

VISION CRITICAL | Brand + BAM Scores

A CASE STUDY

BAM: WHAT'S THIS ABOUT?

This case study describes a practical application of Vision Critical's *Brand + Brand Assessment Measures* or BAM scores. It illustrates what these measures can reveal about a brand—above and beyond what we learn from the standard tracking of individual attributes.

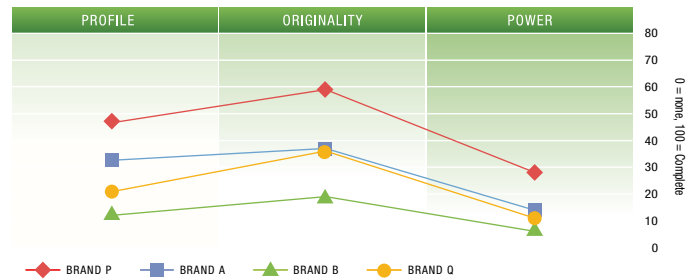
There are three BAM measures: Profile, Originality and Power. BAM scores represent the fundamentals of brand health and are derived from analyses of people's responses to specific brand attributes. They can be calculated from any set of brand ratings (even retrospectively) and can be compared across markets and tracked over time. For more on BAM scores see "What's a BAM anyway?" on the next page.

This case study is from a youth oriented market, where we conduct a continuous brand tracker. This market is interesting because it contains an exciting winner, a boring old has-been and two me-too brands—each with slightly different issues.

RESULTS

Brand P is the market leader, with strong share numbers. It is a familiar brand to most, as the *Profile* scores demonstrate. It is a well differentiated brand, the *Originality* scores confirm. What is even better is that it owns some of the important attributes that drive sales in this category. As such, its *Power* scores are double that of its nearest competitors.

Brand B stands in stark contrast to the market leader. People don't know too much about it, but they uniformly agree it is unoriginal and it doesn't own any important attributes. This brand has so little power it is no surprise that it manages to grab only a miniscule share—driven more by promotions and discounting than by the power of the brand.



Brands A and Q are both fairly successful brands. They are interesting in that they have similar *Originality* and *Power* and, to a certain extent, *Profile* scores. They are seen as distinct, which is good. But they don't own many of the real drivers of purchase, which is where they need to focus. What make them different is that Brand Q has a more consistent image. Brand A has, in fact, a relatively diffuse brand image—which may mean opportunity for them.

IMPLICATIONS

BAM measures are not designed to be the sole source of information on which a brand is judged. They are measures of just the basics of brand health. They should be interpreted in conjunction with the ratings of the individual attributes and their importance is driving purchase. That being said, even on their own they highlight some pretty clear opportunities for these brands.

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Brand P is a very strong brand. Where Brand P could improve, is in its ownership of some of the attributes that drive choice. It could benefit from a greater focus and consistency in its marketing communications, aimed at shoring up its complete and undisputed ownership of a key driver of brand choice.

Brand A has some reasonable originality and power—so there is definitely something to build on. Of the four brands tested here, Brand A has the greatest room for growth.

Brand B is a bit of a bottom feeder, unfortunately. Its blandness is so well known that changing it would require a gargantuan effort, and it still might fail because a radical repositioning would strain credulity. The company behind it might do well to consider launching a new, edgier brand and leaving Brand B as a downmarket also-ran.

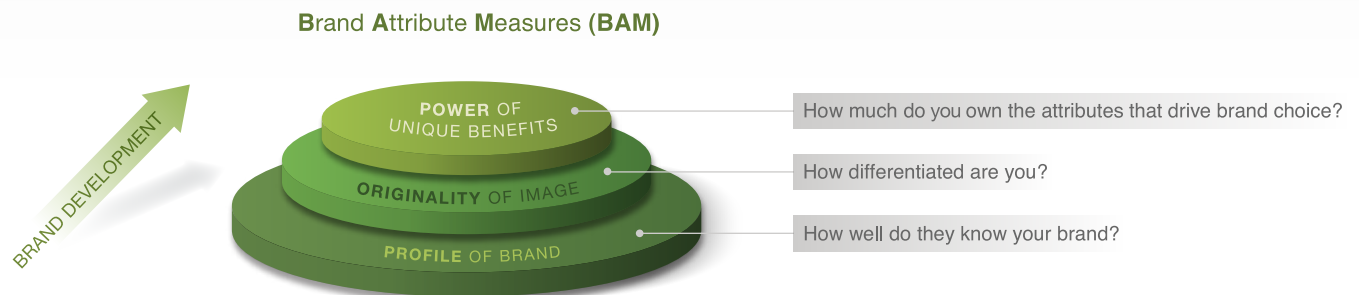
Brand Q has decent brand health. Where it lacks in is profile or knowledge. Given how it scores on originality and brand power, making more people knowledgeable about it should yield a decent increase in power and, subsequently, sales. It seems they would do well to pump up the volume with their advertising and promotions.

CONCLUSION

Vision Critical's Brand + BAM scores provide insight into a brand's development and health, as this case study illustrates. And while these BAM measures don't tell the whole brand story, they do add considerable benefit to brand tracking studies—all without the need to add a question or conform to a standardized set of attributes. Vision Critical's Brand Assessment Measures can add value to your brand tracking.

WHAT'S A BAM ANYWAY?

BAM scores are analyses derived from brand association data. As such they are typically created from your existing banks of market-specific brand attributes. The use of additional generic attribute ratings is therefore not required. Also, because BAM scores can be created from any set of attributes, it is possible to derive BAM scores for previous waves of brand tracking research. Derived importance is used to identify which attributes are driving market share.



ABOUT VISION CRITICAL

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