IC
Interconnection
Consulting

YOUR BRAND IN THE EYES OF THE **CUSTOMER**

IC Brand Analysis

What makes a good brand analysis?

Brand Harmony	We collect data not only on aided and unaided brand awareness and brand usage, but also on inferior and superior brands.
Brand Scorecards	You see the immediate strengths and weaknesses of your brand as compared to the competition in terms of various product features and criteria.
Root Cause Analysis	We don't just show the strengths and weakness of a brand; we also investigate the causes. For example, we can uncover the causes for falling customer retention.
IC Brand Commitment	Through such new approaches as the IC Brand Commitment, you will be able to recognize the threat of customer turnover. How loyal are your customers to your brand?
Emotional Positioning	Our methodology mix of qualitative and quantitative surveys gives you a sound, in-depth look at the emotional positioning of your brand.
Buying Patterns	Questions related to customer buying patterns are investigated and put into relation with your brand.

The Explorative Preliminary Study as Basis for the Standardized Survey

Focus groups
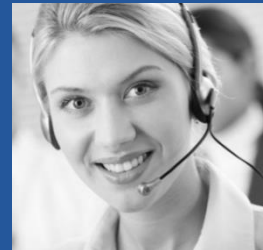
qualitative

Phase 1

Survey based on the goals of the participants

- Consumers in general
- One's own customers
- Customers of the competition
- Dealers
- Suppliers
- Etc.
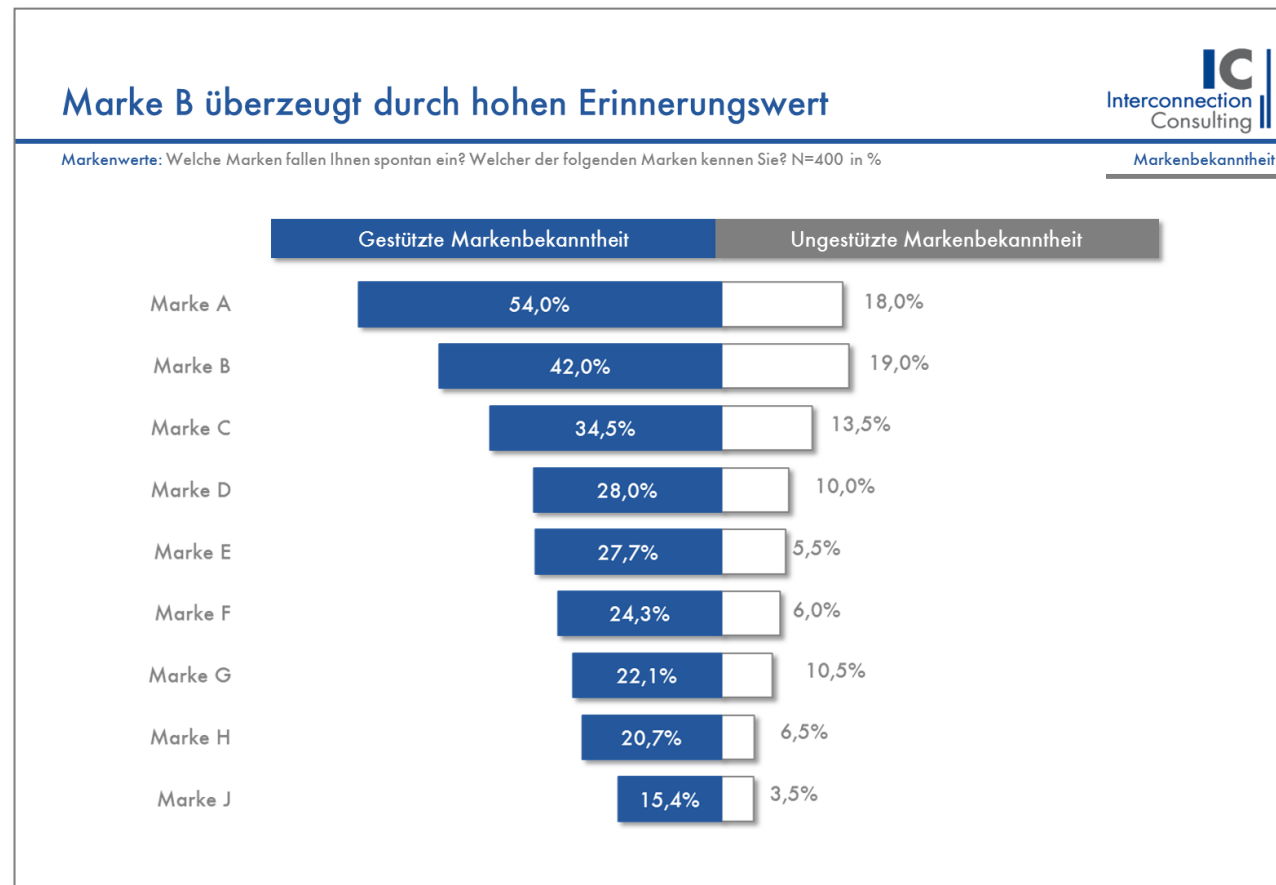
telephone   online   in person
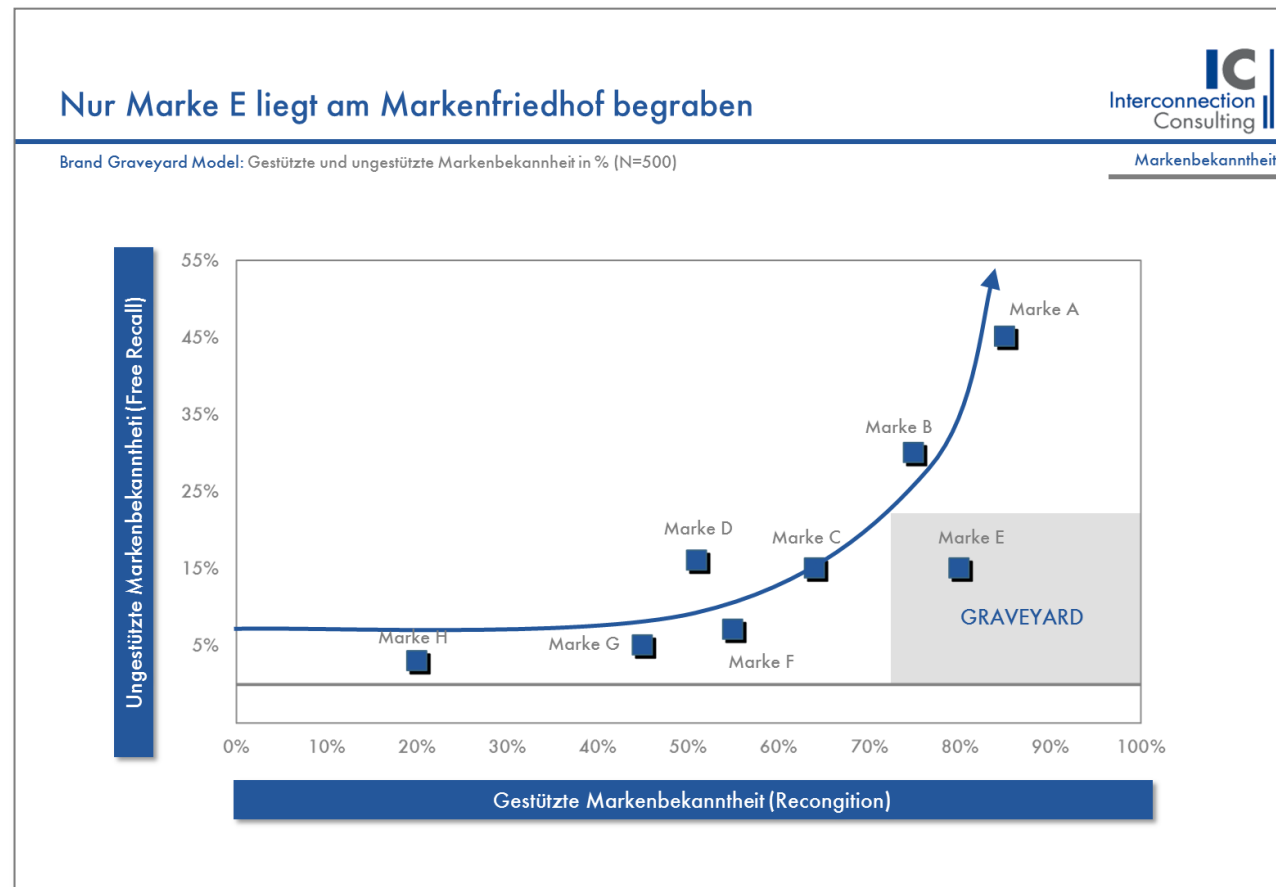
quantitative

Phase 2

The Ideal Methodological Mix for Measuring Brand Image

Qualitative	**Group Discussions**	Focus groups elicit a range of opinions and emotional processes. Group discussions give rise to a kind of dynamic that is not found with other methods (also possible online).
Quantitative	**Semantic Differential**	Semantic differential (SD) is a type of rating scale designed to measure images and opinions. Participants rate brands on a scale, whereby both poles of the scale are opposites (for example: modern/traditional) and the remaining positions on the scale are undefined.
	Nonverbal Rating	Semantic differential (SD) is a type of rating scale designed to measure images and opinions. Participants rate brands on a scale, whereby both poles of the scale are opposites (for example: modern/traditional) and the remaining positions on the scale are undefined.
	Projective Techniques	Projective techniques aim to ask participants indirectly as to their attitudes and beliefs. For example: "Which brand do you think your neighbor uses and why do you think he or she chose this brand?" In this way, we can get at the subconscious and unadulturated opinons of the participant.
	Etc.	Numerous other market research methods subject to the goals of the survey and survey methods.

Analysis of the Brand Awareness Value

▪ Analysis of brand values based on aided and unaided brand awareness.

▪ *This chart contains fictive numbers.*

Marke B überzeugt durch hohen Erinnerungswert

Markenwerte: Welche Marken fallen Ihnen spontan ein? Welcher der folgenden Marken kennen Sie? N=400 in %

Markenbekanntheit

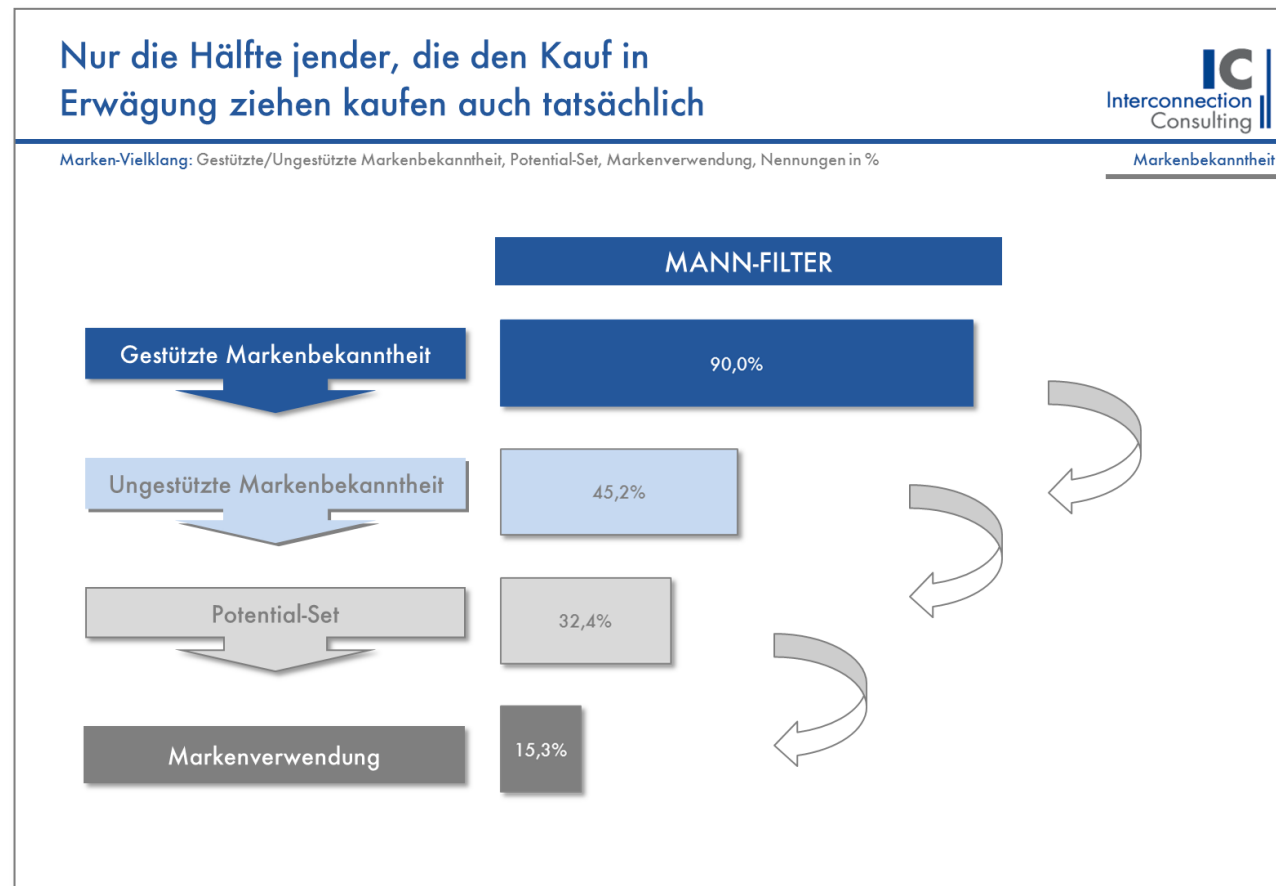|	Gestützte Markenbekanntheit	Ungestützte Markenbekanntheit
Marke A	54,0%	18,0%
Marke B	42,0%	19,0%
Marke C	34,5%	13,5%
Marke D	28,0%	10,0%
Marke E	27,7%	5,5%
Marke F	24,3%	6,0%
Marke G	22,1%	10,5%
Marke H	20,7%	6,5%
Marke J	15,4%	3,5%

Strategic Analysis of Brand Awareness

- Strategic analysis of brand awareness based on the Brand Graveyard Model.

- *This chart contains fictive numbers.*

Nur Marke E liegt am Markenfriedhof begraben

Brand Graveyard Model: Gestützte und ungestützte Markenbekanntheit in % (N=500)

Markenbekanntheit

Ungestützte Markenbekanntheit (Free Recall)

- Marke A — 45%
- Marke B — 30%
- Marke D
- Marke C
- Marke E
- Marke H
- Marke G
- Marke F

GRAVEYARD

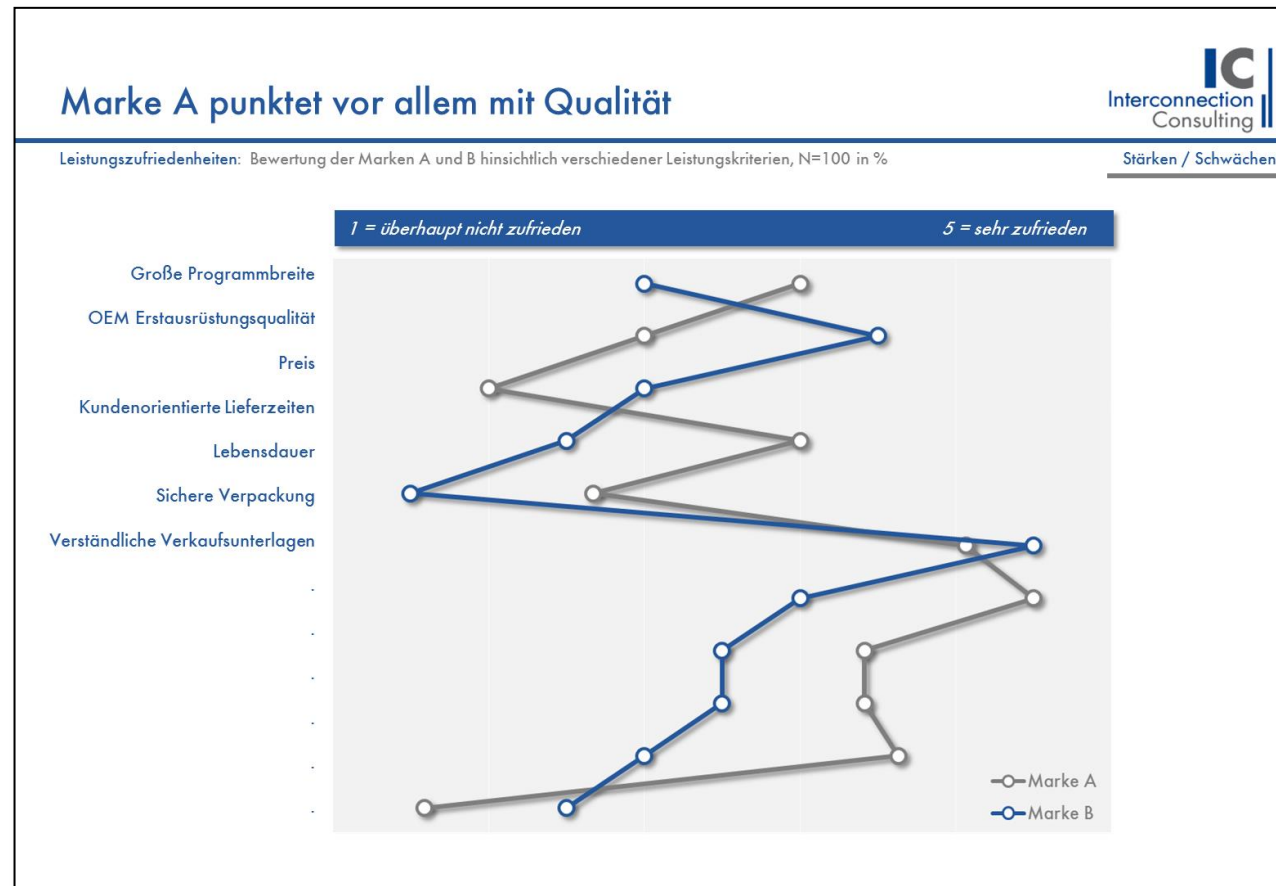Gestützte Markenbekanntheit (Recognition)

The Concept of Brand Harmony Shows Strengths and Weaknesses of Brands

▪ With the help of brand harmony we pinpoint where the most gets lost between brand awareness, brand recognition potential, and the actual customer purchase.

▪ *This chart contains fictive numbers.*

Nur die Hälfte jender, die den Kauf in Erwägung ziehen kaufen auch tatsächlich

Marken-Vielklang: Gestützte/Ungestützte Markenbekanntheit, Potential-Set, Markenverwendung, Nennungen in %

Markenbekanntheit

MANN-FILTER

Gestützte Markenbekanntheit — 90,0%

Ungestützte Markenbekanntheit — 45,2%

Potential-Set — 32,4%

Markenverwendung — 15,3%

- Polarity profiles clearly show the unique characteristics of a brand's image and enable a direct comparison with brands from the competition.

- *This chart contains fictive numbers.*

Marke A punktet vor allem mit Qualität

Leistungszufriedenheiten: Bewertung der Marken A und B hinsichtlich verschiedener Leistungskriterien, N=100 in %

Stärken / Schwächen

1 = überhaupt nicht zufrieden   5 = sehr zufrieden

Große Programmbreite
OEM Erstausrüstungsqualität
Preis
Kundenorientierte Lieferzeiten
Lebensdauer
Sichere Verpackung
Verständliche Verkaufsunterlagen
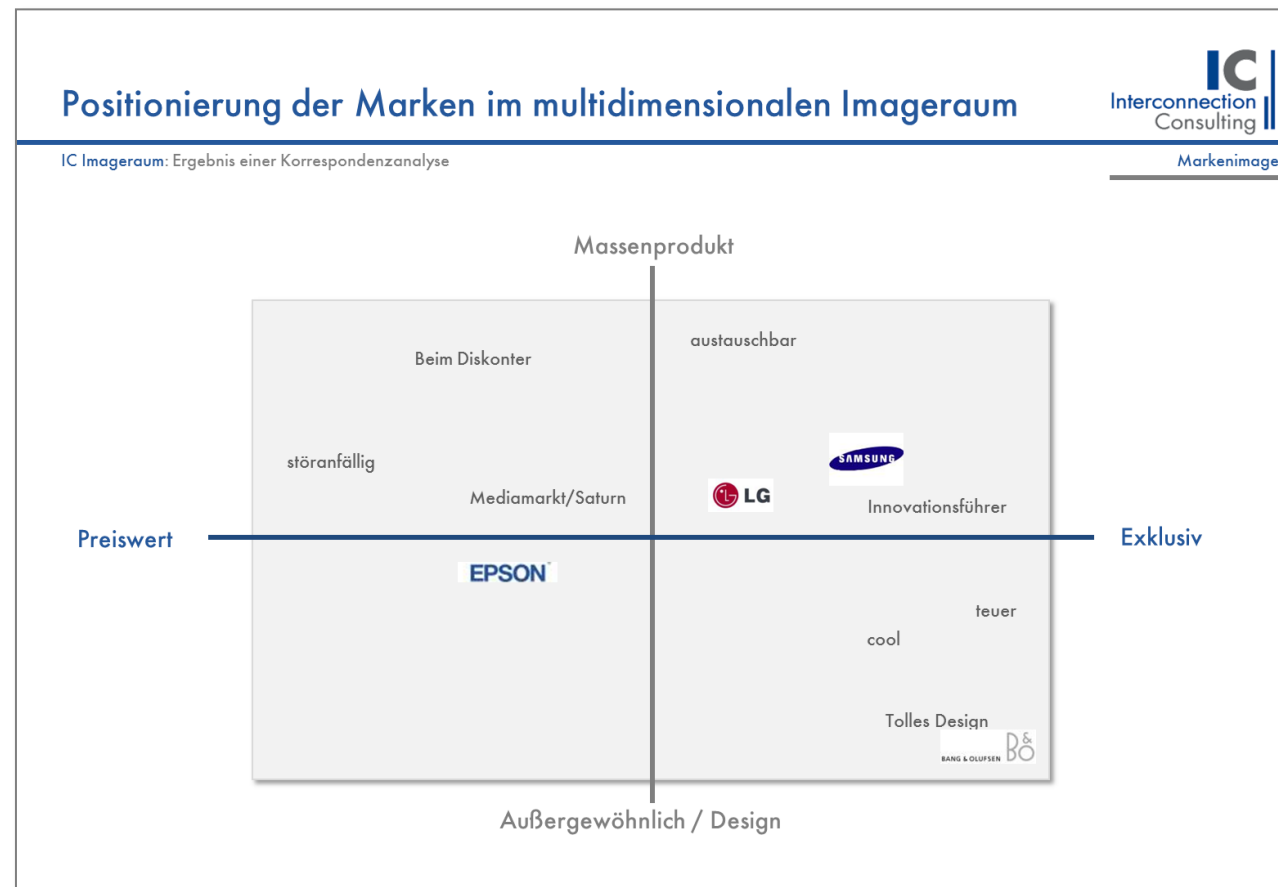
Marke A
Marke B

Brand Scorecards Show How Your Brand Makes Points

- Analyzing brand images with brand scorecards lets you clearly identify, by means of individual attributes and features, how your brand sets itself apart from other brands.

- *This chart contains fictive numbers.*

Multidimensional Image Analysis
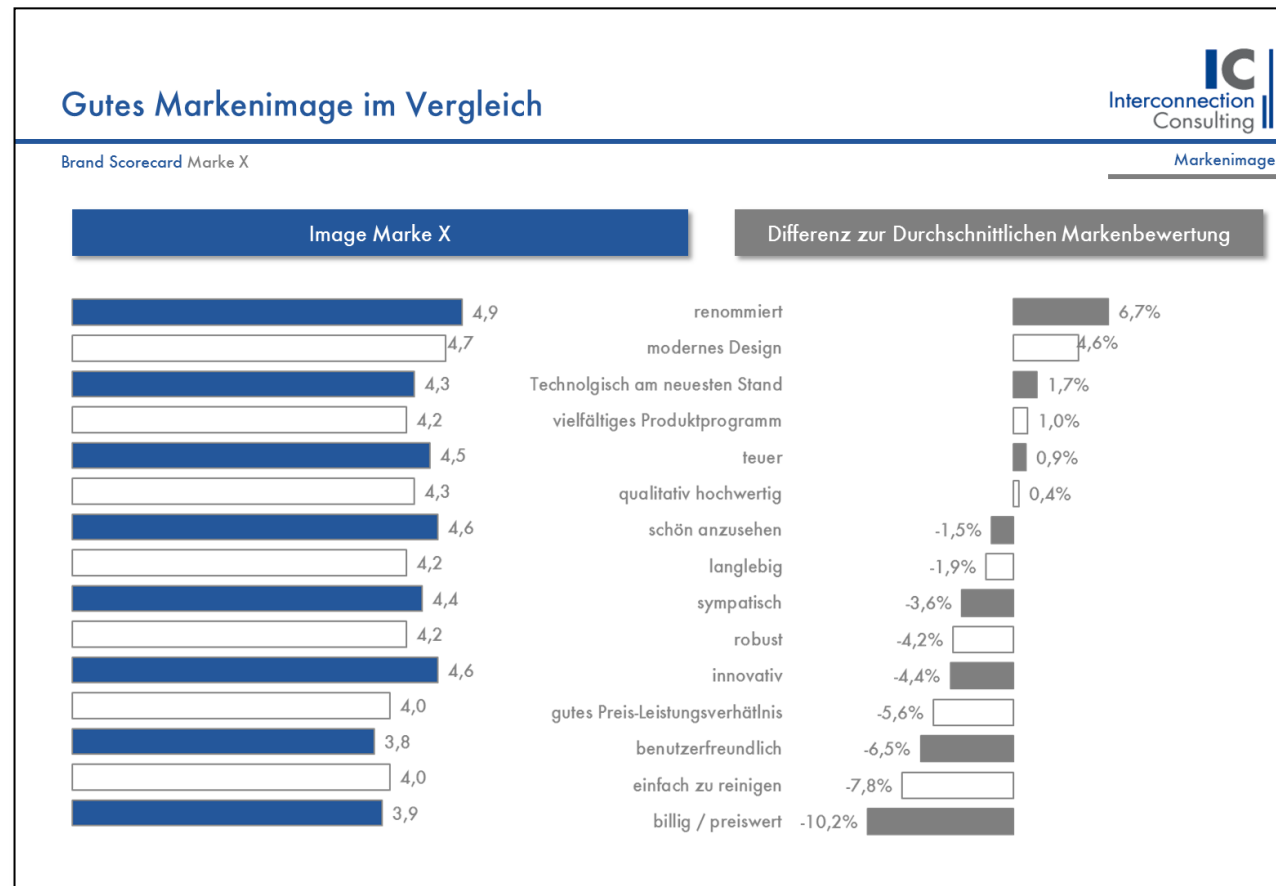
▪ In addition to the descriptive and strategic analysis of brand images, we also apply multidimensional statistic methods of analysis to identify your brand image in detail.

▪ *This chart contains fictive numbers.*

Positionierung der Marken im multidimensionalen Imageraum

IC Imageraum: Ergebnis einer Korrespondenzanalyse

Markenimage

Massenprodukt

austauschbar

Beim Diskonter

störanfällig

Mediamarkt/Saturn

SAMSUNG

LG

Innovationsführer

Preiswert

Exklusiv

EPSON

teuer

cool

Tolles Design

B&O
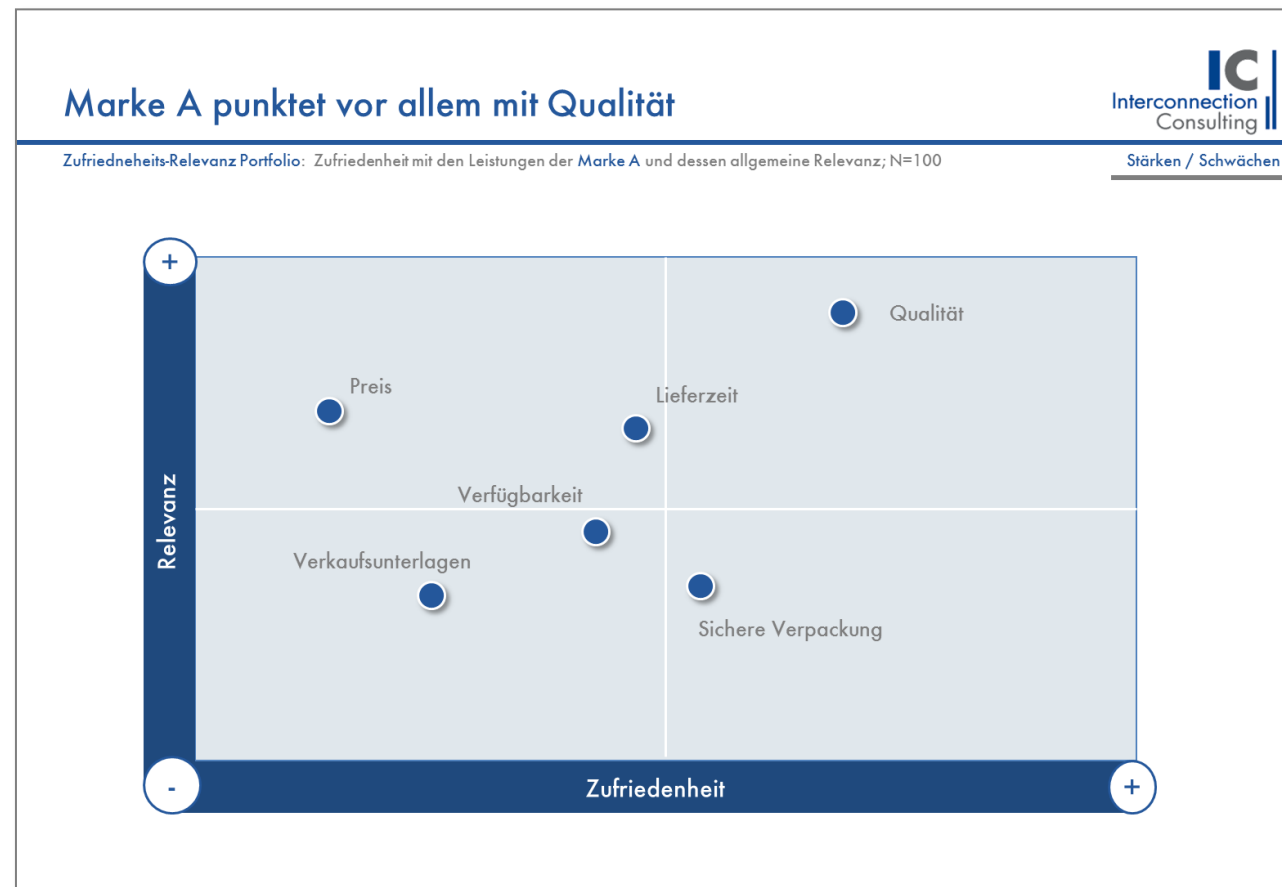BANG & OLUFSEN

Außergewöhnlich / Design

Analysis of the Meaning of Individual Buying Criteria

- In addition to brand image, we also research the positive and negative buying criteria and buying experience associated with your brand in order to uncover your strengths and weaknesses.

- *This chart contains fictive numbers.*
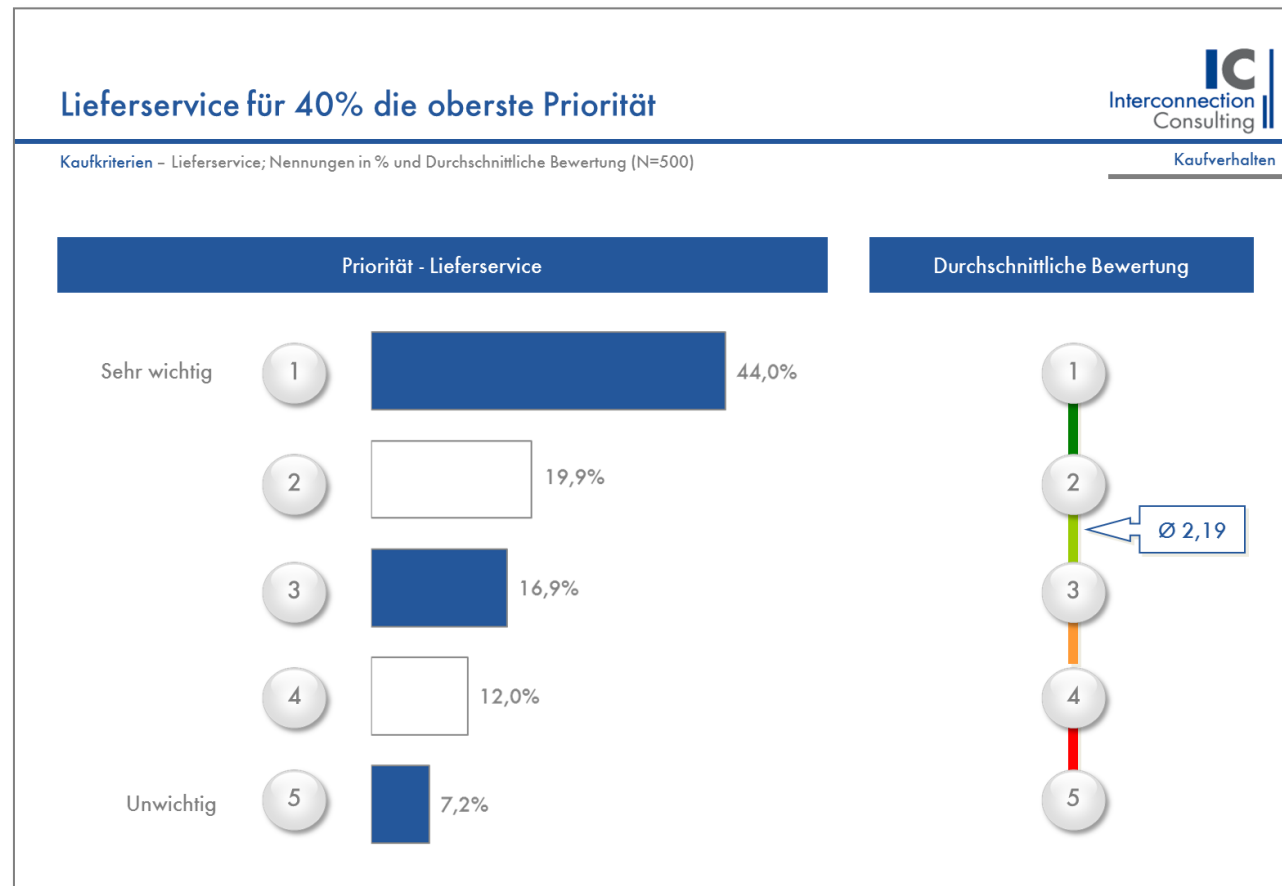
Analysis of Your Brand's Strengths and Weaknesses

▪ By using relevance/satisfaction portfolios, you can strategically identify your strengths and weaknesses from your customer's point of view and derive appropriate responses.

▪ *This chart contains fictive numbers.*

Marke A punktet vor allem mit Qualität

Zufriedneheits-Relevanz Portfolio: Zufriedenheit mit den Leistungen der **Marke A** und dessen allgemeine Relevanz; N=100

Stärken / Schwächen

Relevanz

Zufriedenheit

- Qualität
- Preis
- Lieferzeit
- Verfügbarkeit
- Verkaufsunterlagen
- Sichere Verpackung

We are always glad to answer
any questions you may have!

Interconnection Consulting

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