

**Develop
successful brand
strategies that
connect with
your consumers**

GfK Inspiration Days 2023

GfK Brand Architect



A complete view of brand and category with concrete insights for brand growth

What sets winning brands apart?

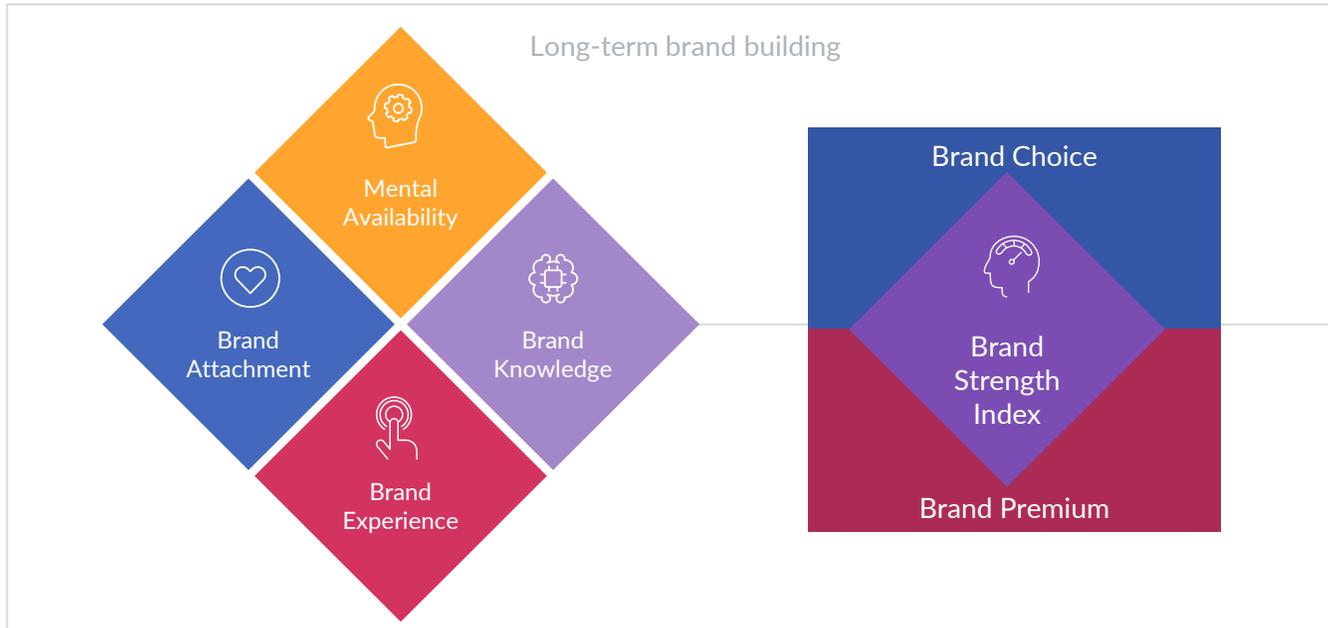
Through our four equity pillars we provide a 360 ° view of your brands and their relationship with the people you want to target

How strong is your brand?

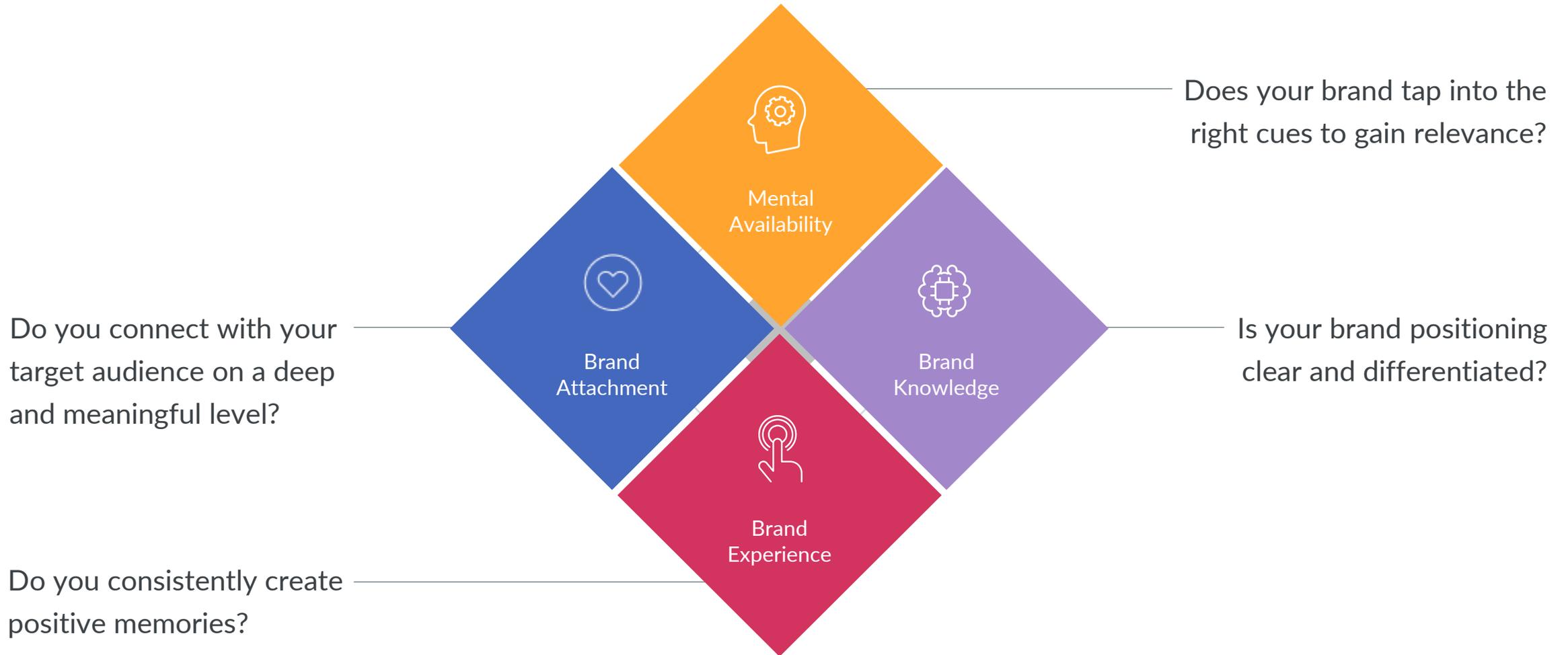
Our Brand Strength Index sums up all your brand building efforts into a single metric, which reflects how consumers feel and what they know about your brand, their likelihood to buy it, and how much of a premium they would pay

How to unleash your brand strength?

Through our advanced analytics we combine these rich insights for powerful recommendations to increase your Brand Strength Index, a strong predictor of market success.



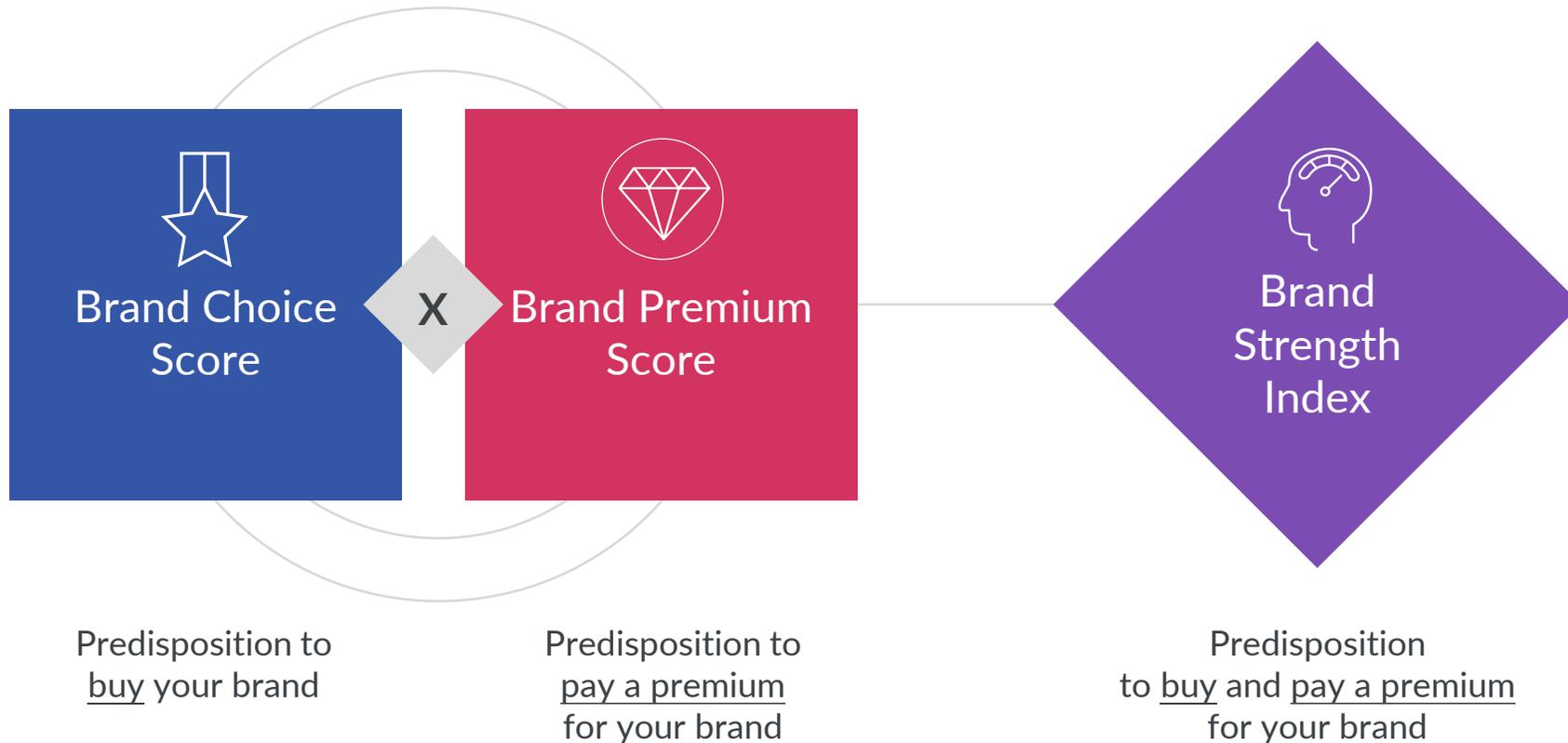
The model includes familiar brand KPIs, complemented by new, predictive metrics for brand strength and growth



The Brand Strength Index is a unique GfK metric that determines the strength of the brand and of its competitors.



The Brand Strength Index sums up the strength of a brand in one simple metric that's unique to GfK



Brand Strength derived from brand choice evaluator

Our approach replicates real-life purchase decisions and the trade-off that consumers make in their daily buying experience

How do we do it?

We create simple purchase scenarios, which respondents can relate to. For each scenario, respondents are asked to choose one brand or none from a selection of brands at different price points.

What are the benefits?

Implicitly measured!

A better & accurate representation of Consideration and First Preference (=brand choice)

Realistic market-based context with competing brands

With a variation in price (to determine 'brand premium').

Due to its iterative nature, it is less prone to survey errors and better suited to cross-country comparisons (as less cultural biases).

Supposed you were to buy a 300g jar of jam.

If these were the only available alternatives in the supermarket, which of the following products would you buy?

1/8

 2,19 €	 2,19 €	 3,19 €	None of these
 2,69 €	 0,99 €	 2,49 €	None of these

....

Know where your brand stands against others and steer where it's heading next with our Category Navigation Grid



The Category Navigation Grid can guide your decisions on brand building, brand re-positioning, portfolio management and much more.

We recognize that not all brands have the same strategy. Some achieve value through a higher premium, some through higher volumes, some through both.

Based on consumers' predisposition to buy your brand and/or pay a premium, **we segment brands into four types** in any category.

Our Category Navigation Grid allows you to assess your performance against your strategic direction and desired positioning for your brand(s)

It is a tool, which helps you decide where to go and how to get there:

- How to increase relevance with consumers
- How to build differentiation from other brands
- How to create stronger and consistent experiences across touchpoints
- How to build the right emotional connections with consumers

Exemplary output of GfK Brand Architect analyses

Example: hair care



Example: Competition Interaction

Which competing brands does my brand interact with the most? From which brands can I gain or lose market share?



Fictitious data

Step 2; find out which competing brands you could mainly win or lose from, based on an analysis of the purchasing behavior in the Brand Choice Evaluator and the different scenarios of brands and price levels.

Base: Head & Shoulders Sizing van verlies/winst	Lose	Win
	14.4%	10.4%
Andrelon	8.7%	6.1%
Kruidvat	3.4%	0.4%
Schwarzkopf	0.8%	2.2%
Garnier	1.5%	1.7%

Example: Competition Interaction

Which competing brands does my brand interact with the most? From which brands can I gain or lose market share?



Fictitious data

Step 1; Forward looking: Revealing the pull of your brand and competitors' allure through the choices people make as they undergo different brands and pricing scenarios



Opportunities

Head & Shoulders shows potential to add 10% to their current customer base. These are customers who are considering the brand and already have a strong connection with the brand.

Threats

Schwarzkopf has a relatively large interaction with other brands and could lose up to 10% in Brand Choice share.

Fictitious data

Have we sparked your interest?

Feel free to get in touch with us



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