

**PONDERING PANDA
CASE STUDY**



BRANDSTRETCHER

BrandStretcher™

WELCOME TO BRANDSTRETCHER, THE PROPRIETARY MODEL THAT ALLOWS YOU TO TRACK HOW WELL-EQUIPPED YOUR BRAND IS TO COPE WITH VARYING CUSTOMER NEEDS AND MARKET SHIFTS.

THE BUSINESS CHALLENGE

- ➔ Identify brand attributes worth 'attacking' and 'defending'
- ➔ Simulate scenarios for growth
- ➔ Determine the impact of changes in brand associations on market share.

INTRODUCTION

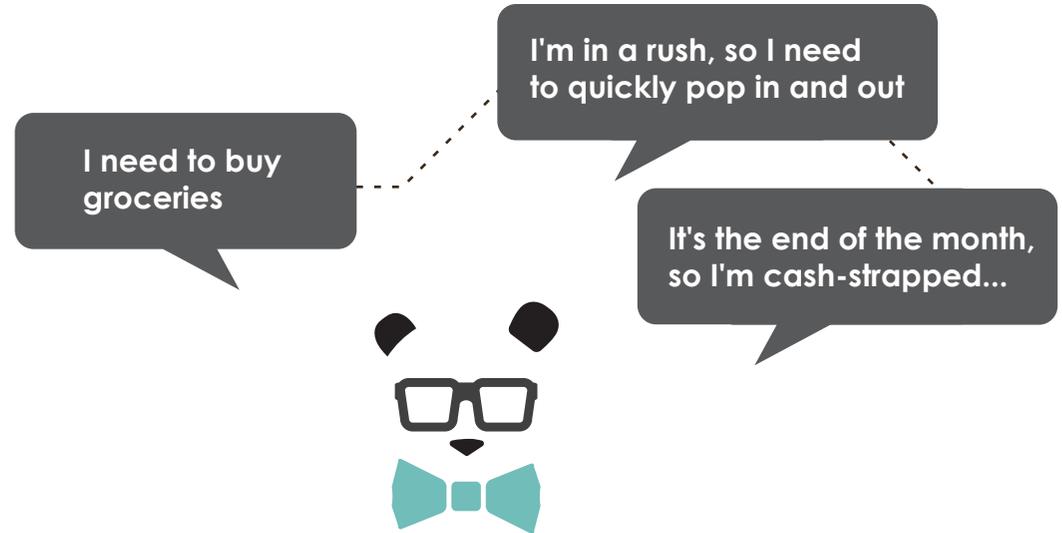
We all have needs, and brands we associate with the satisfaction of these needs

The more need states a brand is associated with, the stronger it will be, both now, and in the future. This is where BrandStretcher comes in.

BrandStretcher measures how much your brand stretches, i.e. how versatile it is compared to other brands in the category.

Versatile brands are more secure when a consumer's needs change because they pop into the consumer's mind more often in response to different needs. Brands that are less versatile, however, are more vulnerable to changing needs.

EXAMPLE: CONSUMER NEEDS



WHICH BRANDS COME TO MIND FOR THESE ATTRIBUTES?

- Value for money
- Easy for me to get to
- Fast check-outs
- Cheap prices
- Wide range of products
- Fresh fruit & vegetables
- Good quality meat

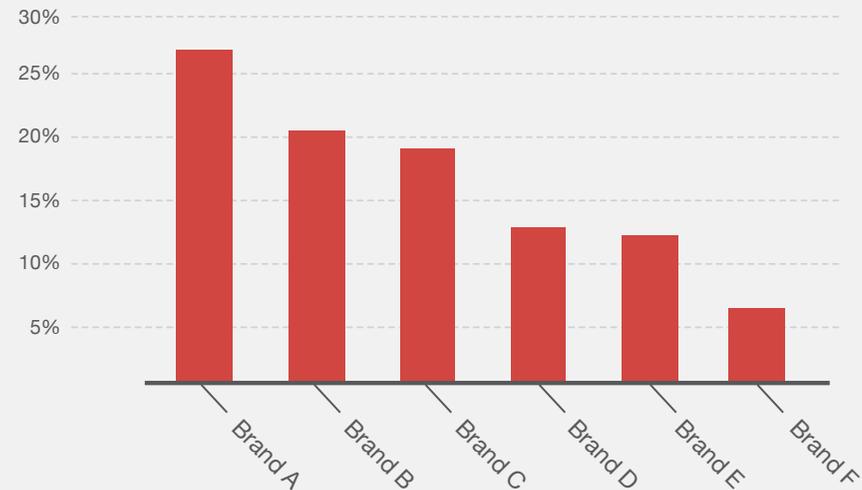
RESEARCH IN ACTION

HOW VERSATILE IS YOUR BRAND?

BRANSTRETCHER GIVES YOU A **VERSATILITY INDEX**. THIS HAS A STRONG CORRELATION WITH CURRENT MARKET SHARE AND PROVIDES A MEASURE OF HOW LIKELY A BRAND IS TO SATISFY A GIVEN SET OF NEED STATES, COMPARED TO OTHER BRANDS.



VERSATILITY INDEX



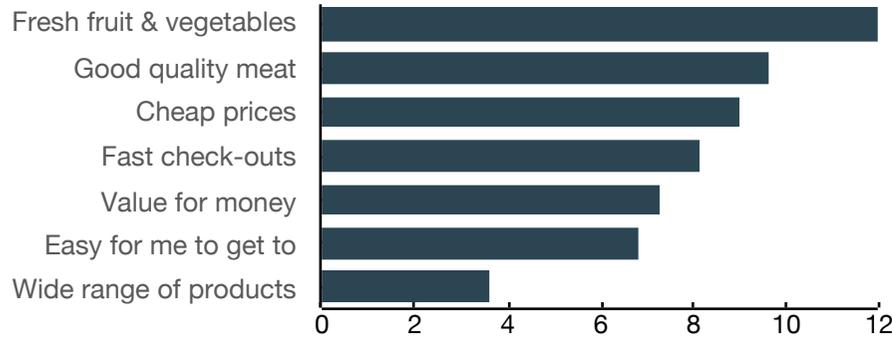
BrandStretcher shows you exactly how each brand can improve its market share by ranking the brand attributes that are most important for them to 'attack' or 'defend'.

LET'S LOOK AT BRAND C AS AN EXAMPLE



In this case, *Brand C* should focus on growing their brand's association with 'fresh fruit and vegetables', 'good quality meat' and 'cheap prices', in order to grow market share.

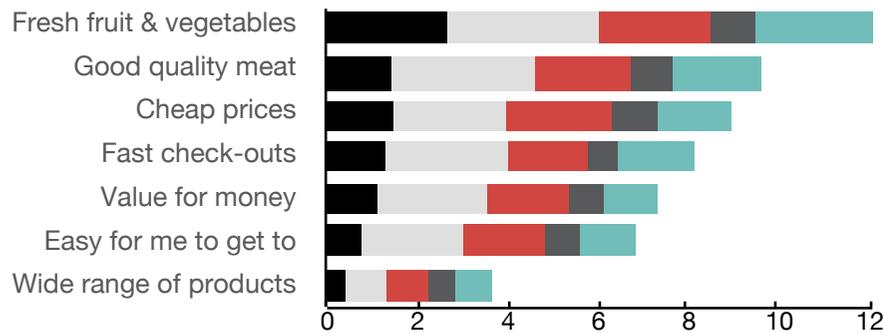
BRAND C ATTRIBUTES TO ATTACK



Attributes to 'attack' are perceptions about the brand, which, if increased within the target market, will result in greater market share.

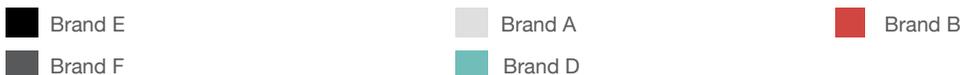
Each bar in the 'attack' graph represents the maximum amount of market share *Brand C* stands to gain if the entire sample associated that attribute with their brand.

POTENTIAL GAINS FROM COMPETITOR BRANDS

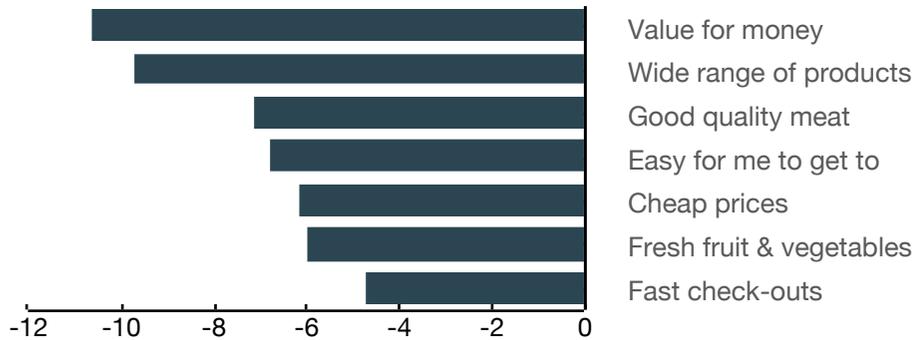


Based on the perceptions of other brands in the market, BrandStretcher can then extrapolate which brands *Brand C* is most likely to gain market share from, for each attribute they improve their association with.

Once more, gain from other brands is based on each attribute being associated with *Brand C* by the entirety of the sample, representing maximum potential gain.



BRAND C ATTRIBUTES TO DEFEND

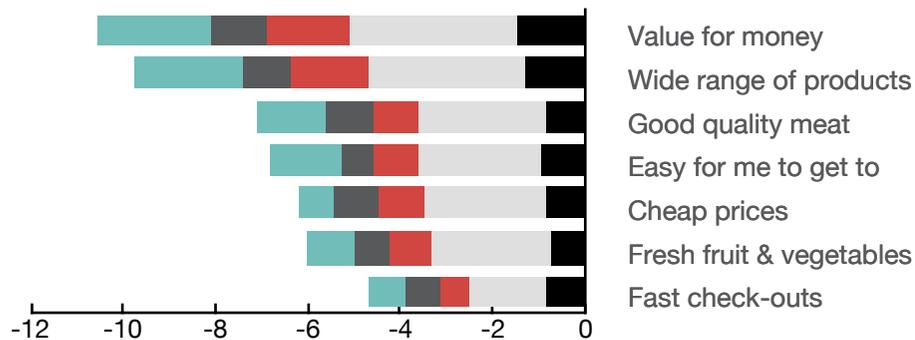


In this case, *Brand C* should maintain its association with 'value for money' and having a 'wide range of products', in order to avoid losing market share.

Attributes to 'defend' represent potential losses in market share if association with that brand attribute is lost.

Each bar in the 'defend' graph, represents the maximum amount of market share *Brand C* stands to lose if the entire sample no longer feels that attribute to be true of *Brand C*.

POTENTIAL LOSSES FROM COMPETITOR BRANDS



Brand C can also determine which brands it is most likely to lose market share to for each attribute they fail to maintain an association with.



HOW DOES IT WORK?



BrandStretcher recognises that consumers' motivations change all the time, according to both individual personality and circumstance.

- ➔ BrandStretcher assumes that each consumer has many different need sets, and that those need sets vary depending on the occasion
- ➔ In order to determine a brand's relative strengths and weaknesses, in terms of how versatile it is in meeting these different need sets, 10,000+ Monte Carlo simulations are run per respondent, varying the importance of each attribute and calculating which brand would be preferred for each given need.

INPUT

- ➔ Attribute association matrix
- ➔ Relative importance question.

OUTPUT

“What if?” scenarios are created that answer the following key questions:

- ➔ Which attributes should be attacked and which defended?
- ➔ From which competitors can I gain market share with different positioning?
- ➔ Which competitors pose threats, and how big are those threats?

BRANDSTRETCHER CAN HELP YOU TO...

- ➔ Simulate scenarios for growth
 - ➔ Tailor your marketing
- ➔ Increase your market share

BUSINESS VALUE

PRIORITISE

Enable your marketing team to prioritise need states that are essential to your brand

PLAN

Efficiently allocate your marketing budget to maximise ROI

PREDICT

Predict market share changes based on strengthening associations with your brand

Contact us | info@ponderingpanda.com | www.ponderingpanda.com



Thank you!