

**PONDERING PANDA
CASE STUDY**



**THE
BRAND
MUSCLE
INDEX**



BRAND MUSCLE
Index

THE BUSINESS CHALLENGE

- ➔ Determine how your brand's strength compares to those of your competitors
- ➔ Identify new consumers that are available to your brand

INTRODUCTION

The measurement of consumer commitment allows for accurate prediction of future behaviour

The Brand Muscle Index segments a given market into 6 categories based on 2 primary measures: satisfaction scores for each brand, and whether or not brand choice matters to respondents.

By measuring satisfaction ratings we can immediately see whether each brand beats, ties or is beaten by other brands respondents would consider buying in that category.

When we bring in the importance of brand choice, we can then understand respondents' commitment to a given brand.

THE 6 LEVELS OF COMMITMENT



HOW DOES IT WORK?



- ➔ First, respondents are grouped into 6 levels of commitment based on how they rated your brand and their brand choice
- ➔ Then, the proportion of your brand's users that are committed to your brand is identified
- ➔ And lastly, the proportion of non-users that is available to your brand is highlighted

SURVEY FLOW

- ➔ Current and potential future usage
- ➔ Brand satisfaction rating
- ➔ Importance of brand choice

LET'S LOOK AT 3 BRANDS AS EXAMPLES



RESEARCH IN ACTION

By using online research techniques,
we can identify the 6 levels of
commitment much more quickly
and efficiently using this model



The Methodology

- Online panel
- Weighted to the connected community who have accessed the internet in the past 4 weeks (in terms of age, gender & race)

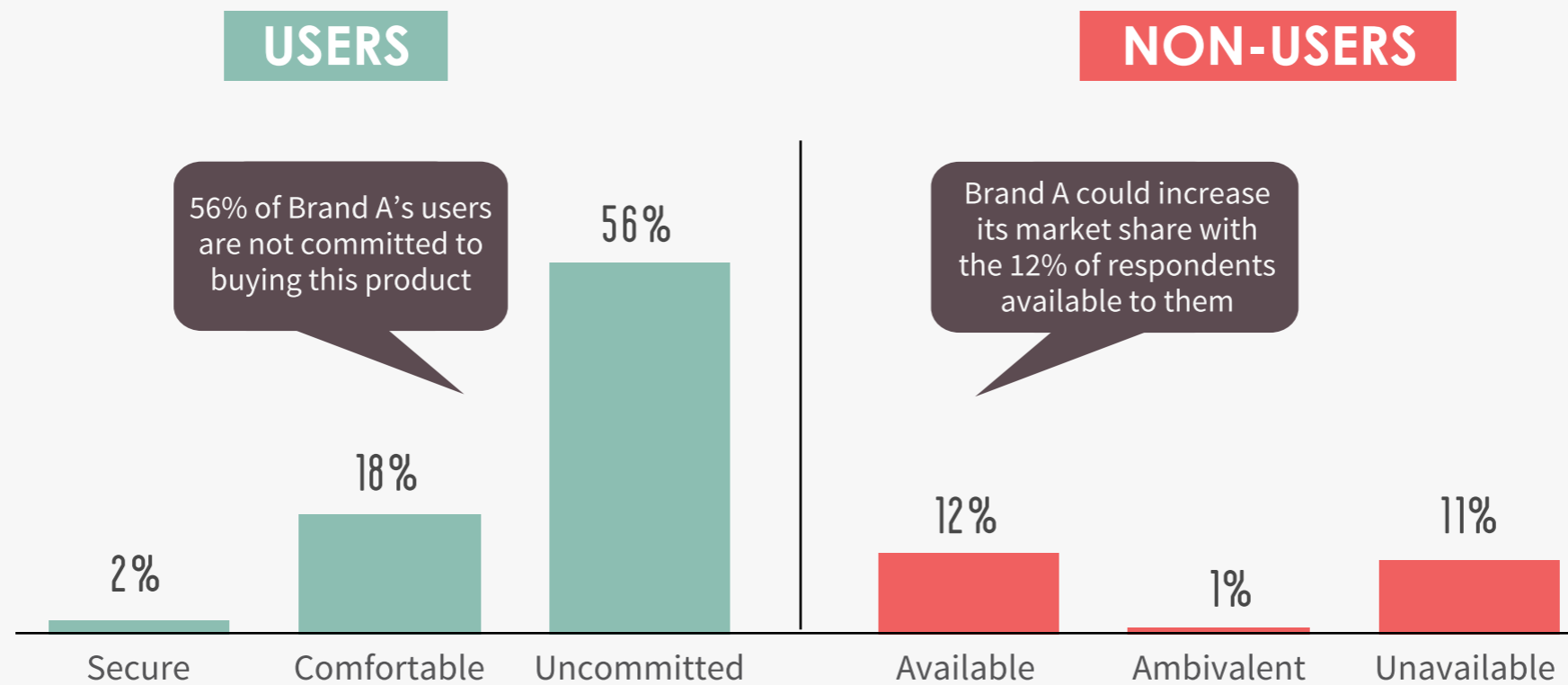


The Target Market

- Online population
- Age 18 - 60
- Across gender, race & LSMs 5-10

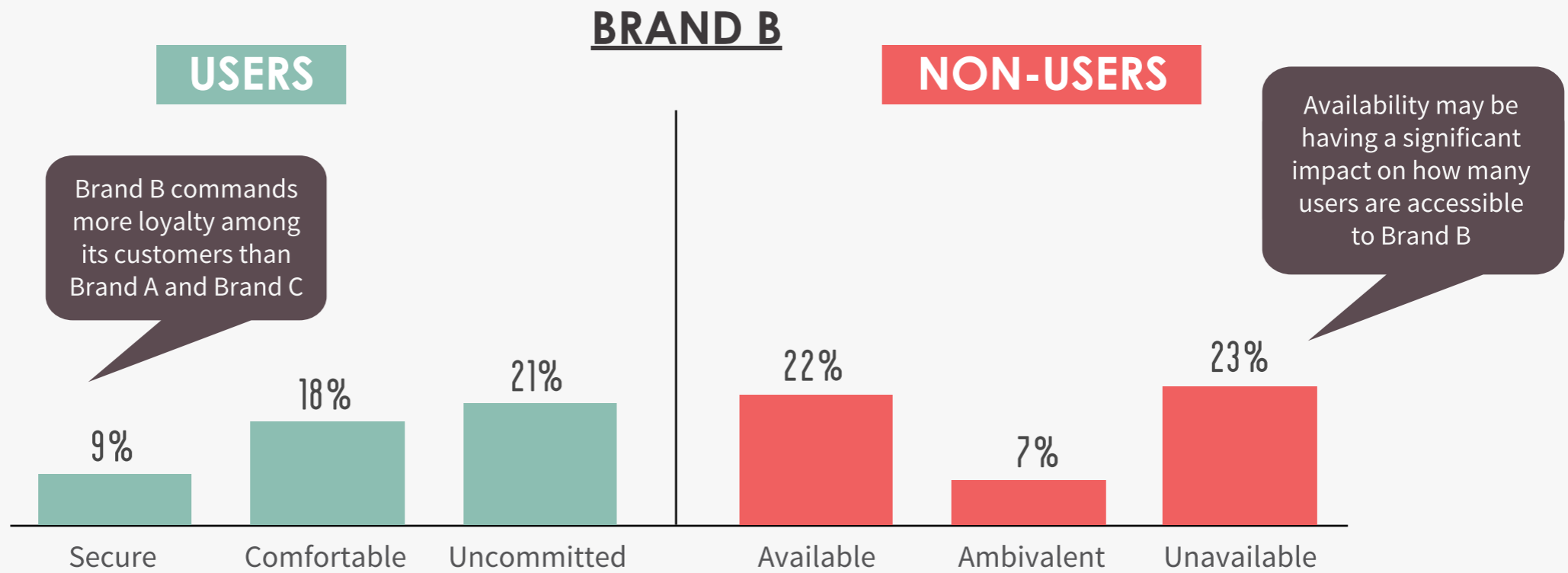
Example 1

BRAND A



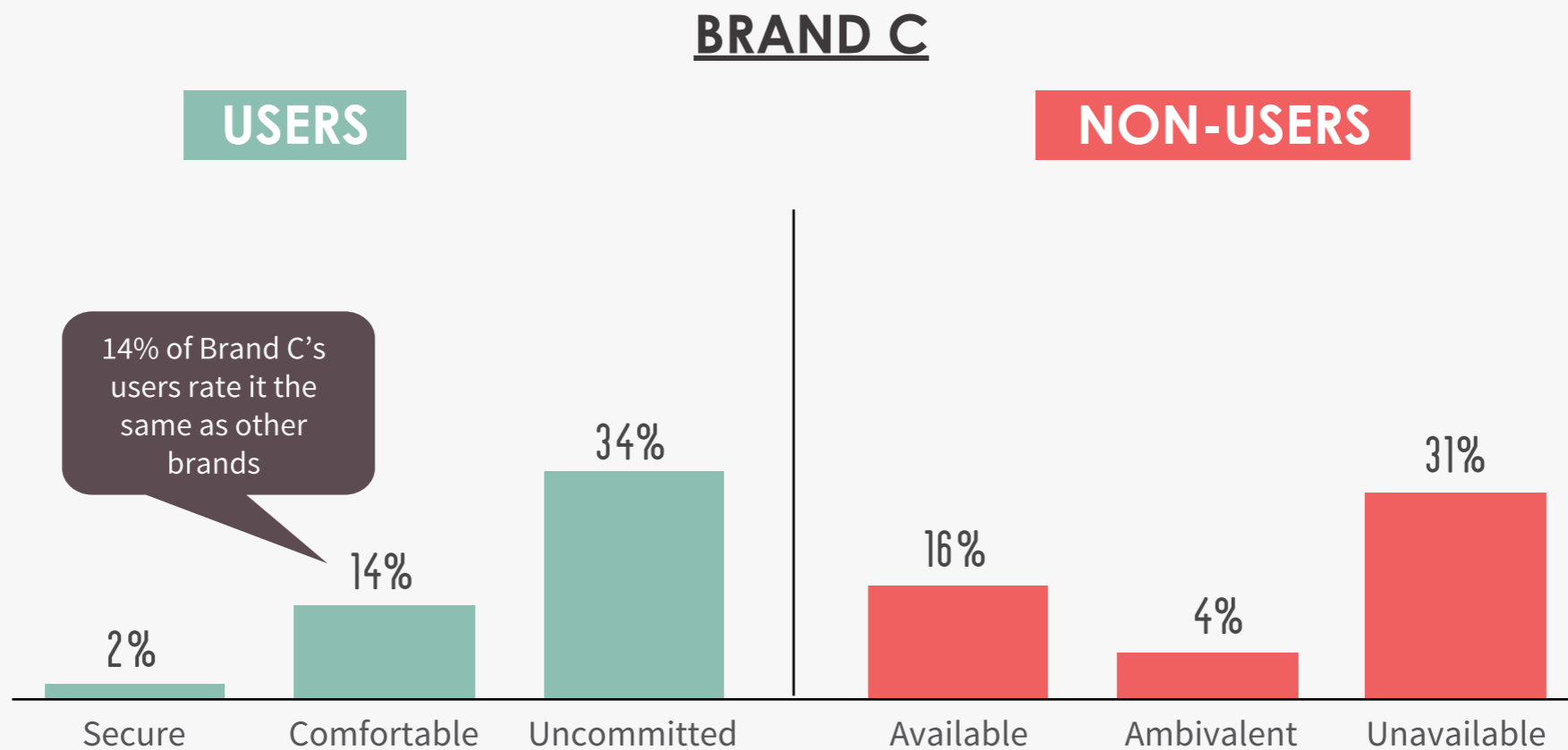
With a large number of uncommitted users, Brand A is in a vulnerable situation as it could potentially lose its uncommitted users to other brands. However, it's still the brand leader in its market with 89% of the market either using the brand or available to it, compared to Brand B (77%), and Brand C (69%).

Example 2



With about 48% of the market using Brand B, it has the potential for further growth.

Example 3



31% of users in this market are unavailable to Brand C, making it important for Brand C to focus more on its current users and target them more accurately.

THE BUSINESS VALUE

- ➔ Find out how committed your consumers are to your brand
- ➔ Understand your brand's vulnerability in the market
- ➔ Find out what the potential for growth is in the market
- ➔ Tailor your marketing efforts to reach available consumers who don't yet use your brand

Why are unavailable users
not using your brand?
Triggers and Barriers can
be the next step!

Thank you!

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