

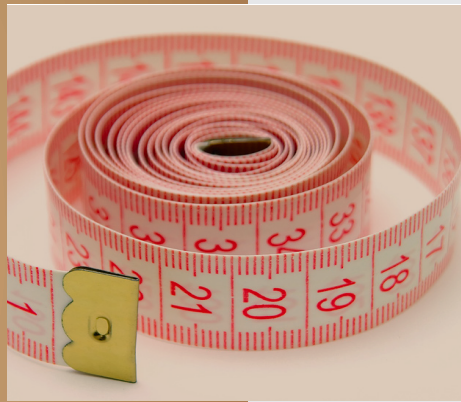
# Hansa Brand TRCKR+™

## Measuring the Power of Your Brand

Organizations need to manage metrics on many fronts. Understanding the degree to which their brand is known and preferred in the market should be one of these key metrics. Tracking progress in building brand loyalty provides the organization with a barometer of whether actions to build brand equity are paying off. Questions companies may confront include:

- How well is our brand known among our target markets?
- How do we compare with competitors?
- Are we in the consideration set?
- What if anything is getting in the way of prospects choosing our brand?
- What do we need to do to increase loyalty to our brand?
- Are we making progress in building our brand in the market?
- Where do we need to focus to build our brand?

How well a brand is attracting and retaining customers and performing in relationship to the competition is a constant concern. Brand TRCKR+™ is a tracking methodology with distinct advantages over routine tracking. It captures the metrics of typical tracking studies - awareness, preference, usage, scoring on various brand attributes versus competition and image dimensions. It then goes beyond these basic measures to discover whether there are barriers to brand purchase or enablers that competitors are using to lure customers. It also provides insight into the impact of key customer touchpoints in driving brand loyalty. Brand TRCKR+™ is customized to the client to answer specific problems, and is guaranteed to provide directions to address them.



The Brand TRCKR+™ process identifies the brand issues and provides an action plan to increase the brand's performance.

The emphasis throughout Hansa Brand TRCKR+™ is on the provision of reliable metrics to monitor the brand's performance, plus insight on how to enhance the market power of the brand. Brand TRCKR+™ is customized to a particular company's brand and competitive situation. Brand strategies, positioning, and attributes unique to the company are included in the methodology. If desired, qualitative research into new brand possibilities could be done in advance of implementing Brand TRCKR+™, with the results incorporated into the survey. As well, Hansa frequently conducts in depth interviews and focus groups to probe in special areas of interest after results are obtained from Brand TRCKR+™. At the core of Brand TRCKR+™ is a statistically reliable quantitative survey of the company's target market.

The Brand TRCKR+™ process provides the following deliverables:

- Brand scorecard of key metrics
- Analysis of drivers of brand loyalty
- Time series brand loyalty progress metrics, when implemented in multiple time periods
- Assessment of barriers and enablers to brand loyalty
- Breakdown of customers and prospects into four brand equity quadrants: Devoted, Captive, Cavalier, and At Risk
- Action plan for enhancing brand performance

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

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