

KANTAR

BRANDSTRUCTURES

Case Study Biscuits Brand



BrandStructures quantifies the relationships between different brand associations and identifies the key levers of success

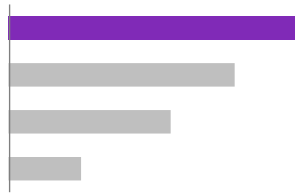
Themes

What the are different themes in the perceptions of brands



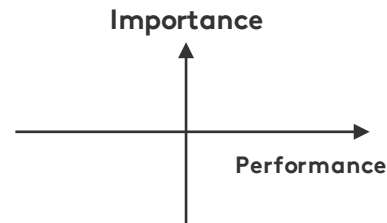
Importance

And overall, how important are these themes



Brand Focus

Where should I focus given my performance vs competitors



Levers to Pull

So which specific levers should I pull, that will best ladder up to brand equity



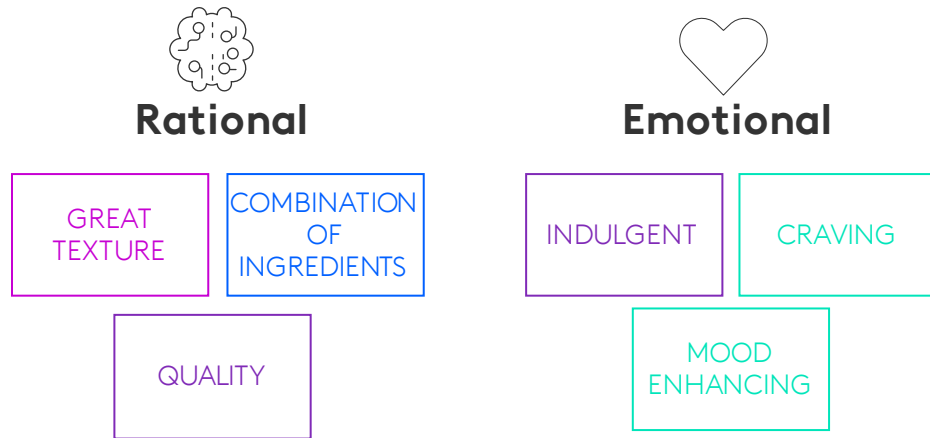
Target Setting

And therefore, what targets should I set to achieve growth



Themes: What is important in driving Brand Equity?

Craving, quality, indulgent, mood enhancing, great texture and **combination of ingredients** are the most important themes to influence the path to Power. The themes can be split into what is *rational*, and what is *emotional*

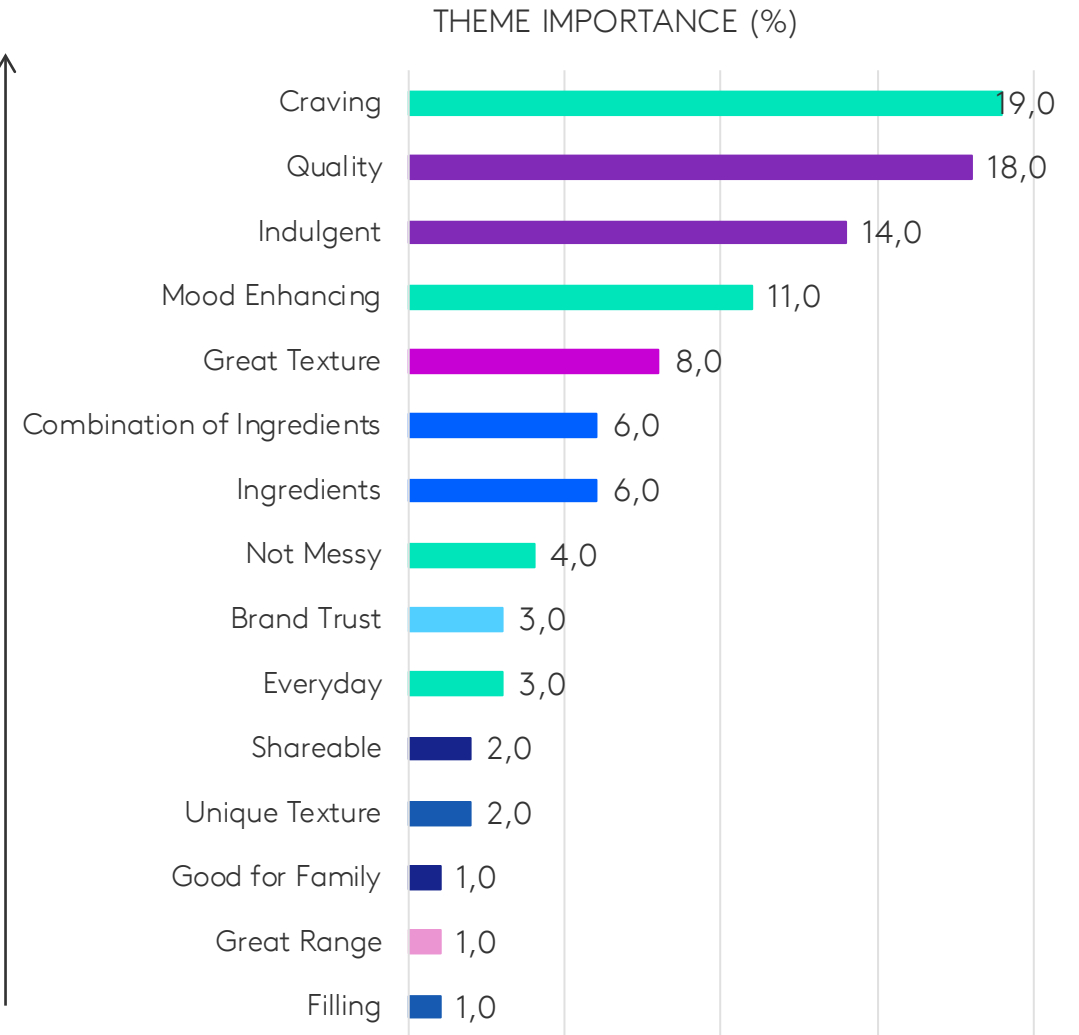


The more rational themes (**great texture, combination of ingredients**) help directly support key emotional drivers such as **mood enhancing and craving**

Most important
Brand Equity
drivers

Secondary levers
that underpin
the most
important drivers

Lower
importance



Importance: What does my brand stand for that is important?

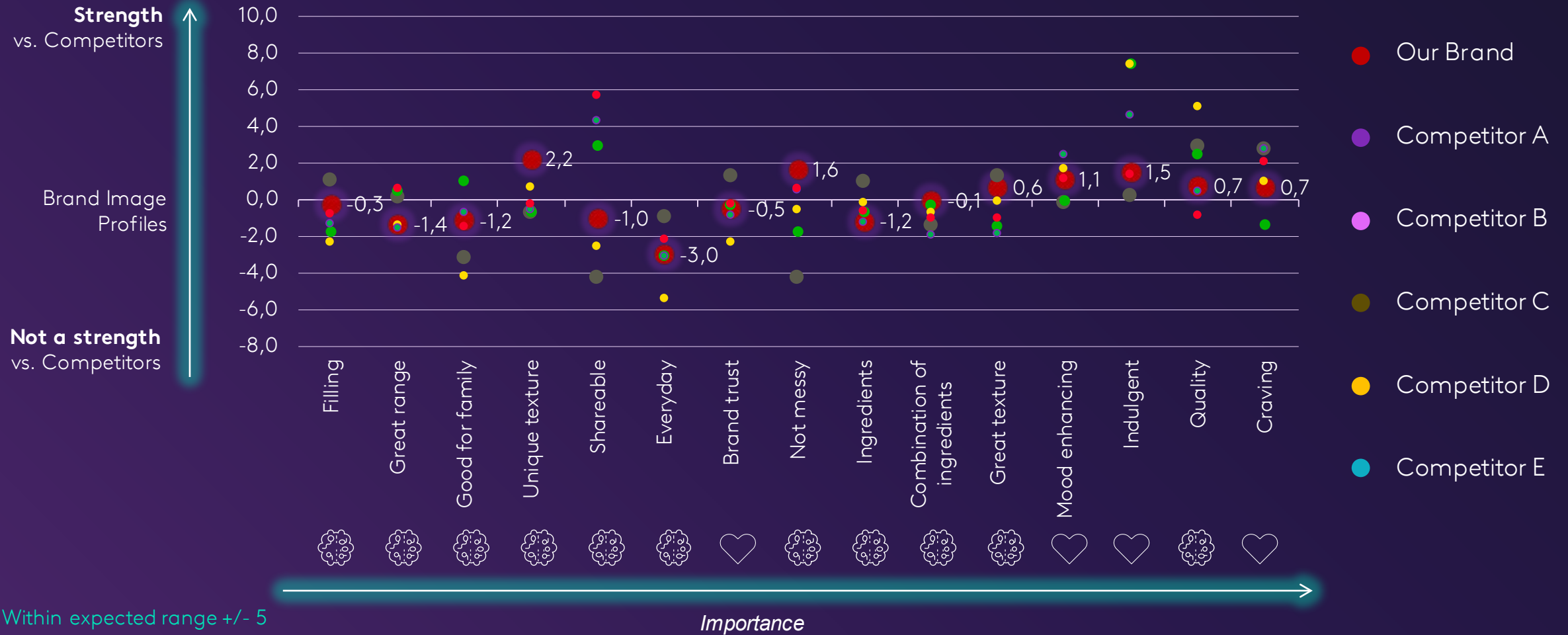
THEME IMPORTANCE vs. PERFORMANCE



Our Biscuits brand does not currently stand for anything, performing as expected on all drivers, but with a very slight edge on those that are important

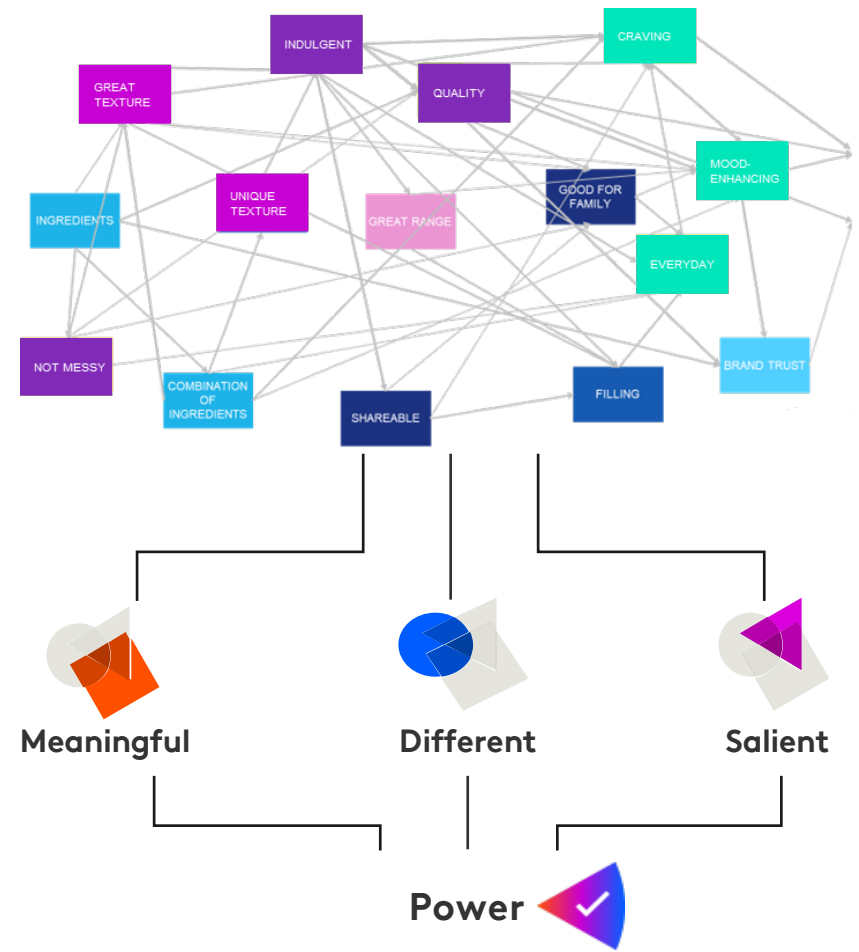
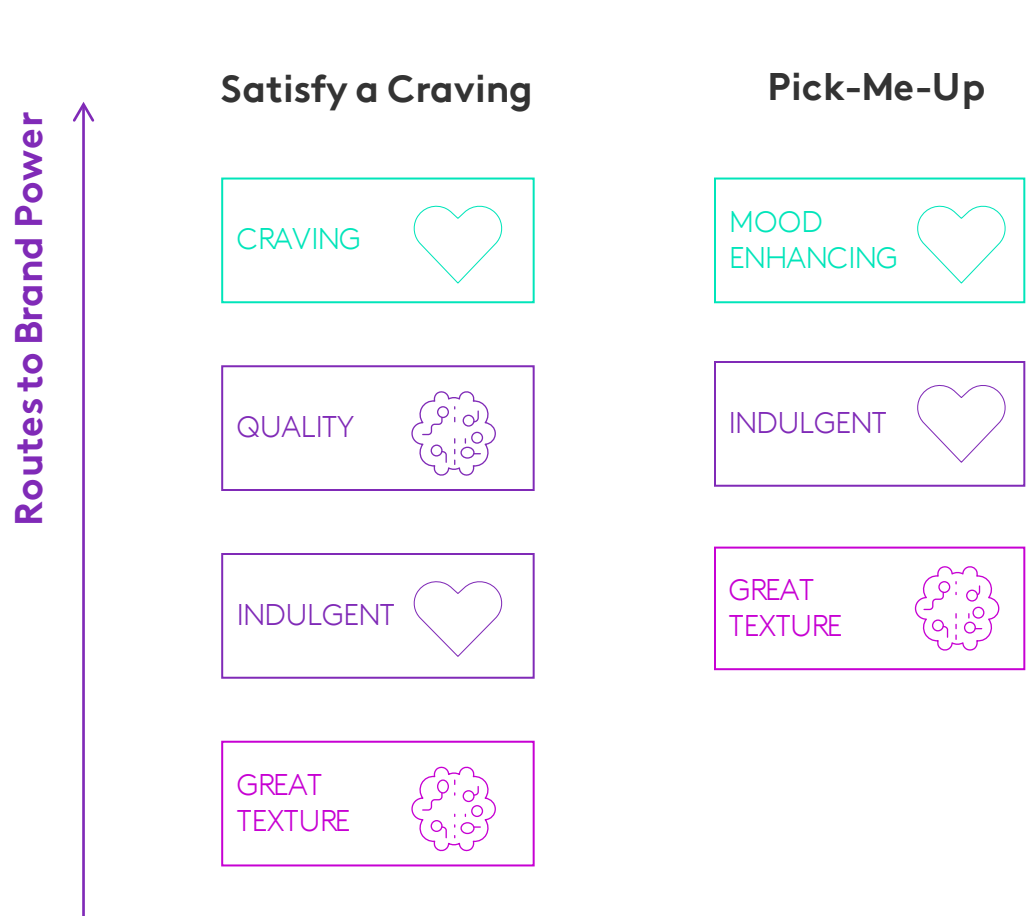
Brand Focus: What is ownable?

Currently Our Biscuits brand is far behind the leaders in all important areas, but with an edge in 'Unique Texture'



Levers to Pull: What are the best routes to drive brand growth?

There are two potential routes to driving Brand Power for Our Biscuits brand, each with pros and cons:



Target setting: “Satisfy a Craving” route: Can this be done in a way that is credible for Our Biscuits brand?

Our Biscuits brand can own ‘Quality’ and ‘Indulgence’ by approaching it from an ‘Everyday Indulgence’, building on perceptions of ‘Texture’ and ultimately meeting the need of ‘Satisfying a Craving’, that is different but complimentary to Chocolate Digestives

Satisfy a Craving



Our Biscuits Brand image Profile

0.7

0.7

1.5

0.6

Brand Leader

Competitor A

Competitor B

Competitor B

Competitor C

Action

Own: Can both Competitor A and our Biscuits brand own this space for different types of craving?

Challenge: How can we do this that is credible compared to premium brands?

Challenge: How can we do this that is credible e.g. ‘Everyday Indulgence’

Own: Can our Biscuits brand move from Unique Texture to Great Texture?

Target Setting: If we could increase perceptions along these routes by 5% we would expect a return on Brand Power for each, but the Craving route is more impactful

Satisfy a Craving



+5 pp
shift in
each

Power
8.2% to **9.5%**



Pick-Me-Up



+5 pp
shift in
each

Power
8.2% to **9.0%**



Contact



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