



EMOTION MEASUREMENT ANALYZER

EM WENT BACK TO BRAND KEYS (BRANDKEYS.COM) FOR A LITTLE MORE DIRT ON ITS HOME-GROWN BRAND EQUITY MULTIPLE. USE THIS WORK-SHEET AS AN INTRODUCTION TO THE SYSTEM, THEN HEAD OUT TO THIS MONTH'S EXPERIENTIAL MARKETING SUMMIT TO LEARN IT FOR YOURSELF.

SOME BACKGROUND The Brand Equity Multiple Customer Survey Method

The methodology is based upon customer "liking/bonding," a theoretical framework used to predict sales and/or in-market consumer behavior. This method will empower you with precise measurements and identify what elements and values in a product or service category are truly driving purchase decisions. Not what they (customers/prospects) tell you they think; but what they really think. Big difference. It quantifies how an event affected the target's perception of the brand vis a vis standards and expectations. Use Steps 1-6 to map out the factors you'll need, then get a taste for the system in Part B.



THE NICHE

Identify the product/service "category" in which the brand competes.

Examples: Wireless phone service, morning foods, diet soft drinks, etc.



THE CUSTOMER

Identify the brand's strategic target audience.

Who is the event supposed to reach? Gender? Age? HH income? Category use level?



ARCH RIVALS

Identify the brand's competitive set..

Who are you hoping to take market share from? What brands do you believe you compete with?



THE ESSENCE OF THE BRAND

List approximately 25-30 brand/category attributes, benefits, and values.

Upon what attributes and image items do you assess consumer opinions? What brand/category attributes are you currently tracking? What does senior management 'want' the customer to believe? What else do you wish you knew about your customer's perception of the brand? What else about your brand do you wish they viewed as important?



PUSHING PURCHASE

Do you know the top four drivers of loyalty/purchase for your category?

List them in "order of importance" from the perspective of your target.



STRONG AND WEAK

Brand's strengths and weaknesses

On which of the four drivers (Step 5) is your brand the strongest (pre-event)? Which is the event supposed to affect post-event? To what degree? State how you know this to be fact.

YOU HAVE DOCUMENTED WHAT YOUR TARGET SAYS THEY THINK. NOW FIND OUT WHAT THEY REALLY THINK:

FIRST: Capture the Psychological/Emotional Values of Your Target Audience

Using the Brand Keys Psychological Assessment Questionnaire, respondents will be revealing, subconsciously, the values they attach to the "Ideal" brand. It describes how consumers view your category, compare brand offerings, and buy. The interviewer takes respondents through a questioning series that includes 20 sets of statement choices. An **example** of the proprietary question/statement method:

"If you were the 'ideal <insert category>' would you ...

a. Plan things in advance?

OR

b. Tend to do things spur of the moment?

a. Believe that schedules usually help?

OR

b. Believe that schedules usually hinder?

a. Be popular at parties?

OR

b. Be reserved at parties?

THEN: Capture Rational Values of Your Target.

Using a traditional "importance rating" scale of one to seven, respondents are asked to rate "the importance to them" of each attribute, benefit, and value provided in Steps 4-5. A custom attribute, benefit, and value list should be developed for each brand/event. The list should be as specific as possible. Example: If the brand was a discount retailer, the respondent would be asked questions such as (using the attribute list created in Step 4):

"How important to you is it that your 'Ideal Discount Retail Store' ...

Provides a clean shopping environment

Choose 1 2 3 4 5 6 7

Has excellent everyday prices

Choose 1 2 3 4 5 6 7

Stores are spacious and not crowded

Choose 1 2 3 4 5 6 7

Has a wide selection of merchandise

Choose 1 2 3 4 5 6 7

Sells items made by well-respected brands

Choose 1 2 3 4 5 6 7

PRE- AND POST-EVENT MEASURES

The lines of questioning (Method) are implemented by telephone, CLI, etc. reaching the target defined in Step 2. The answers are run through factor and regression analyses (proprietary to Brand Keys). "Rational" factors are correlated with the "psychological," resulting in metrics that reveal how the brand measures up in its target's opinion as compared to the "ideal brand" in category and its competitors *before* the event. Upon completion of the event, the questioning is reprised, implemented either on-site or via telephone. When the calculations are complete, you'll have the post-event measures.

WHAT DO YOU HAVE?

Think of this as an Event ROI-version of a traditional P/E (with 21st Century, non-traditional metrics that correlate to sales). The Results: Quantified proof of the increase in brand equity delivered by events. The metrics also provide diagnostics that identify precise strategic effects delivered, on each driver, by the event.