

Understand the performance of your brand with Best Brands Insights

GfK Inspiration Days 2023

Best Brands is the only marketing award that is based on a representative empirical study conducted by GfK. The strength of a brand is grounded on two criteria: the "Share of Market", i.e. the actual economic market success, and the "Share of Soul", the psychological appeal of the brand, which also determines its future success.

In addition to the annual "**Best Brand Overall**," this year we are honoring the history of Best Brands with an anniversary award: "**Best of the Best Brands**," highlighting brands that for two decades have combined both market success and emotional strength from the consumer's point of view.

Each year, the Brand Excellence Award focuses on a highly relevant marketing topic. This year, the "**Best Corporate Sustainability**" award will be presented to brands that, from the consumer's point of view, stand for ecological, economic and social sustainability and can thus achieve a high reputation.

BEST BRANDS



GfK Best Brands Deep Dive



GfK Sustainability Deep Dive



GfK
Best Brands
Deep Dive

BEST
BRANDS



GfK Best Brands Deep Dive



How does your brand perform in your category in the competitive environment?

This is what's in it for you:

- How does your brand perform in the **"Best Brands Ranking"** for **"Share of Market"** and **"Share of Soul"** in your category?
- How does your brand perform in **brand experience, brand attachment or brand loyalty**, and how is the **positioning of your brand in relation to important core aspects**?
- Where are **strengths and weaknesses in the competitive environment**?
- Where does **your brand** stand in terms of sustainability (economic, ecological and social)?

Basis of analysis:

- Evaluation of the GfK Best Brands study
- Brand rating by **buyers in the category**
(Total respondents n=14,000 in 50 product categories, market DE, online representative)

This is what you get:

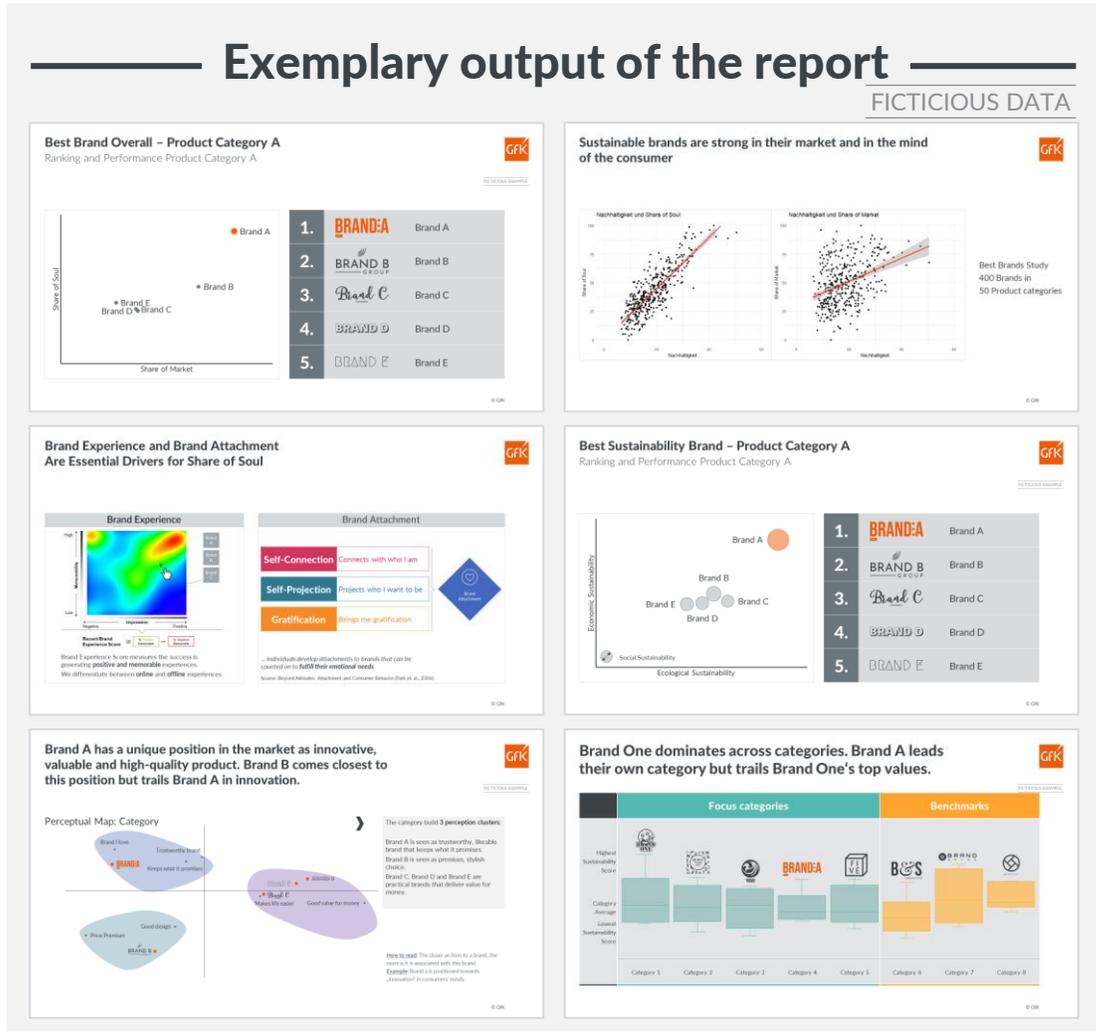
- Holistic report with actionable recommendations
- Including **"So what? Workshop"** - What do the results mean for your brand and what approaches result from them? (Duration 1.5-2 hours, Location: tbd)

Investment: 7.500 Euro



GfK Best Brands Deep Dive

Sample analyses from the comprehensive report



- Analysis of the performance of your brand in the "Best Brands Ranking" within your own product category
- Analysis of your brand regarding the core dimensions of brand experience and brand attachment
- Analysis of the positioning of your brand on core image dimensions compared to the competition within the category
- Analysis of your brand's sustainability perception on the dimensions of ecological, economic and social sustainability and benchmarking against competition in its category

Each Best Brands Deep Dive Report contains a product category and the respective main brands (5-10) within this product category. The category selection is possible from a total of 50 product categories with more than 400 brands.

GfK Sustainability Deep Dive



Sustainability Deep Dive



How do consumers rate your brand in terms of sustainability and what is the right sustainability target group for your brand?

This is what's in it for you:

- How are your brand and your competitors evaluated in terms of the **different dimensions of sustainability** (environmental, economic and social)?
- How are your brand and the brands of your competitors evaluated by the various target groups (**brand attachment, brand experience, brand image**)?
- Which **consumer types** are most attractive to your brand and who are they?
- What are the **consumer motivations and attitudes towards** sustainability?
- **How can you engage them to** maximize success for your sustainable products and messages?

Basis of analysis:

- GfK Green Gauge segmentation introduces you to five different consumer types and their concerns, behaviors and motivations around the sustainability megatrend.
- Analysis of the survey of N = 1,500 consumers as part of the annual GfK Consumer Life Study and the GfK Best Brands Study (N = 14,000 respondents)

This is what you get

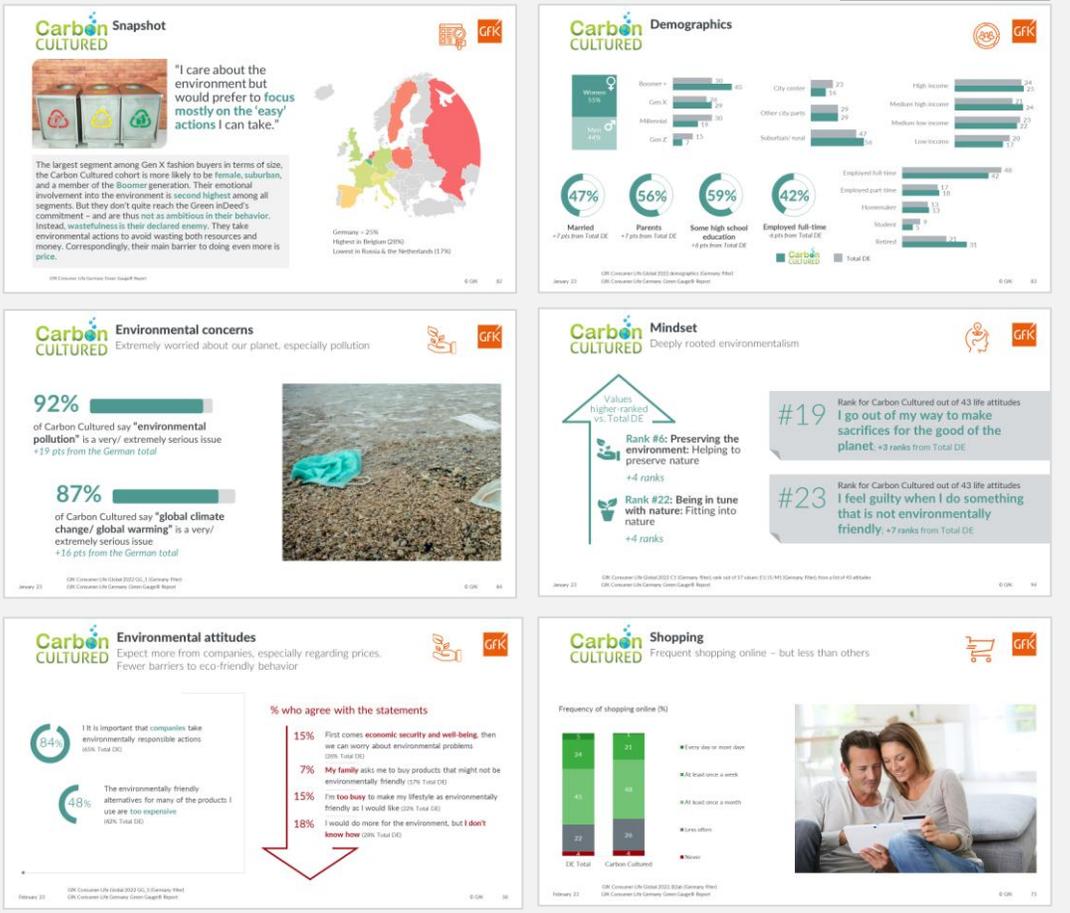
- Comprehensive report including actionable recommendations and data tables

Investment: 6.900 Euro



Exemplary output of the report

FICTITIOUS DATA



- Evaluation of your brand and your competitors with regard to the different dimensions of sustainability
- Distribution of Green Gauge target group segments in Germany
- For the main four target groups, respectively:
 - Sociodemographics
 - Attitudes and behavior with regard to sustainability
 - Personal values
 - Lifestyle, interests and activities
 - General consumer interests and purchasing behavior
 - Information sources and communication channels
- Evaluation of your brand as well as that of your competitors by the relevant target groups (brand attachment, brand experience, brand image); tables

Availability of additional information for 7 industries at additional cost: automotive, MDA, SDA, consumer electronics, personal electrical appliances (e.g. smartphone), food, personal care, clothing, household cleaning products.

Have we sparked your interest?

Feel free to get in touch with us



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