

BRAND IDENTITY AND ADVERTISING ASSESSMENT

Brands come in many shapes and sizes. Successful corporate and product brands have identities that are instantly recognizable. Tylenol stands for safe and reliable pain relief. Apple's iPod is distinguished by its hip, clean designs. American Express is still tied to the iconic green card. Viagra's distinctive blue pill has become a core element of its identity. A brand's identity can be as unique as that of a person; in fact, sometimes they are one in the same, as in Steven Colbert or David Beckham.

Knowledge Networks (KN) is expert at guiding clients through optimization decisions. These often involve the visible elements of branding, such as names, logos, and advertisements. While a brand's identity is much more than a sum of its visible identity elements, these same elements are critical touchpoints between the brand and the consumers. They contribute to the relationship between the brand and its audiences, just as an in-store brand experience or a consumption occasion also feed into the brand's image and equity. These brand identity elements should be in harmony with other elements of the brand strategy, specifically, brand positioning, messaging and brand nomenclature. Indeed, for many brands, the 30-second spot is still an important shaper of brand identity (although this has also given way to the non-traditional variants of advertising and promotion).



Among the questions Knowledge Networks can help you answer are:

- Which ad execution will do the best job of delivering on my campaign goals, before I proceed with the campaign?
- After its airing, does my ad campaign succeed in shaping audience perceptions of my brand, beyond building awareness of the execution itself?
- What is the best brand name for my new product?
- Should the brand name enjoy the benefit of my masterbrand? Or should it stand-alone?
- What is the optimal tagline to best convey the brand's positioning to the target audience?
- What messages are optimal to communicate the brand's point of differentiation? Which messages work best on a package versus a TV commercial?
- Which logo is most in keeping with the brand's personality?
- How much more motivating is one endorsement over another?
- Which new package will deliver incremental sales and image gains?

KN uses a portfolio of quantitative techniques to help marketers make these brand optimization decisions. We emphasize focused solutions that provide clear signposts to marketing and brand teams, as opposed to descriptive approaches that fail to deliver clear cut actions.

KN achieves this focus through a variety of advanced analytics that truly wean out the best option from a pack of candidates. Choice-based methods drive discrimination that might not be uncovered in traditional monadic or sequential designs. We can also tell how much more motivating one identity element is over others tested, and why one is superior to others. KN employs this same analytical toolkit to determine the optimal combinations of identity elements.

Examples of our work include:

- Brand equity measurement and advertising effectiveness tracking (pre- and post-) for sweetener brand
- Track effectiveness of advertising initiatives for leading quick service restaurant chain
- Identifying the optimal in-store promotional messages to use for a food brand, including a focus on different retail chains
- Evaluating the optimal brand names for a new over-the-counter health care product that was an extension of a successful brand
- Determining the best of a range of endorsement alternatives for several over-the-counter consumer health brands
- Identify optimal brand names for new product to be launched by a leading personal care manufacturer

KN's uniquely projectable online research panel — KnowledgePanel[®] — allows our clients to use visual cues in web-based surveys without sacrificing the precision that is required to accurately estimate the impact of brand identity elements on product trial, loyalty, repeat purchase and other desired brand outcomes. For example, message bursts can be superimposed on package shots for a reality-based test, taglines can be tested within a communications context such as a print ad or 30 second spot, and new package designs can be tested within simulated shelf sets that include competitive brands. This ensures that the identity elements are tested within a context that better simulates the array of choices facing consumers in the real world

Our Perspective

A brand name is generally the single most conspicuous element of a brand's identity. Other visible identity elements include logos, packages, and taglines. The brand name fulfills a special role, acting as a summary message. In fact, it has been described as a "one word commercial".

Advertisements also exert a key influence over the brand's identity, acting as a gateway to the brand for customers and prospects alike. Ads, whether TV, print, online or other non-traditional variants (such as a YouTube story) become key elements of a brand's identity.

Brand identity elements should be in harmony with the goals and aspirations of the brand. In the case of a new product, positioning and support points should first be clarified before finalizing the brand identity elements. The advertising campaign formulation should follow the development of the brand strategy, not vice versa. Knowledge Networks has developed approaches to understand which identity element or advertisement is best at strengthening the brand's identity and, ultimately, the strength of the relationship between the brand and its target audiences. Measuring awareness and consumer interest in the advertisement alone is a pointless exercise unless its effect can be linked back to the brand.

If you would like to learn more about Brand Identity and Advertising Assessment, please contact:

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