

BRAND TRACKING

MEASURING YOUR BRAND'S HEALTH

Epinion's brand tracking approach makes it possible to track your brand on your KPIs over time in order to understand whether your objectives are met, your marketing activities have been worth spent and how you should work on your brand in the future.

The approach is based on academic theories in regards to brand equity and brand growth. It helps you to boost your brand's mental availability and reputation by giving you a deep understanding of what your current and potential consumers think of both your brand and your competition, thereby allowing you to reposition and rebrand accordingly.

REPORTING

Epinion's reports provide a clear guidance on a brand's appeal. The results are communicated in an easy-to-understand way with clear conclusions. Our branding experts have many years of experience in creating actionable recommendations that help you in sustaining or building a successful brand for the future.

In order to make the results easily accessible within the organisation from any point of place and at any point in time, Epinion furthermore offers an online reporting tool that allows for easy sharing within the organization and instant results.

BRAND TRACKING IN PRACTICE

The approach is flexible – depending on your brand's size and position, longitudinal or periodical tracking studies are recommended, e.g. rapidly growing brands might want to understand potential changes more often than well-established brands. Furthermore, Epinion's brand tracking set-up can be complemented by ad hoc dips, e.g. after big campaigns have been run.

Thereby, our solutions focus on measuring the health of and perceptions around your brand as well as the effectiveness of media campaigns. By using Epinion's proprietary online panel the quality of respondents can be ensured over the full length of the studies.

Typically, we investigate consumers' attitudes through the following diagnostics:

- Brand Recall and Brand Recognition
- Usage
- Loyalty & Retention
- NPS
- Emotional Reaction towards a brand
- Brand Image Associations
- Advertising Recall & Recognition

In addition, the approach can be combined with new technology and social media analytics to hear what billions of social posts tell you about your brand. Our social media analysis provides insights that enable you to gain data for more agile decision making at any point in time.

CONTACT US



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