an assessment of awareness, perceptions, and the extent to which your brand's message resonates with your target audience.

# BRAND MEASUREMENT: DEFINED

Nearly all companies have conducted brand measurement. The high level of adoption makes sense, as these organizations have seen positive impacts on their strategic decision-making and top- and bottom-line performance.



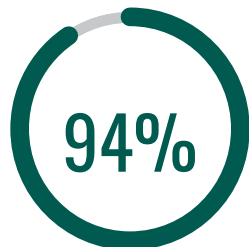
**72-78%**

Executives agree that certain types of brand measurement have a moderate to major impact on decision-making across the business  
(n=198)



**Almost 4 out of 5**

Executives say brand measurement has a positive ROI and positive impact on the company's top and bottom lines  
(n=198)



Organizations who have conducted any type of brand measurement in the past year  
(n=388)



## TOP 3 MOST COMMON TYPES OF BRAND MEASUREMENT



Brand Awareness and Perceptions  
(n=388)



Brand Messaging  
(n=388)



Brand Development; Brand Satisfaction and NPS® (tied)  
(n=388)

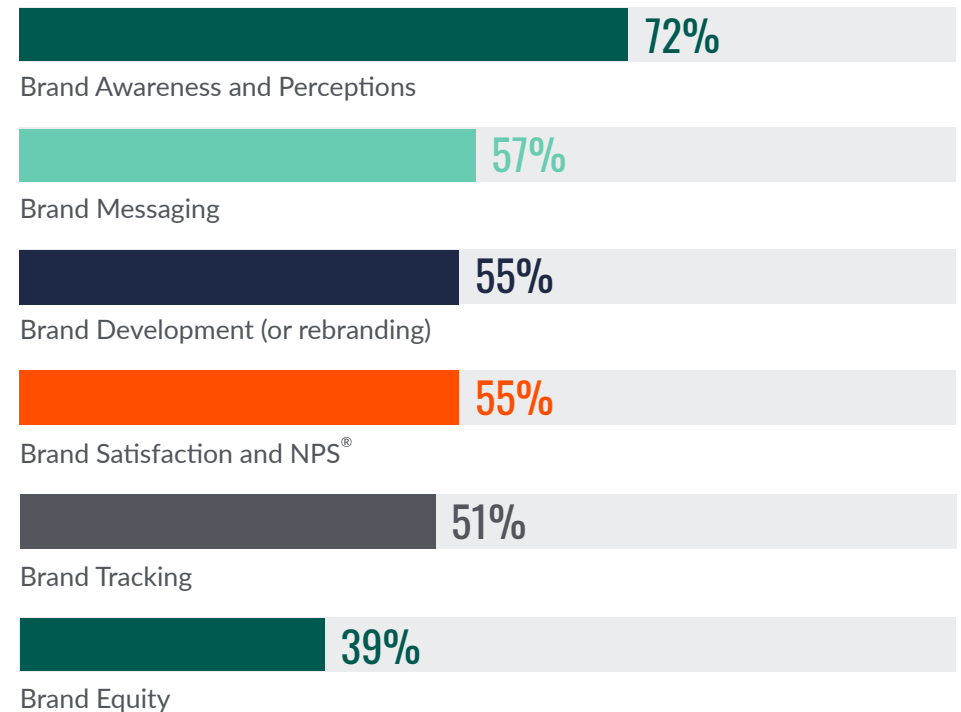
# HOW ORGANIZATIONS KEEP A PULSE ON THEIR BRAND

More than half of organizations conduct most types of brand research, indicating they measure their brand from multiple angles. Brand measurement tends to build upon itself from top-of-the-funnel awareness and perception metrics; each type of research adds nuanced insights into how a company's awareness and perceptions are performing in the market.

Brand Awareness and Perceptions research is the most common type—15 percentage points higher than the next most common method. It tends to be the most popular because it covers a breadth of topics and provides a bird's eye view of the brand. For example, if a Brand Awareness and Perceptions study shows low levels of satisfaction, companies can conduct a follow-up Brand Satisfaction and NPS® study to identify drivers for low customer ratings. Each layer of data provides a well-rounded picture of what the company needs to focus on to drive loyalty and growth.

## MOST USED TYPES OF BRAND MEASUREMENT

(n=388)



## FREQUENCY OF BRAND MEASUREMENT

Most companies conduct brand measurement frequently—at least every two to three months.

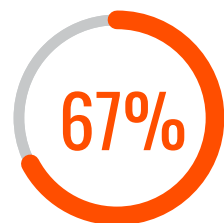
This cadence speaks to the value organizations derive from deeply understanding how consumers and customers respond to their brand. It also highlights how a brand evaluates itself among competitors, and the frequency with which market dynamics can shift causing perception changes among a brand's current and potential customers.

Organizations are likely to conduct most types of brand measurement routinely – with the exception of Brand Development research. Most companies only conduct Brand Development research as needed (53%), which is logical given how infrequently a brand undergoes a major overhaul.

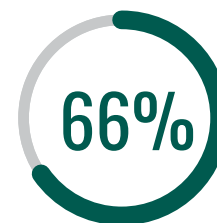
**74% of organizations collect data at least every two to three months across all types of brand measurement**

## FREQUENTLY TRACKED BRAND MEASUREMENT METRICS

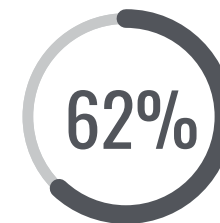
*(E.g., At least once a quarter)*



Brand Tracking  
(n=198)



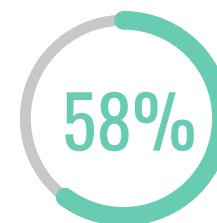
Brand Equity  
(n=151)



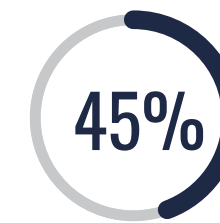
Brand Satisfaction and NPS®  
(n=212)



Brand Awareness and Perceptions  
(n=279)



Brand Messaging  
(n=222)



Brand Development  
(n=213)

*(See Appendix for a full breakdown of how often companies conduct each type of brand measurement)*



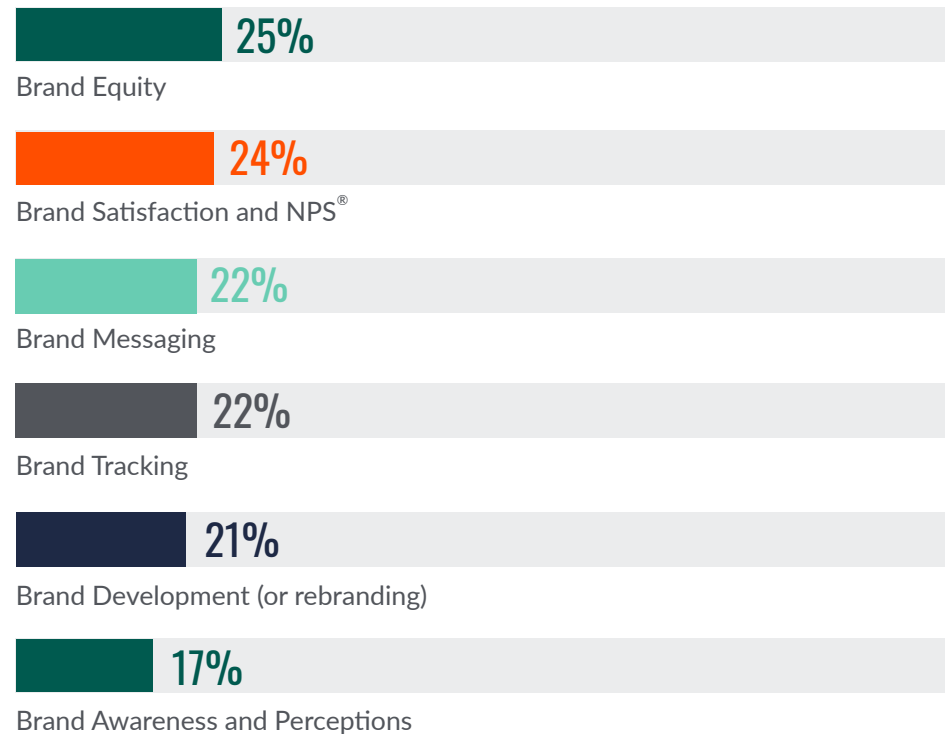
## FUTURE PLANS FOR BRAND MEASUREMENT

About a quarter of organizations that are not currently engaged in brand measurement plan to start tracking at least one metric in the next year. Brand Equity, while the least common type of brand measurement currently, stands out as the top choice for next year. Brand Equity's high value makes it appealing to companies who have seen the competitive landscape rapidly shift due to the impacts of COVID-19.



### BRAND MEASUREMENT PLANS FOR 2021

(n=360)



# WHO CONDUCTS BRAND MEASUREMENT?

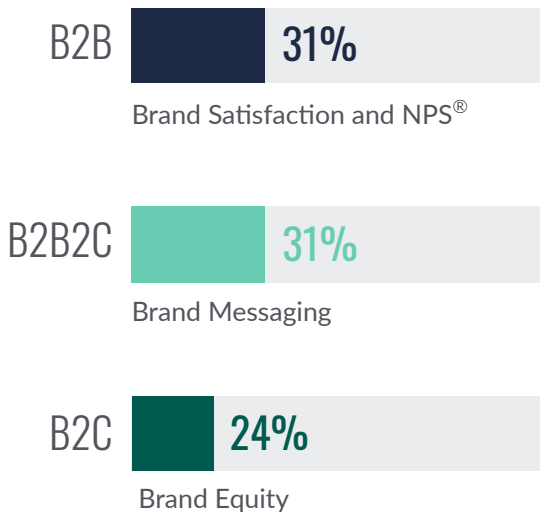
Larger organizations are significantly more likely to conduct brand measurement than their smaller counterparts, especially Brand Satisfaction and NPS® and Brand Equity research. While this type of research investment can be more significant for smaller companies, the positive impact brand measurement can have on operational and strategic decision making, alongside increases in top- and bottom-line

performance, warrants budget and resource allocation.

B2B2C and B2C companies are significantly more likely to pursue any type of brand measurement compared to B2B companies. B2B2C companies are especially focused on Brand Messaging research (31%), potentially planning more significant messaging changes as a result of COVID-19.

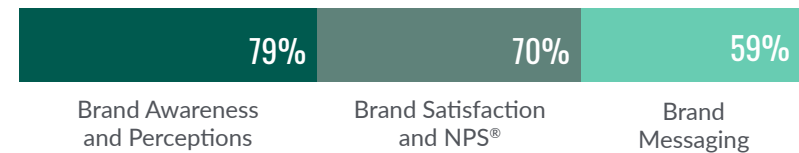
## TOP BRAND MEASUREMENT FOCUS BY COMPANY TYPE

*Types they are planning to conduct in the next 12 months*

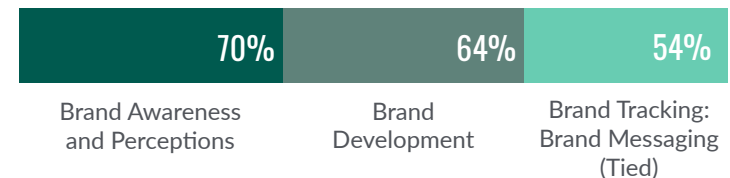


## BRAND MEASUREMENT BY COMPANY SIZE

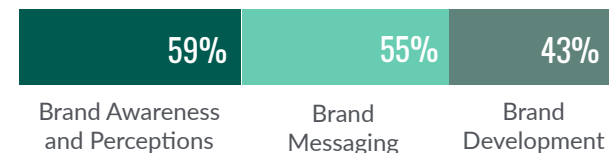
### Large Companies (\$50M+; n=195)



### Medium Companies (\$49,999,999-\$5M; n=74)



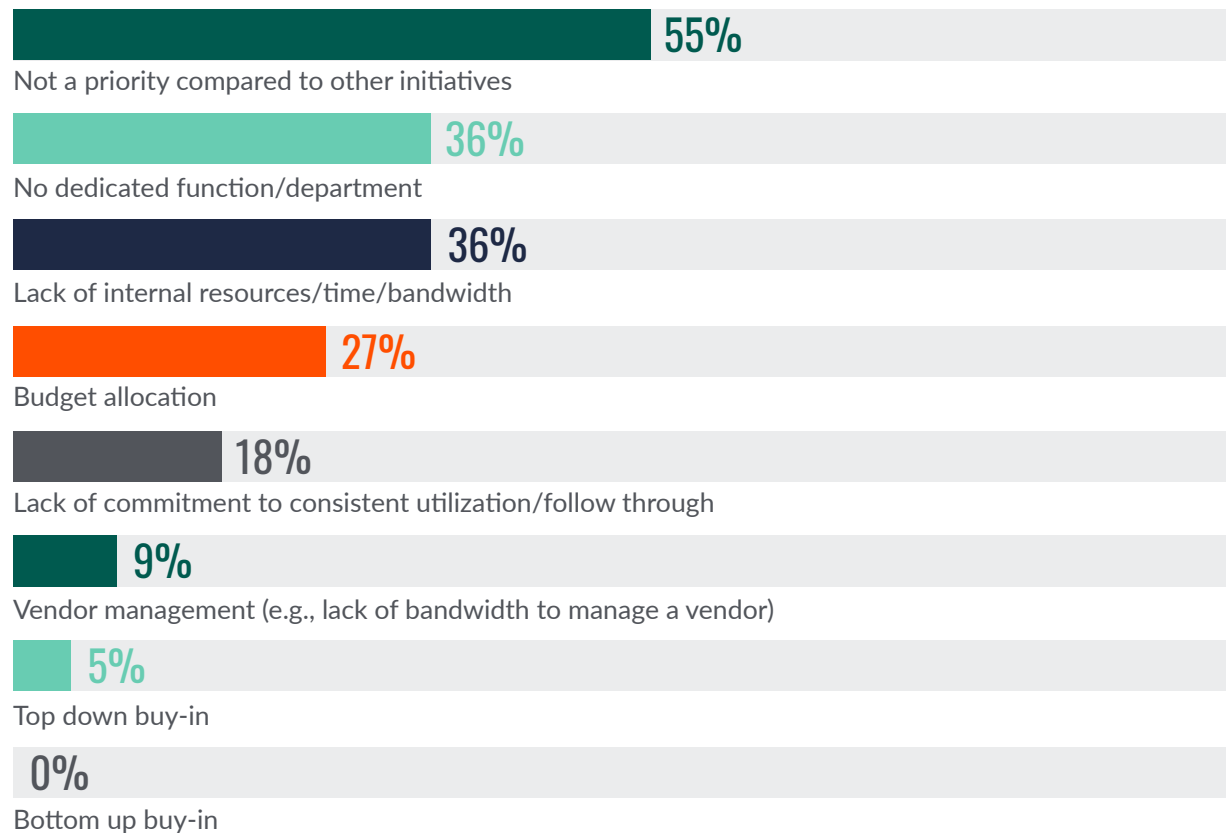
### Small Companies (<\$5M; n=95)



## BARRIERS TO BRAND MEASUREMENT ADOPTION

Among organizations not conducting brand measurement, they cite a lack of prioritization and internal constraints, such as a lack of dedicated function or lack of bandwidth/budget, as rationalizations for why they do not conduct this research.

### REASONS WHY COMPANIES DO NOT CONDUCT BRAND MEASUREMENT



# IMPACTS AND BENEFITS OF BRAND MEASUREMENT

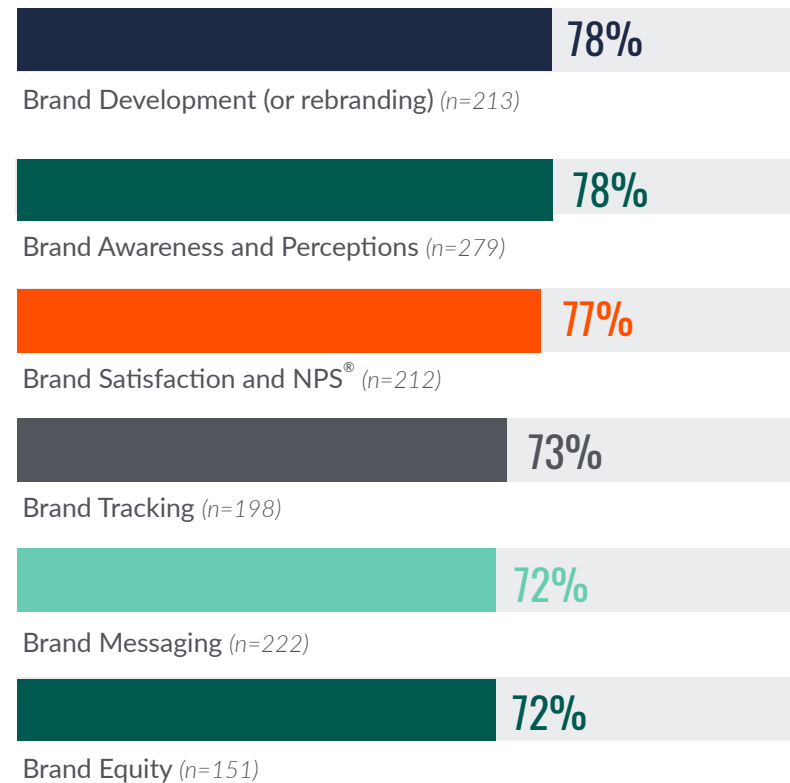


## ALMOST 4 OUT OF 5

executives say Brand Development, Brand Awareness and Perceptions, and Brand Satisfaction and NPS<sup>®</sup> research has a moderate to major impact on decision making across the business to avoid failed launches.



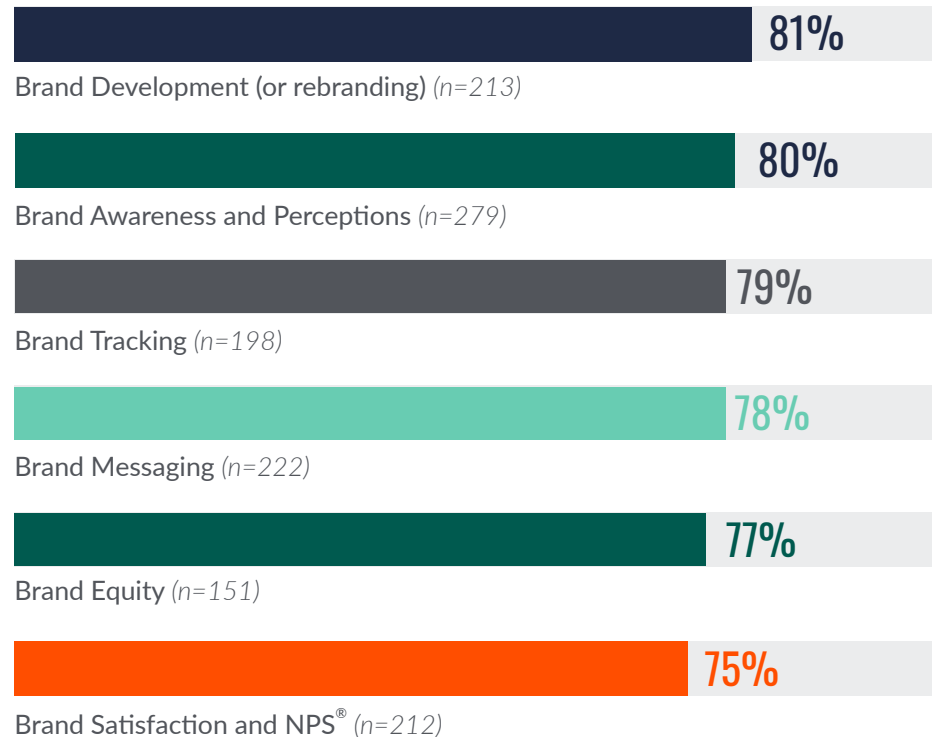
### METRICS WITH MODERATE/MAJOR IMPACTS ON BUSINESS DECISIONS



## IMPACT ON ORGANIZATIONAL PERFORMANCE

Brand measurement is directly tied to organizational performance. A majority of executives see positive ROI from each type of brand measurement they conduct.

### POSITIVE ROI OF BRAND MEASUREMENT METRICS

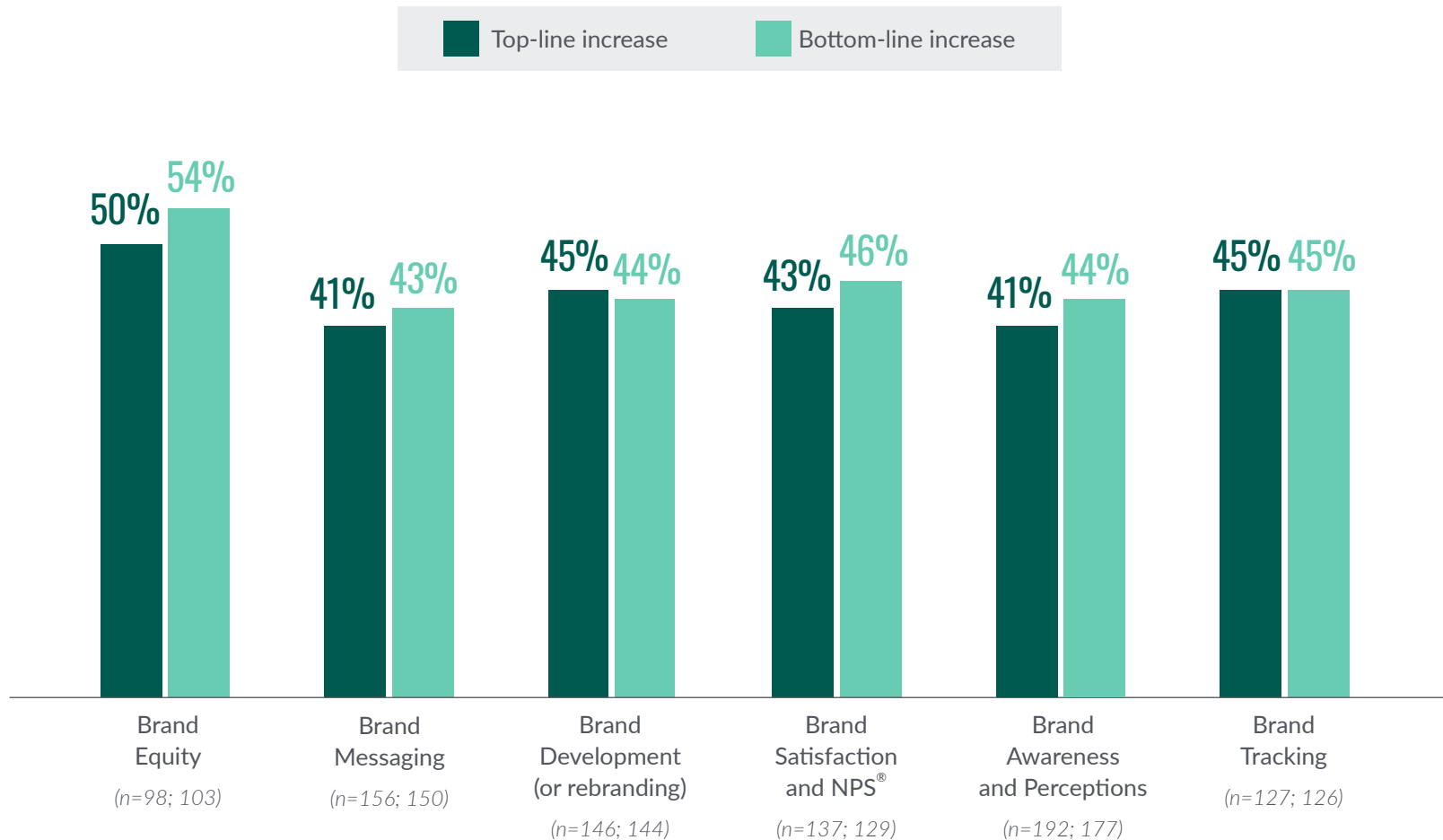


## HOW BRAND MEASUREMENT INFLUENCES TOP AND BOTTOM LINES

Organizations in our study attribute nearly half of increases in both top- and bottom line performance to brand measurement, with Brand Equity having the largest impact. It makes sense Brand Equity research would positively impact top- and bottom-

line performance since companies can easily extract actionable insights to help enhance messaging, market positioning, customer satisfaction, and more.

BRAND MEASUREMENT INFLUENCES ON TOP- AND BOTTOM-LINE INCREASES



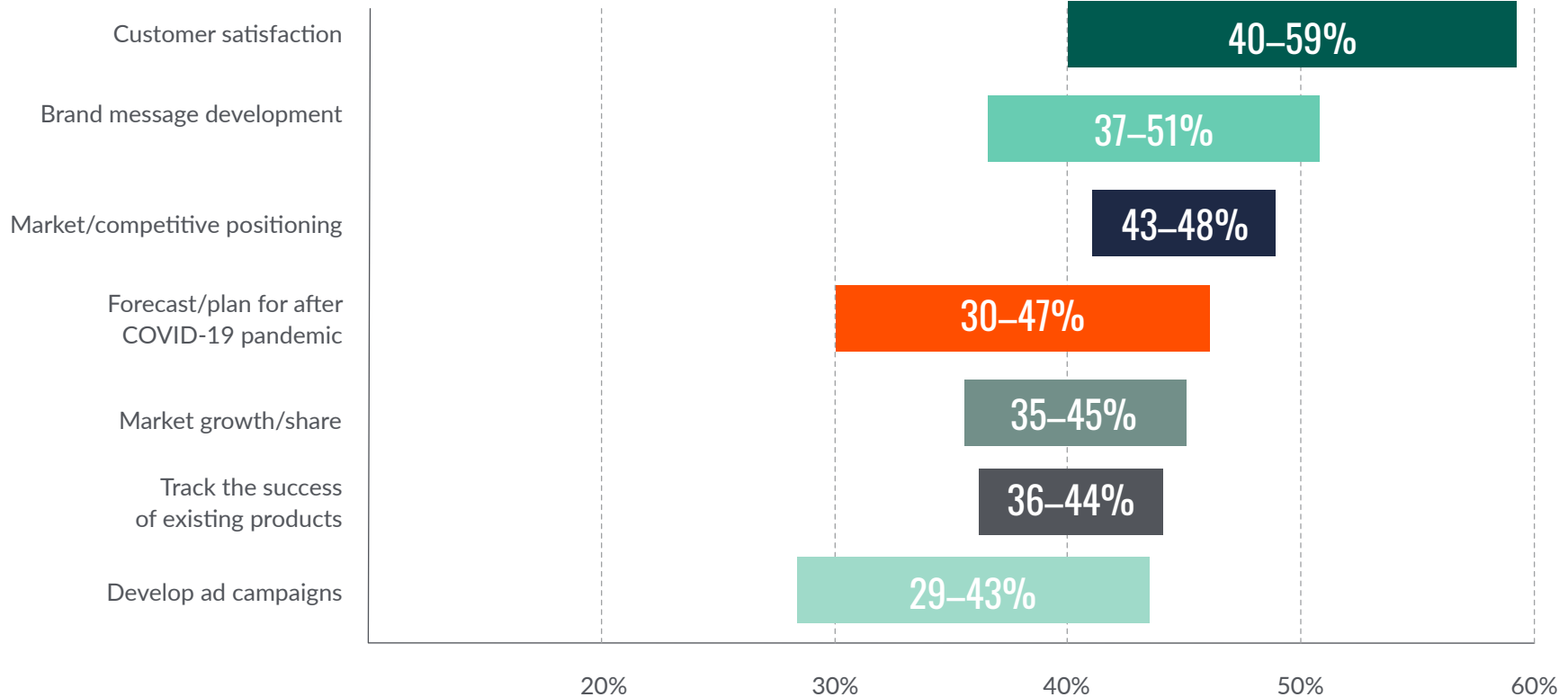
## HOW COMPANIES LEVERAGE BRAND MEASUREMENT TO ACHIEVE KEY BUSINESS GOALS

Organizations are leaning on insights from brand measurement to achieve their top business goals. Companies are leveraging this research to inform brand messaging, ad campaigns, and

customer satisfaction initiatives. Additionally, organizations are using this research to inform their COVID-19 recovery plans. COVID-19 may also be a driver for businesses to focus on

market growth/share and competitive positioning as they evaluate where they stand in the market after a major economic disruption.

TOP GOALS IMPACTED BY BRAND MEASUREMENT



(See Appendix for a full breakdown of how brand measurement contributes to organizations' goals)

## IMPACT ON ORGANIZATIONAL DECISION MAKING

Executives generally see the value of brand measurement to inform strategy for both long term (3-5 years) and near term decision-making, or what they will focus on in the near-term. Specifically, they see the most value in Brand Tracking, Brand Awareness and Perceptions, and Brand Satisfaction and NPS® research when making strategic decisions. Brand Tracking is also the most important metric for operational decision making, indicating that regular assessment of key brand metrics is critical to both short- and long-term goals.

METRICS SEEN AS VERY/EXTREMELY IMPORTANT TO ORGANIZATIONAL DECISION MAKING

	OPERATIONAL	STRATEGIC
<b>Brand Tracking</b> <i>(n=198)</i>	67%	73%
<b>Brand Awareness and Perceptions</b> <i>(n=279)</i>	63%	74%
<b>Brand Satisfaction and NPS®</b> <i>(n=212)</i>	65%	71%
<b>Brand Development</b> <i>(n=213)</i>	62%	64%
<b>Brand Messaging</b> <i>(n=222)</i>	63%	64%
<b>Brand Equity</b> <i>(n=151)</i>	65%	60%

Brand Awareness and Perceptions is the single most important brand metric for strategic decision making, helping organizations understand their brands' awareness in the competitive market and consumer/customer perceptions.



## BRAND EQUITY RESEARCH: IDENTIFY YOUR BRAND'S UNIQUE VALUE PROPOSITION



Brand Equity research provides powerful benefits. The vast majority of executives — **as high as 91% in B2B** — agree that **Brand Equity research positively impacts their ROI**. Additionally, it boasts the largest impact on growth in top- and bottom-line performance.

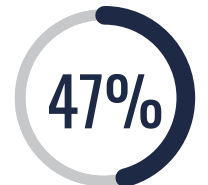
Though this research was the least commonly deployed over the past year, interest in Brand Equity research has grown significantly. Over a third of companies who have never conducted Brand Equity research plan to do so in the next 12 months. With consumer and business spending contracting due to COVID-19's economic impact, **Brand Equity research gives organizations an advantage by identifying a brand's unique value proposition and positioning in a competitive market and pinpointing new consumer audiences to help expand a brand's reach and territory.**



Total companies plan to conduct Brand Equity research in the next 12 months



Plan to use Brand Equity research to track the impact of COVID-19 during the pandemic



Plan to use Brand Equity research to forecast/plan for after the COVID-19 pandemic

### Brand Equity Research's Impact on Top- and Bottom-Line Performance

*(Across all companies)*



Top line



Bottom line



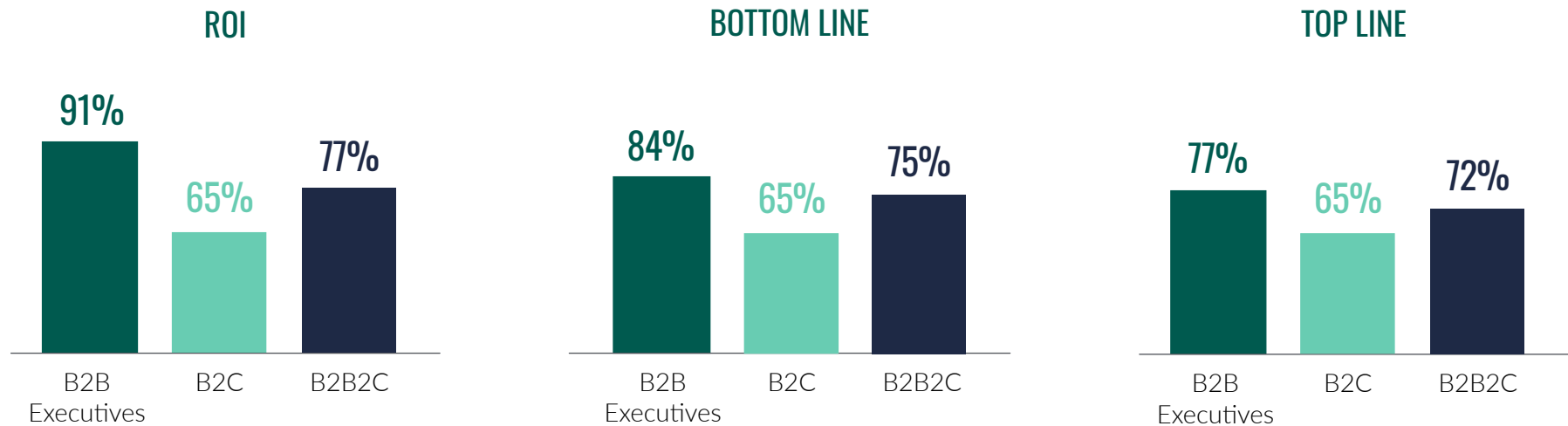
### MORE THAN 1 IN 3

Companies that had not previously conducted Brand Equity research plan to study it in the next 12 months

## B2B COMPARED TO B2B2C AND B2C

Although Brand Equity research is an opportunity across all sectors, the benefits are particularly significant for the B2B Sector.

### BRAND EQUITY RESEARCH POSITIVELY IMPACTS ...

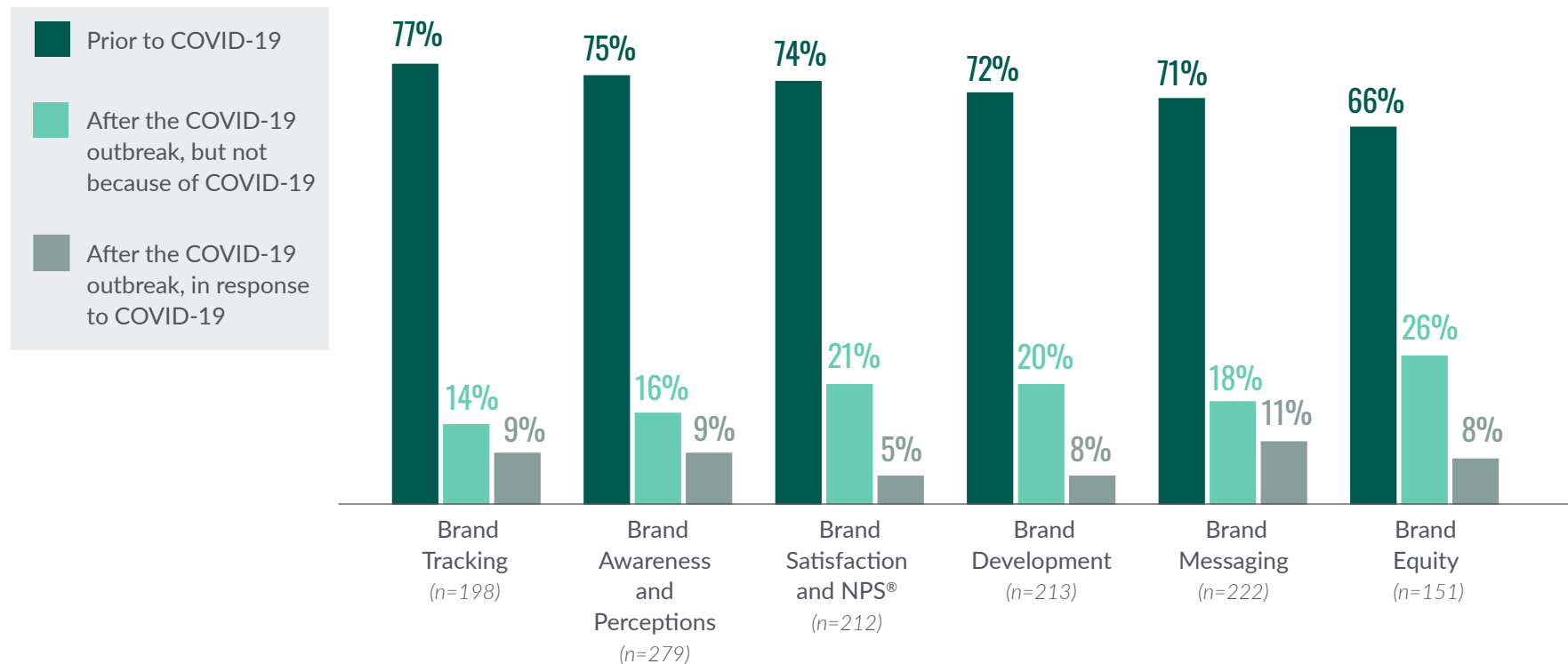


# HOW COVID-19 HAS SHAPED BRAND MEASUREMENT

Organizations diligently conducted brand measurement before COVID-19, with the majority (66-77%) initiating brand measurement prior to the outbreak. While COVID-19 is having a small impact on changes to brand measurement thus far, we can clearly see trends in how companies are responding to the pandemic and increased Brand Messaging, Brand Tracking,

and Brand Awareness and Perceptions research in response. Brand Equity research has also seen the largest increase in usage since COVID-19 among all metrics, providing valuable insights into a brand's competitive advantage in the market to leverage in communication.

COVID-19 IMPACT ON WHEN BRAND MEASUREMENT EFFORTS WERE INITIATED



## HOW COVID-19 HAS SHAPED BRAND MEASUREMENT

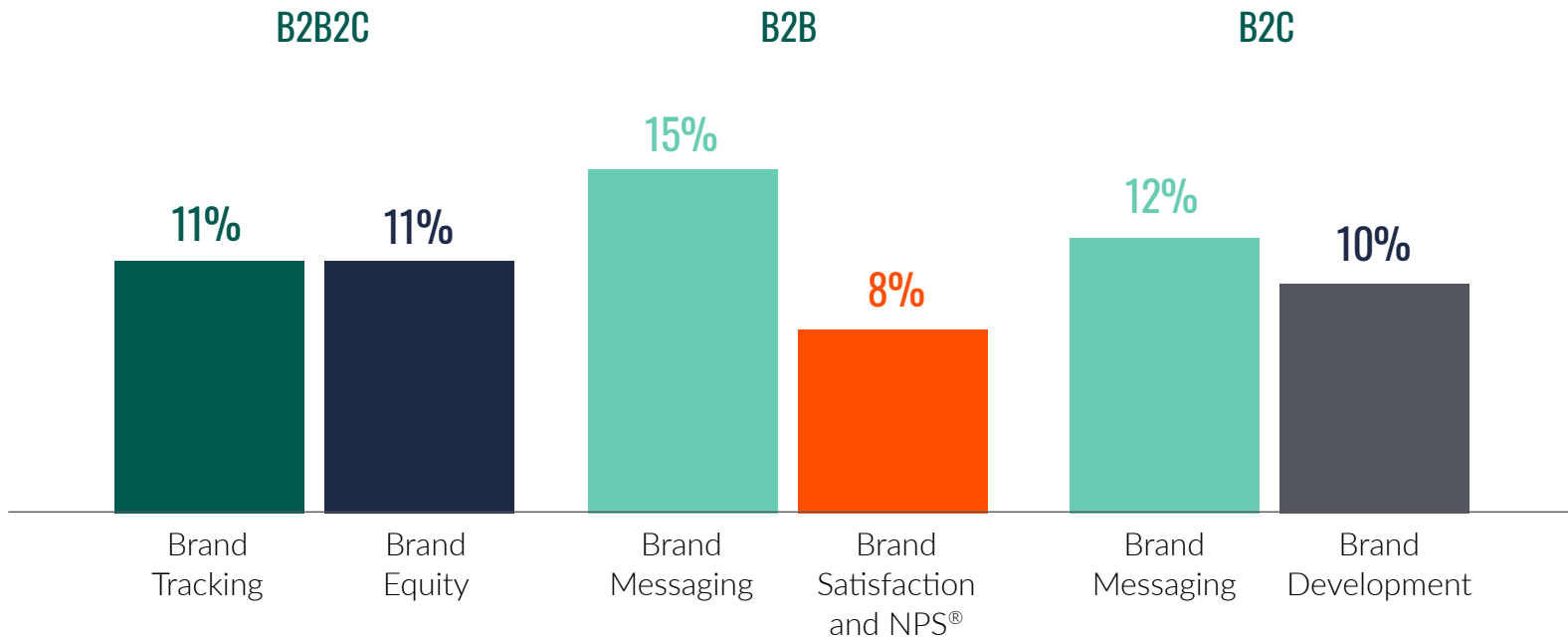


Companies across sectors (B2B, B2C, and B2B2C) are harnessing brand measurement data in response to COVID-19. As day-to-day purchase habits and channels are increasingly digitized, B2C companies look to Brand

measurement to stand out among competitors, while B2B customers are more cost-conscious in this ever-changing environment. Finally, B2B2C organizations are focused on product line reviews, making brand tracking and

competitor comparison crucial—both areas where Brand Tracking and Brand Equity research shine.

COVID-19 IMPACTS BY SECTOR  
*(By increases in use since the outbreak)*



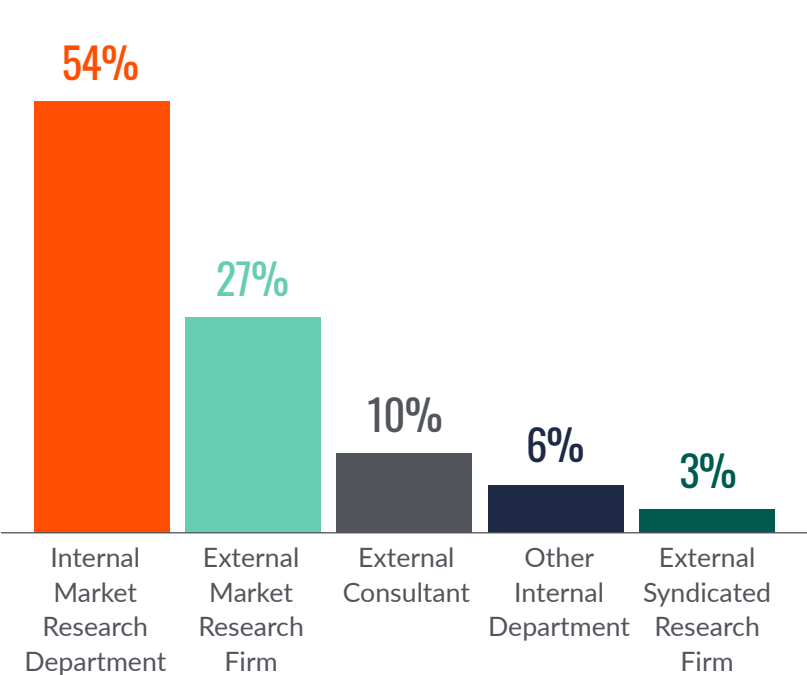
# METHODS USED TO CONDUCT BRAND MEASUREMENT

While many organizations employ internal market research departments, especially larger companies with internal resources,

those that do not have this bandwidth most often turn to an external market research firm or, to a lesser extent, a consultant.

WHO CONDUCTS BRAND MEASUREMENT?

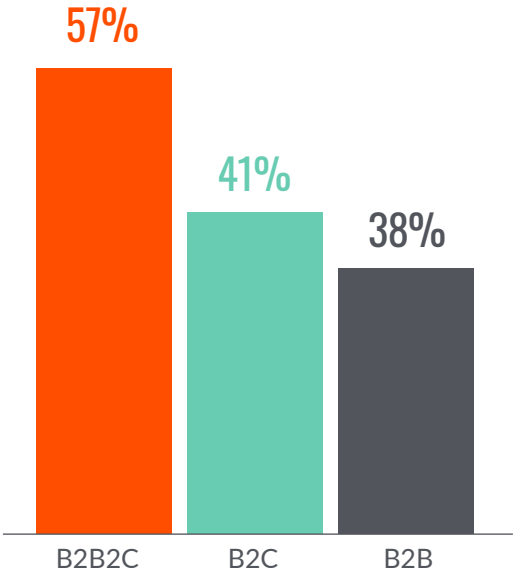
(n=198)



(See Appendix for a full breakdown of how companies conduct brand measurement)

COMPANIES WITH INTERNAL DEPARTMENTS THAT CONDUCT BRAND MEASUREMENT

(n=198-279)



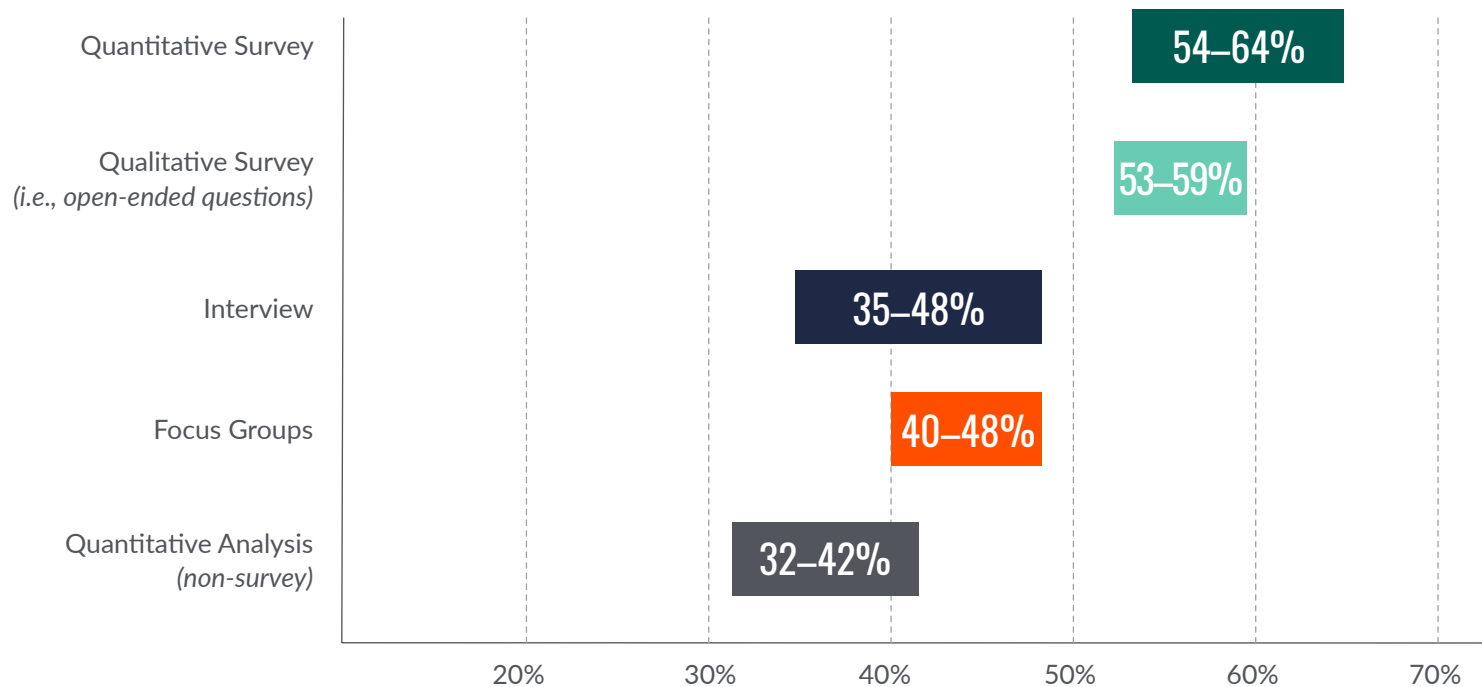
## METHODOLOGIES

Quantitative surveys reign as the top data collection tool for brand measurement across all metrics, followed by qualitative methods. Quantitative methods best help

companies quantify metrics through large, representative samples, while qualitative methods provide detailed, nuanced insights into an organization's brand.

### USE CASES AMONG BRAND MEASUREMENT METHODOLOGIES

(n=198-279)



# HOW COMPANIES USE BRAND MEASUREMENT

Although one might think marketing and market research departments are the only ones with a use for brand measurement, our data shows that all departments benefit from this type of research.

**Customer Service departments** rely on Brand Satisfaction and NPS® and Brand Messaging data to guide discussions with buyers, address their biggest needs, and provide a winning customer experience. Brand Satisfaction and

NPS® research, in particular, is the single largest driver behind customer satisfaction initiatives, demonstrating how organizations are intuitively aligning brand measurement types with their intended purpose.

**Product and Research and Development departments** are primarily focused on Brand Equity research, which is particularly useful for understanding the competitive landscape and market positioning.

Additionally, **leadership and C-Suite** tend to look at all brand metrics relatively equally, understandable given their umbrella view of the company. However, opportunity exists for leaders to increase the frequency with which they consume brand measurement research, as these insights can help inform the strategic direction for the brand, positively impacting all areas of the organization.



## BRAND MEASUREMENT USAGE BY DEPARTMENT

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (n=151)
Customer Service	36%	38%	45%	32%	40%	35%
Marketing	60%	65%	56%	56%	66%	61%
Market Research	47%	46%	44%	45%	50%	41%
Consumer/Customer Insights	38%	37%	41%	31%	33%	32%
Product	31%	25%	27%	24%	29%	33%
Public Relations	25%	28%	26%	23%	30%	26%
Research and Development	29%	29%	33%	31%	28%	34%
Strategy	33%	40%	35%	33%	37%	37%
Leadership or C-Suite	37%	34%	37%	34%	32%	31%

(See Appendix for a full breakdown of how each department uses brand measurement)



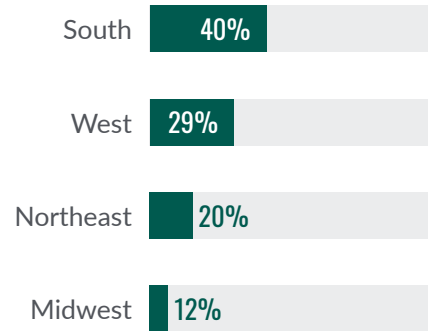
# APPENDIX

## STUDY OVERVIEW

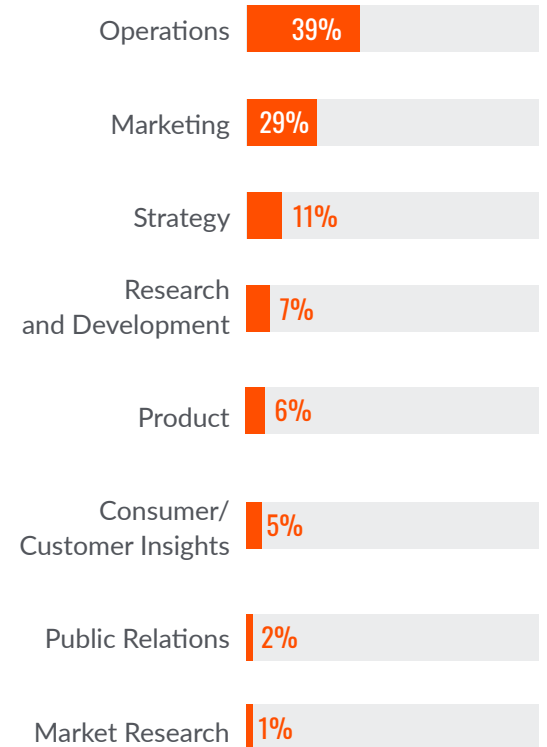
In July 2020, Hanover Research conducted original research to identify the impact brand measurement has on U.S. organizations' outcomes and short- and long-term strategies, especially in the era of COVID-19. Hanover collected usage and attitude data from n=388 executives on topics surrounding brand measurement, using a third-party panel vendor to collect participant feedback.

## SAMPLE SNAPSHOT

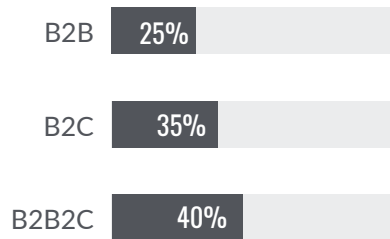
### UNITED STATES REGION



### DEPARTMENT

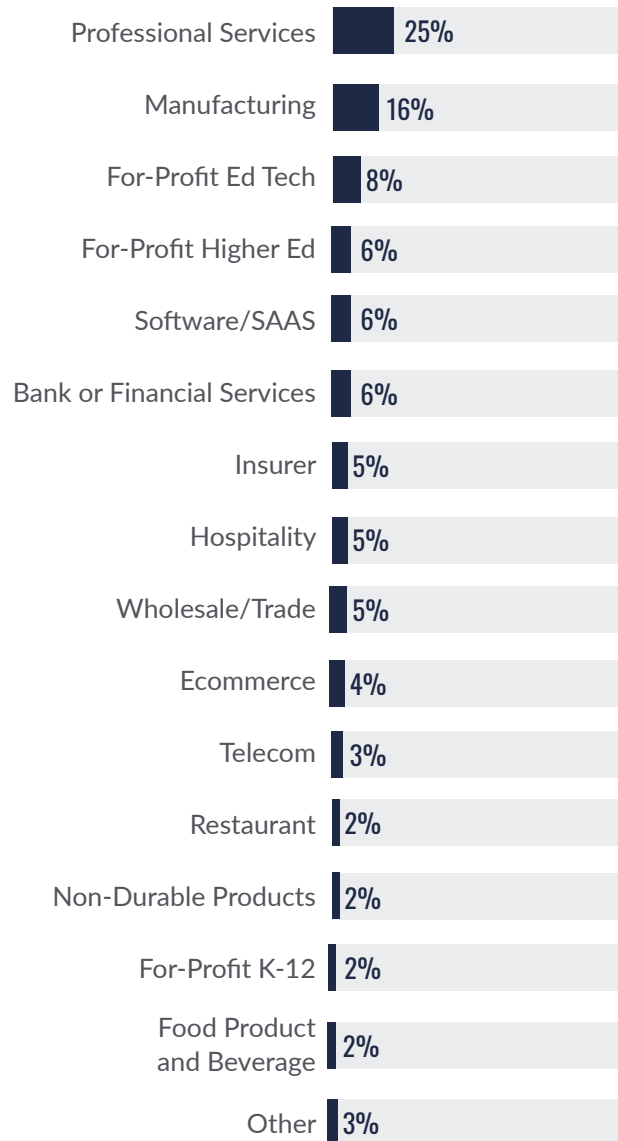


### COMMERCIAL TRANSACTION TYPE

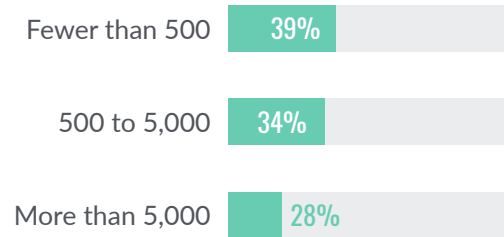


## SAMPLE SNAPSHOT

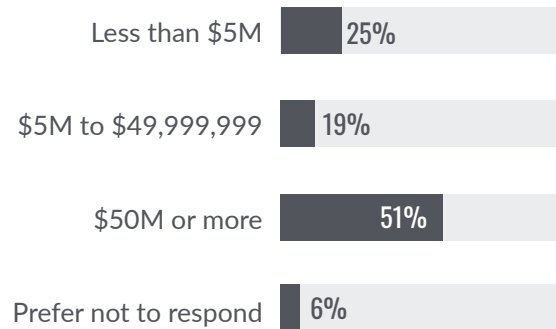
### INDUSTRY



### ORGANIZATIONAL HEADCOUNT

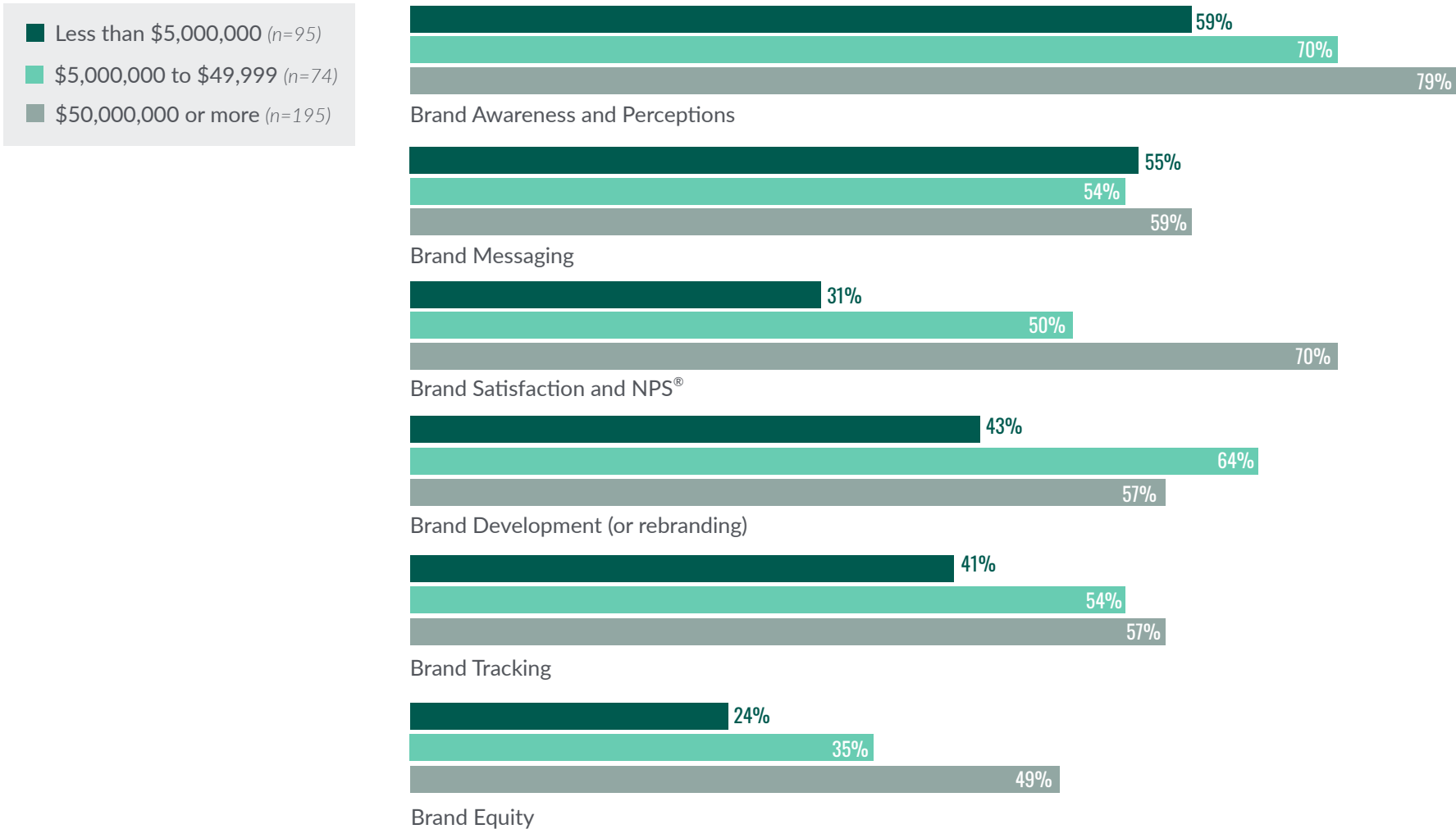


### REVENUE

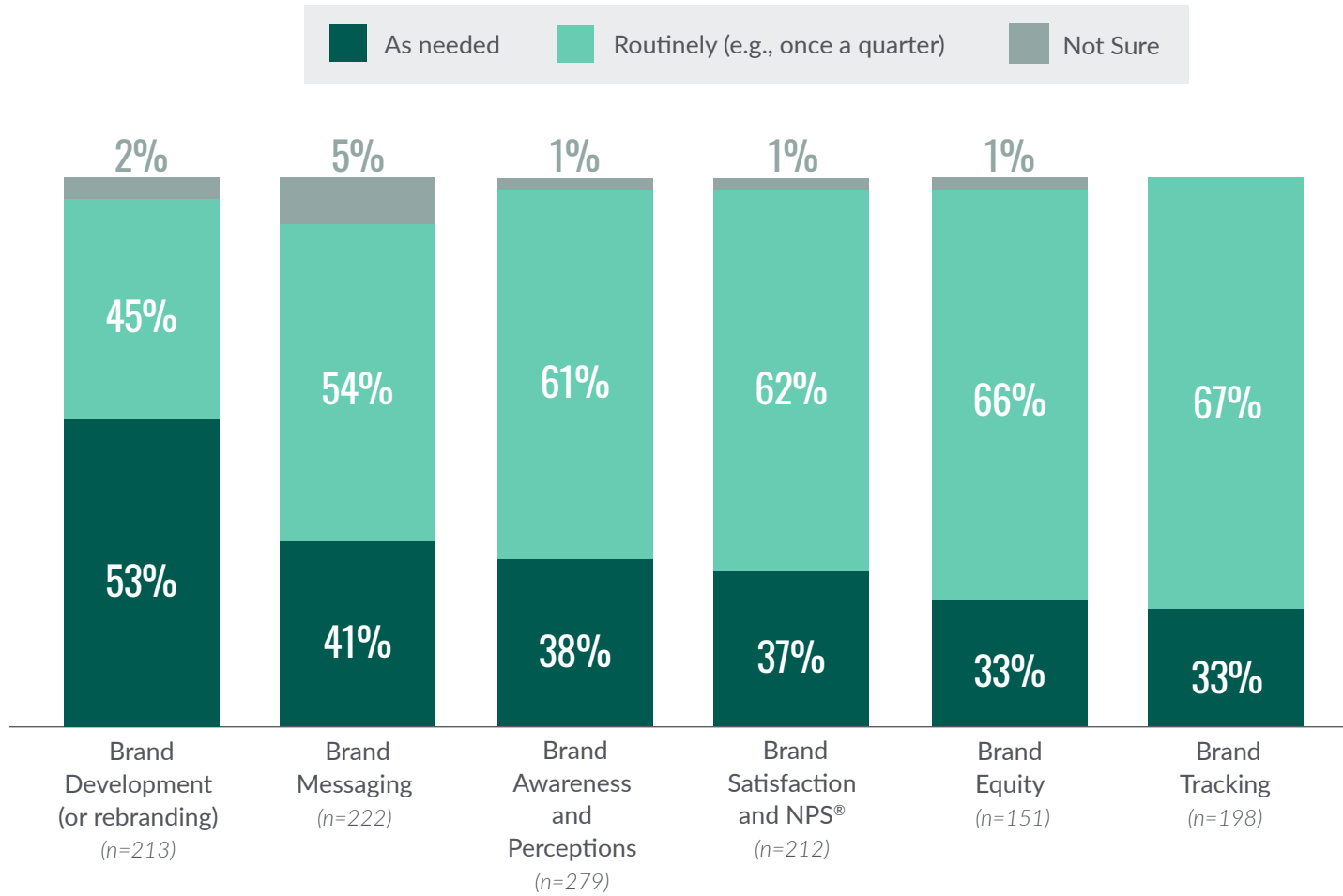


TOP BRAND MEASUREMENT METRICS TRACKED IN PAST YEAR

(By company size)



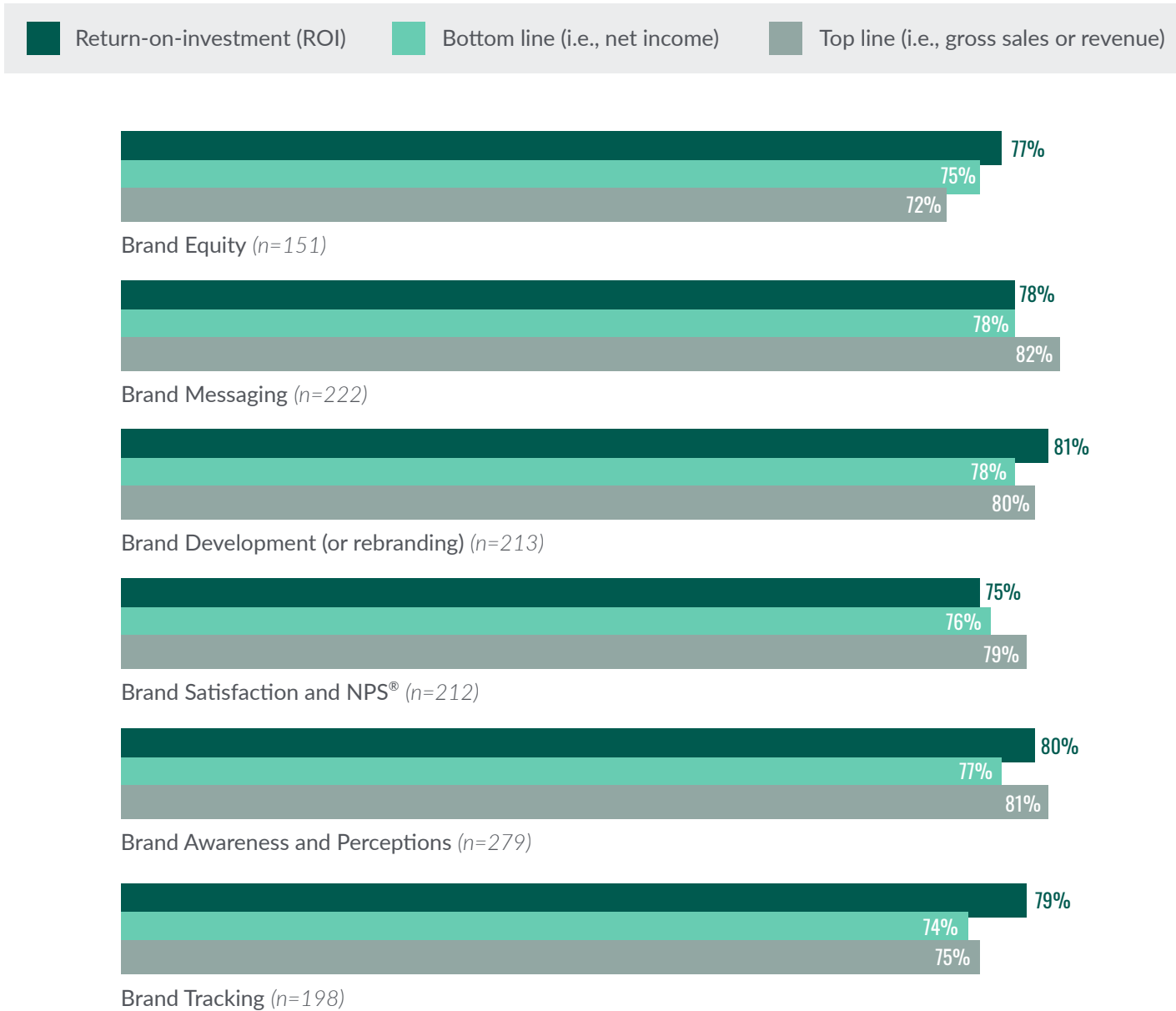
FREQUENCY OF BRAND MEASUREMENT DEPLOYMENT



FREQUENCY OF BRAND TRACKING BY METRIC

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (N=151)
I'm not sure/inconsistent	1%	2%	0%	1%	1%	1%
Less often than once a year	1%	1%	1%	8%	2%	1%
Once a year	5%	8%	5%	13%	8%	8%
Once every 6 months	14%	15%	16%	13%	12%	19%
Once every 2 to 3 months	17%	24%	18%	20%	24%	17%
Once a month	23%	18%	23%	14%	18%	12%
2 to 3 times a month	17%	11%	12%	10%	13%	14%
Once a week	12%	14%	16%	11%	13%	17%
More often than once a week	11%	6%	9%	9%	9%	12%

POSITIVE IMPACTS OF BRAND MEASUREMENT METRICS



## TOP GOALS IMPACTED BY BRAND MEASUREMENT

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (n=151)
Track the success of existing products	43%	41%	44%	36%	37%	33%
Track the success of new product launches	37%	35%	37%	37%	37%	38%
Global brand research	30%	28%	30%	34%	24%	30%
Develop brand messaging	37%	39%	38%	44%	51%	42%
Develop ad campaigns	37%	43%	39%	33%	43%	29%
Ad lift	18%	18%	20%	24%	18%	24%
Customer satisfaction	49%	47%	59%	44%	49%	40%
Track the impact of COVID-19 during the pandemic	38%	25%	24%	39%	26%	38%
Forecast/plan for after the COVID-19 pandemic	34%	33%	31%	45%	30%	47%
Product line brand research	32%	30%	36%	30%	35%	28%
Market/competitive position	48%	45%	43%	46%	47%	47%
Market growth/share	40%	45%	42%	41%	35%	40%
Resource allocation	28%	23%	24%	34%	22%	32%
Corporate branding	34%	33%	33%	35%	37%	34%
None of the above	1%	1%	1%	3%	1%	3%

## DATA COLLECTOR BY BRAND METRIC

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (n=151)
Internal market research department	54%	52%	48%	52%	52%	60%
Other internal department	6%	5%	8%	9%	8%	6%
External market research firm	27%	28%	27%	25%	25%	23%
External consultant	10%	11%	11%	11%	10%	10%
External syndicated research firm	3%	4%	5%	3%	5%	1%

## USE CASES AMONG BRAND MEASUREMENT METHODOLOGIES BY METRIC

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (n=151)
Survey – Quantitative	64%	63%	63%	54%	59%	64%
Survey – Qualitative (i.e., open-ended questions)	57%	59%	56%	54%	53%	54%
Interview – Qualitative	35%	37%	37%	37%	41%	48%
Focus groups – Qualitative	42%	40%	43%	46%	41%	48%
Quantitative analysis (non-survey)	38%	37%	36%	36%	42%	32%
None of the above	3%	2%	4%	4%	3%	5%



## BRAND MEASUREMENT USAGE BY DEPARTMENT

	Brand Tracking (n=198)	Brand Awareness and Perceptions (n=279)	Brand Satisfaction and NPS® (n=212)	Brand Development (n=213)	Brand Messaging (n=222)	Brand Equity (n=151)
Accounting	10%	10%	11%	10%	11%	16%
Customer Service	36%	38%	45%	32%	40%	35%
Finance	23%	14%	17%	20%	16%	26%
Human Resources	16%	15%	17%	15%	19%	23%
Marketing	60%	65%	56%	56%	66%	61%
Market Research	47%	46%	44%	45%	50%	41%
Consumer/Customer Insights	38%	37%	41%	31%	33%	32%
Product	31%	25%	27%	24%	29%	33%
Public Relations	25%	28%	26%	23%	30%	26%
Research and Development	29%	29%	33%	31%	28%	34%
Strategy	33%	40%	35%	33%	37%	37%
Operations	25%	25%	29%	26%	24%	22%
Leadership or C-suite	37%	34%	37%	34%	32%	31%
None of the above	0%	1%	1%	1%	1%	1%

# ADDITIONAL BRAND RESOURCES



## BRAND TRACKING 101 GUIDE

Check out our **Brand Tracking 101 Guide** to learn how to establish a brand tracking strategy that improves brand health and quantifies your marketing ROI. Learn how to:

- ▶ Develop a brand tracking strategy
- ▶ Understand the key metrics that determine your brand health
- ▶ Analyze brand tracking results
- ▶ Continuously track and adjust your brand tracking strategy moving forward

**GET THE GUIDE**



## TOP 7 TIPS FOR A SUCCESSFUL REBRAND

In our report, **Top 7 Tips for a Successful Rebrand**, we count down the seven most important tips to consider when undertaking a rebrand and share takeaways on how to ensure success while:

- ▶ Identifying important rebranding triggers
- ▶ Developing a disciplined rebranding framework
- ▶ Rigorously testing new branding concepts
- ▶ Anchoring your new brand to customer expectations

**GET THE REPORT**

**40%** of marketers say proving ROI is their top marketing challenge. Without clear and continuous measurement, you cannot determine where your brand fails in the marketplace or in the minds of consumers. Successfully measuring brand health means paying attention to the metrics that matter, tracking brand health over time, and making sense of existing strengths and weaknesses to improve brand strategy.

**B2B brands with strong brand identities outperforms the market by 73%**

**AWARENESS**  
Brand awareness is measured by two factors: brand recognition, which measures a consumer's ability to recognize your brand without a stimulus (like a logo or tagline), and brand recall, which measures a customer's ability to remember your brand after seeing it.

**QUESTIONS TO ASK**  
• **RECOGNITION:** Which brand names are you familiar with?  
• **RECALL:** Which of the following features/companies have you heard of?

**PRIOR USAGE**  
Measuring prior usage gives marketers a look into former customers who have been purchasing their products. Tracking outdated or obsolete products can measure active customer loyalty, evaluating how customers interact with the brand and abandon the product.

**QUESTIONS TO ASK**  
• **RECOGNITION:** Do you purchase the product about 2x a year often do you purchase it?  
• **ACTIVE USAGE:** How frequently do you use this product? How many years interact with this product?  
• **REASON:** Why do you purchase this product? (How do you use this product?)  
• **REASON:** How do you expect this product to address your needs? Are you using similar products from other companies?

**PURCHASE INTENT**  
Purchase intent expectations have likely customers aim to make a purchase from your organization. Customer feedback forums and social listening capabilities help to know customer perspective on what they should purchase the product.

**QUESTIONS TO ASK**  
• **TYPE OF PURCHASE:** Is the shopping clear and the purchasing process straightforward?  
• **REASON TO PURCHASE:** Do you believe this product will meet the expectations set for your marketing and advertising?  
• **RECOMMENDATIONS:** Do you think this product will meet your needs? Does it appear high in quality and/or otherwise appealing to you?  
• **REASON:** Does this product look like it will deliver a quality experience over and over?

**PREFERENCE**  
Brand preference includes how likely a customer is to continue buying your product and receive a good value for the money of your brand. Information about online purchasing behavior, aided with qualitative research and surveys, gives a full look into how likely customers are to stay with your brand.

**QUESTIONS TO ASK**  
• **REASON TO PURCHASE:** Why do you expect to purchase our products/services?  
• **REASON TO PURCHASE:** Which product features inspire you to choose this offering over competitors?  
• **REASON:** Is there anything that you would change about our products/services to make you more likely to keep purchasing them?

**NET PROMOTER SCORE (NPS)**  
Employing an NPS framework can help organizations gauge the loyalty and satisfaction of their customer relationships. Organizations benefit financially from a high NPS by being able to target promotions more effectively, use long term tactics as customers are more likely to begin on loyalty in the end.

**QUESTIONS TO ASK**  
• **REASON TO PURCHASE:** Do you find a competitor before your product or service?  
• **REASON:** How do you feel about our products/services? If a colleague identified you with our brand?  
• **RECOMMENDATIONS:** Consider your complete experience with our organization, how likely would you recommend our products/services to friends or colleagues?  
• **REASON:** How can we improve your experience? What do you like most about our organization?

**HR HANOVER RESEARCH**  
GET STARTED TODAY Request Your Brand Tracker Consultation [www.hanoverresearch.com/brandtracker](http://www.hanoverresearch.com/brandtracker)

## TOP 6 BRAND TRACKING METRICS

Our infographic, **Top 6 Brand Tracking Metrics**, details how you can conduct clear and continuous brand health measurement to understand the strengths and weaknesses in your brand strategy—and how you can improve. Learn how to:

- ▶ Identify the brand tracking metrics that matter
- ▶ Effectively track brand health over time
- ▶ Make sense of existing strengths and weaknesses to improve brand strategy

**GET THE INFOGRAPHIC**

# ABOUT HANOVER RESEARCH

Hanover Research provides high-quality research and analytics delivered through a cost-effective subscription model that helps executives make informed decisions, identify and seize opportunities, and heighten their effectiveness.

## OUR BENEFITS



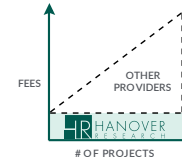
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200+ analysts with advanced multiple methodology research expertise



**FLEXIBLE**  
Ongoing custom research agenda adapts with organizations' needs



**DEDICATED**  
Exclusive account and research teams ensure strategic partnership



**EFFICIENT**  
Annual, fixed-fee model shares costs and benefits

## HANOVER'S CORPORATE SOLUTIONS

### BRAND STRATEGY

- Brand Equity
- Brand Awareness
- Brand Perception
- Brand Tracking
- Brand Development and Positioning
- Content Marketing

### CUSTOMER EXPERIENCE

- Voice of the Customer
- Customer Segmentation
- Buyer Persona
- Customer Journey
- Pathway to Purchase
- Consumer Decision Making Process
- Customer Needs Assessment
- Customer Satisfaction
- Lead Scoring

### PRODUCT LIFECYCLE

- Product Lifecycle Management
- Product Development
- Product Portfolio Review
- Package Design
- Pricing Strategy
- Product Message Testing
- Channel Strategy
- Customer Needs Assessment
- Sales Forecasting

### MARKET ANALYSIS

- Market Entry Strategy
- Market Share Identification
- Competitive Analysis
- Sales Territory Mapping
- Market Penetration Strategy
- Market Segmentation
- Trend Analysis
- Merger and Acquisition Opportunity Analysis

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