BlueOcean

The Five Factors Of Brand Health

A fresh take on how to cut through the complexity of data available to marketers and a framework for optimizing brand health.

Summary

In this paper we provide a fresh take on how to cut through the complexity of data available to marketers and propose a framework for optimizing brand health.

The Five Factors Of Brand Health

Effectively measuring consumers' most relevant brand associations, attachments and attitudes has been central to marketing research for decades. But what has changed is the proliferation of new ways to gather useful, actionable information. The measurement of brand effectiveness – that is, how well a brand is reaching its target audiences and motivating them to take desired actions – is mission-critical for marketing.

In this paper, we propose five factors that create an actionable framework for effective brand measurement and evaluation, to help unlock opportunities for brand growth.

This approach provides sufficient breadth to gain insight into the brand's presence in the minds of consumers, their emotional attachment to it, and its value to them in their lives. It captures all critical aspects of brand health while also providing a practical application for use by marketers looking to optimize their brand health.

Those five factors are a brand's familiarity, uniqueness, consistency, relevance, and reverence among consumers.

1 Familiar

Brand awareness is the essential precursor to forming attachments and associations with a brand. Degrees of awareness are important in evaluating the ability of those attachments and associations to drive consumer behavior. Familiarity encompasses both basic awareness and degrees of knowledge and facility with a brand. Data sources such as browsing metrics, surveys, marketing ubiquity and social engagement metrics all contribute to the measurement of familiarity.

2 Unique

As every brand marketer knows, differentiation – standing out in your field of competitors – is a key factor in brand formation. As noted previously, this is where creativity often comes into play, but if a brand seems very similar to its competitors, consumers will logically make associations with the larger set of indistinguishable brands rather than with one brand in particular. Differentiation not only helps avoid brand confusion, establishing a brand's uniqueness can positively influence consumer interest and perception of brand quality and lead to stronger brand attachment and attitude strength. Uniqueness among competitors can be measured using survey data, online brand discussion and it can be gleaned from brand marketing content itself.

3 Consistent

Repetition is key to the formation of associations, so prompting positive associations and attachments requires consistent repetition. We can easily measure some kinds of consistency – it is relatively straightforward to measure degrees of frequency and exposure to brand marketing content as well as degrees of focus in messaging and associations across marketing touchpoints.

The degree of alignment between marketing messaging and customer brand experience overall can be measured – to the degree that customer brand experience can be extracted from survey data or online discussion.
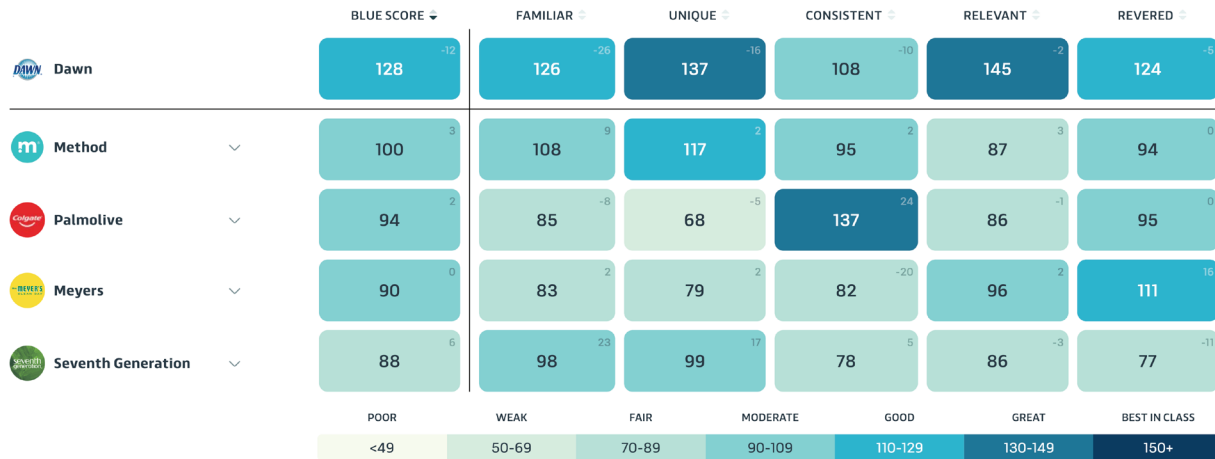
4 Relevant

The relevance of a brand to a consumer goes much deeper than simple brand awareness, and it is a key factor in predicting brand attachment, preference and loyalty. The association between a consumer's self and a brand can be a powerful asset for brands looking to drive long-term loyalty with their consumer base. Relevance measures how deeply connected and important a brand is to the life of a consumer, and it can be measured through sales and revenue data, renewal data, survey data, and the quantity and quality of online discussion about the essential usefulness of a brand's offerings.
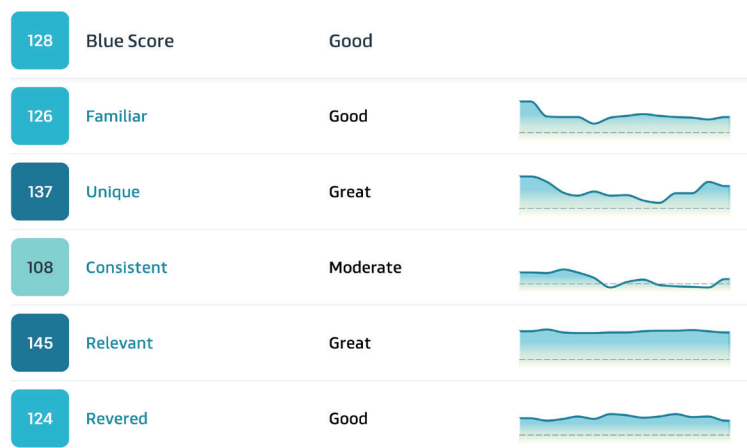
5 Revered

While brand attachment has been shown to be a key factor in predicting consumer behavior, it is distinct from brand attitude strength – that is, the positivity or negativity with which the brand is viewed. This is a different, additional factor that is independent from the connection to a consumer's self and life. It is, rather, a more emotional connection, determined by how one feels toward a brand. While harder to measure, this concept of reverence is important in understanding a brand. Measuring sentiment in online discussions, survey data, amount and sentiment of media coverage, and consumer discussions of the brand in the context of topics that have emotional resonance are all indicators of this key factor in brand health.

At BlueOcean we have taken these factors into frameworkthat allows brands to quickly see how they are preforming against ther competitors, and more importantly what actions they can take to improve.

	BLUE SCORE ⬇	FAMILIAR ⇅	UNIQUE ⇅	CONSISTENT ⇅	RELEVANT ⇅	REVERED ⇅
Dawn	128 ⁻¹²	126 ⁻²⁶	137 ⁻¹⁶	108 ⁻¹⁰	145 ⁻²	124 ⁻⁵
Method ⌄	100 ³	108 ⁹	117 ²	95 ²	87 ³	94 ⁰
Palmolive ⌄	94 ²	85 ⁻⁸	68 ⁻⁵	137 ²⁴	86 ⁻¹	95 ⁰
Meyers ⌄	90 ⁰	83 ²	79 ²	82 ⁻²⁰	96 ²	111 ¹⁶
Seventh Generation ⌄	88 ⁶	98 ²³	99 ¹⁷	78 ⁵	86 ⁻³	77 ⁻¹¹

POOR	WEAK	FAIR	MODERATE	GOOD	GREAT	BEST IN CLASS
<49	50-69	70-89	90-109	110-129	130-149	150+

BlueOcean's Brand Navigator Platform, Market Index Scorecard

In the above excerpt from BlueOcean's Brand Navigator Platform, we see the Market Index Scorecard for the brand; Dawn, and it's primary competitors. The Market Index is a combination of the five factors of brand health. When combined, they provide a single score of overall brand health, called the BlueScore.

128	**Blue Score**	**Good**	
126	Familiar	Good	
137	Unique	Great	
108	Consistent	Moderate	
145	Relevant	Great	
124	Revered	Good	

BlueOcean's Brand Navigator Platform, Market Index Overview

Brand Navigator is an always-on platform measuring your brand's health over time, helping you keep a pulse on critical factors so you can react in real-time - instead of waiting months for data from a traditional brand tracker.

It's Time For A Brand Measurement Upgrade

The explosion of online data available to brand researchers and marketers today provides a much wider range of new and efficient methods for collecting relevant information. These methods effectively complement more traditional approaches like survey and panel data while addressing the issues of relative speed, cost and availability of data when only surveys and panels are used. And, as we've shown, many of these newer methods have considerable scholarship behind them showing correlation with key brand metrics.

Given the nuances of human associations, attachments and attitudes – both conscious and subconscious – gathering a wider range of data points from different sources helps marketers avoid oversimplification while more accurately evaluating a brand.

Attitudes and relationships evolve, methods should too.

It's also important to consider that consumers' attitudes and relationships with brands are not static – they are influenced by social and market forces and are in a state of constant evolution. The relationship between your brand and your customers is continuously developing over countless touchpoints.

Surveys are more like taking a picture, they capture data from one single moment in time.

Because typical brand trackers can take months to complete, when they're finally delivered, all the data reflects how things were – not necessarily how they are today. In contrast, using a wide variety of data points gathered from ever-evolving online data sources is more like real-time video – providing a much richer and more current view of associations, attachments and attitudes as they change over time.

Humankind is still trying to figure out how to motivate people at scale, and forming beneficial brand associations remains one of the most effective methods of doing so. Businesses that tangibly commit to data-led strategies perform notably better than their competitors[1].

Brand marketers who embrace the exciting range of newly available, ever-evolving data sources and use them to inform brand strategy will be better equipped than their competitors to build preference and foster loyalty in their markets – today and into the future.

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1   McAfee, Brynjolfsson, 2012

BlueOcean Can Help You Unlock Growth

At BlueOcean, we provide a more modern, holistic approach to the age-old problem of evaluating and measuring brand effectiveness. We help marketers find clarity in the chaos of information sources available today by gathering the most useful data and providing a well-rounded, timely and actionable view of a brand.

We take a fundamentally different, technology-led approach to garnering brand insights that eliminates wasted time and minimizes human bias without compromising value. We believe that through an outside-in, more thoughtful use of data, we can inspire more creativity and drive higher levels of business performance.

Always on

BlueOcean ingests more than 1,200 data sources and, with the power of machine learning and predictive intelligence, creates an always-on view of your brand's performance. While data powers our platform, answers power your organization. With BlueOcean, you get not only the data, but also the intelligence behind it – powered by AI and human expertise – to highlight which actions you should take for greatest impact.

With BlueOcean, you can have access to deeper, more timely brand insights, richer competitive intelligence, and a roadmap of action. We also give you real time guidance on how to impact and improve your overall brand health.

BlueOcean

Brand is your business.

Learn how BlueOcean goes beyond traditional brand trackers to provide the always-on brand intelligence and actionable recommendations you need to transform your brand.

Request a demo