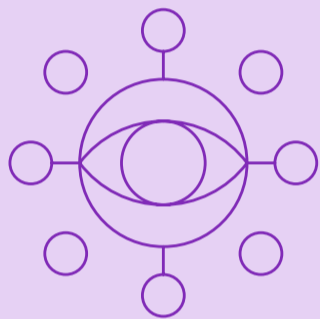
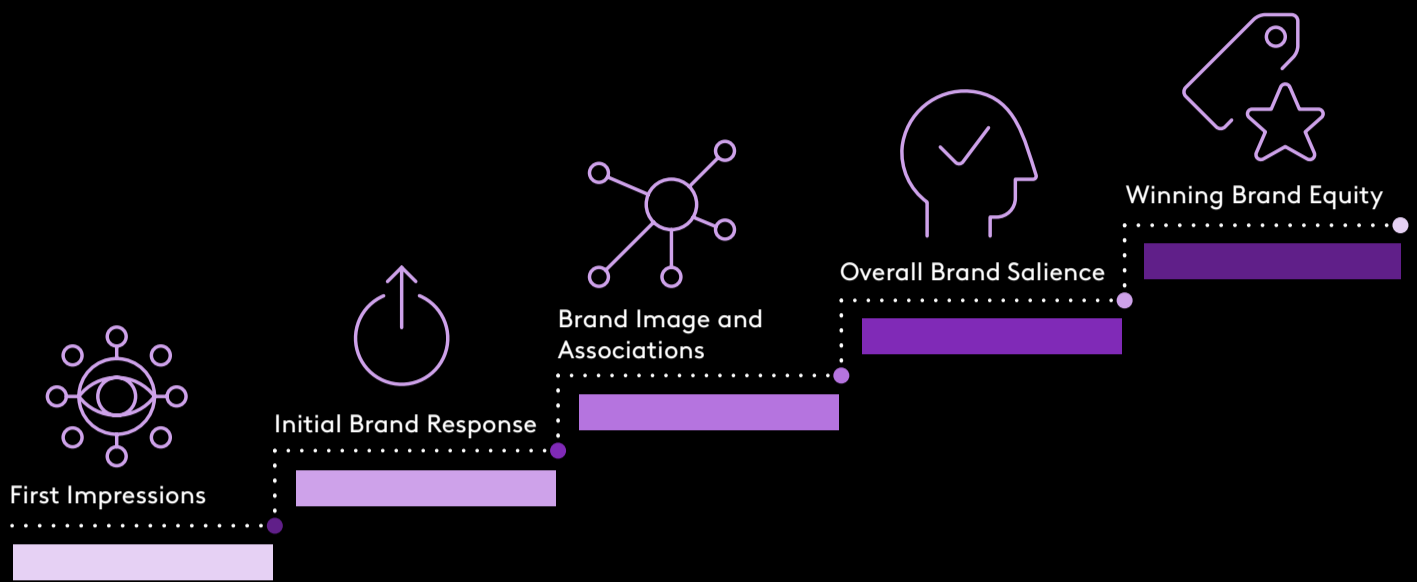


Growing Your **BRAND POWER** in Australia

Growth is rarely hostage to a marketplace if you have brand equity – and you measure it. Your brand equity is 'brand magic'. But you must track, react and nudge it at every stage with short and long-term indicators to support sustainable growth.

Are you in control of your brand's equity?

The five steps to growing brand power

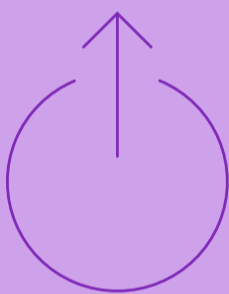


1. First Impressions

- Surface volume, sentiment and centrality
- Smarten up campaign spend with modelling

Analyse search and social data about your brand and category using human expertise and AI as often as needed.

Gain an understanding of existing and potential new needs and occasions to fuel category and brand growth.



2. Initial Brand Response

Is your advertising:

- Contributing to brand prominence?
- Hitting the mark with messaging towards intended associations?

You're still in the short-term and will learn the first signals of brand response to your advertising.

You can measure the effectiveness of your individual creative outputs and diagnose areas of strength and weakness - all while your ad campaigns are live.



3. Brand Image and Associations

Measure your progress in associations with:

- Category needs and occasions
- Key brand benefits that drive equity

Are you building valuable associations?

Check your progress and take into account category dynamics so that you can insulate against new threats and maximise growth from adjacent categories.



4. Overall Brand Salience

- What is your trend in salience compared to that of your competitors?
- How quickly do you come to the minds of Australians?
- What is triggering needs and occasions?

Review your trend in salience and whether you are coming to the consumer's mind at key purchasing moments.

Use reaction time to differentiate between ideas that people intuitively associate with a brand (and its competitors) and those that only come to mind when they're thinking harder about a brand.



5. Winning Brand Equity

- What is your trend in attitudinal equity compared to your competitors?
- Has your connection with consumers strengthened?

Are you becoming the easy choice? Can you start charging more?

A meaningfully different brand (one that people agree meets their needs, is liked and different or setting the trends for its category) can command a 22% price advantage over one that lacks meaningful difference.

But beware of the slow-moving pace of these metrics: they matter a lot but they don't move a lot.

Talk to us about brand tracking to strengthen your brand power in 2022