

**DATA**iNTELLIGENCE

# BRAND IMPACT SCORE

Brings **VALUE** from earned media.



## WHAT IS IT?

It is our solution for analyzing the brand state and growth potential vs. competitors regarding brand mind-space, brand preference, brand relevance, and brand distinctiveness. In addition, this solution assesses the impact of your brand in the market beyond business results, considering brand strength vs. competitors.

## WHY WOULD YOU NEED IT?

This tracking algorithm offers a unique measure to assess the impact of your brand in the market beyond business results, considering brand strength vs. competitors. The changes in Brand Impact Score are explained by differences in each algorithm component, monitoring all four dimensions: brand mind space, attachment, relevance, and distinctiveness.

## OUTCOME

Estimation of the necessary investment to uplift the entire Brand Impact Score.

# BRAND IMPACT SCORE

## CASE STUDY



## Context

Brand building is mandatory marketing to differentiate among increasingly savvy and informed consumers in the competitive context.

Suppose a marketer can establish the investment needed to achieve a suitable level of awareness or a necessary level of conversions. In that case, the investment behind the brand building is tough to be estimated.

## Challenge

In the coffee category, brand love is an equal purchase driver as product taste. As the latest is highly related to a post-purchase experience and more critical for loyalty objectives, brand love remains the most important driver for customer acquisition. How do you estimate the level of investment necessary to win brand love in the coffee category?

## Solution

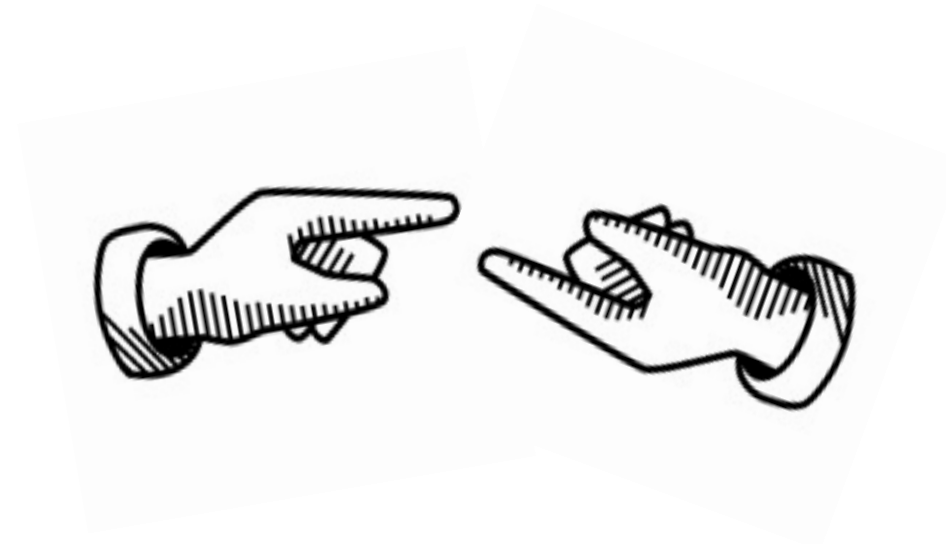
We developed a composite indicator that captures and measures all brand's valences, reported to the competitive landscape: from the power of the brand to win a share of mind to its ability to trigger attachment, to be relevant and distinctive. This indicator highly correlates with communication investments and determines the optimum level needed to increase brand impact vs. competition.

## Results

We proved that when the brand stopped communication, its impact significantly decreased, immediately exceeded by challengers.

After the communication was restored with the proper levels of investment, we managed to increase Brand Impact Score ranking from 4th to 2nd place within the category.

# LET'S STAY IN



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