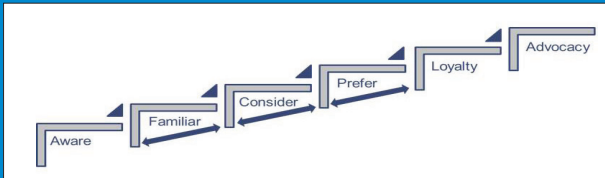


# Hansa Brand Stairsteps<sup>SM</sup>: Tracking Brand Attraction and Choice

Traditionally brand tracking and measurement has assumed that consumers adhered to a purchase funnel where they moved from awareness to familiarity to consideration and then preference.

Research on the customer journey, however, indicates that consumers may not follow a linear path to purchase. For example, they may become familiar and consider a brand simultaneously or they may prefer a brand but then decide to do more research and become more familiar.

Hansa's Brand Stairsteps<sup>SM</sup> methodology is an innovative approach to measuring and tracking brand performance. Our Brand Stairsteps<sup>SM</sup> approach reflects the realities of the customer journey, where customers can ascend or descend the steps toward loyalty, and indeed may even skip steps.



Our measurement approach centers on attraction/aversion theory. That is, consumers form overall perceptions of a brand (a brand gestalt) that drive their overall attraction toward the brand, or their unwillingness to consider the brand.

Our methodology has unique features that build off leading academic research and practical application:

- Consumer motivations and needs that affect propensities toward a brand.
- Gestalt measures of attraction and aversion that capture the overall emotional and cognitive perceptions of a brand.
- Brand attributes that reflect the ones critical to attraction and choice in the consumer journey.
- Embedment of the client's brand promise into tracking measurement.
- Recognition that "familiarity" has both passive and active components, and different consumer segments may have different needs for the level of knowledge needed to choose the brand.
- Shift from simply measuring levels of familiarity to measuring familiarity with the "what" that drives consumer attraction along their journey.
- Use of "heuristics" that consumers use to form an opinion about or evaluate a brand.

- Expansion of normal measures of consideration to understand the proportion of the target market that can be captured.
- Clarity on barriers to switching that might prevent consumer choice regardless of their perceptions of the brand.
- State-of-the-art analysis of the drivers that move consumers through each step toward brand loyalty



Hansa Brand Stairsteps<sup>SM</sup> provides clients with business-critical benefits that go beyond simple monthly or quarterly performance metrics. Put simply, our approach provides clients with more business and marketing value than typical brand tracking research:

- Richer insight on the impact of the brand promise and brand attributes on brand attraction and choice.
- More actionable data on what to do to enhance consumer connections to the brand.
- Better understanding of how deeply the brand appeals to consumers, and conversely, the degree to which the brand is vulnerable to competitive inroads.
- Scorecard metrics at multiple levels to enable at-a-glance views on brand performance as well as drill-down metrics for more tactical monitoring.

The Hansa difference: Hansa specializes in brand and the customer experience. We bring key strengths in areas critical to clients in obtaining business results:

- ✓ Deep understanding of the psychology of human interrelationships.
- ✓ Senior-level consultants with decades of experience working with the world's leading firms.
- ✓ Leading edge thinking on what makes for powerful customer experiences and brand loyalty.