

# The Next Generation of Brand Tracking

BrandX

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Your brand is what other  
people say about you when  
you’re not in the room.


Jeff Bezos, Amazon CEO

# The role of the brand

A business is more than just what it sells, particularly when it comes to consumer-facing companies. A brand encompasses everything that business wants the world to know - what it stands for, who its target audience is, its sense of humor, its imagery, and the value it delivers.

In order for businesses to monitor the health of their brands over time and build an efficient marketing strategy, they need a tool that can track the various elements. There are dozens of tracking solutions available - understanding what makes them all different can be a challenge.

This whitepaper will take you through traditional brand tracking methodologies and why these fail to give you a holistic view of your brand experience examples of how brands have responded to the covid-19 crisis - including those that did well, and those that didn't.



“**Successful brands... must be relevant to people’s needs and desires, be immediate and salient. This will not of course be a static thing. It will constantly have to develop and to take the initiative to avoid me-tooism.**

**Stephen King**

# Out with the old, in with the new

Brand tracking is an important tool in a marketer's armory. The information they provide is used to make high-level, strategic business decisions – but there is a problem: traditional methods fail to capture the way people actually behave and engage with your brand.

They simply can't keep up with the speed at which consumers' needs and behaviors change – something only accentuated by the covid-19 pandemic. Legacy attributes and closed lists have slow response rates, and can only spot changes after they have happened.

Fundamentally, while these tools provide value, they ignore what a brand really is.

## What you get from traditional brand equity trackers:



Only relies on recalls and claimed behaviours



Pre-defined brand attributes and endless lists, resulting in long, tedious questionnaires



Lacking context with no sense of what is happening at the time when the brand is salient



Focuses on what, with limited actionability



Reactive to issues after the fact

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**I want to know that brands are helping our community in some way such as donating food to people that have lost their job due to the virus and need food because they don't have money to buy it themselves. I know a lot of companies are struggling financially themselves, but it doesn't take much to show you care.**

Male, 27, US

No company or business has a monopoly on their brand. Brand equity is comprised of the conversation between brand and consumer, within both context and culture. It is made up of experiences, individual moments, and interactions that occur over time. Brands aren't static or fixed - it is about capturing the moment of purchase, consumption, and communication.

Traditional tracking tools are unable to bridge the gap between what consumers think and what they actually do. Understanding of consumers' needs and drivers have to move beyond simple functionality and into the emotional context.



**75% of consumers' in-the-moment decisions are driven by context and emotion**

75%

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**Brands, through small things, even just how they naturally talk to people, can have a transformational role in society. And it doesn't all have to be about the high-profile campaigns, there's nothing worse than trying to force-fit purpose.**

**Andy Pharoah, Mars**

**Vice president of corporate affairs and sustainability**

Source: Marketing Week



# Finding your purpose

There has been a rise in 'conscious consumerism' over the past few years – from switching to plant-based meat alternatives, only buying second-hand clothing and furniture, or simply cutting down on purchases altogether.

Aligning your brand with a specific cause has very much become the norm. What once may have been a simple CSR project a few years ago has become part of a brand's image, ethos, and personality... or at least, what it wants to portray.

Whether a brand's intention is genuine or not, 1 in 3 consumers around the world don't trust brands with a cause – they believe these companies are just trying to promote themselves. This mistrust is less in Western markets, whereas in India it goes as high as 47%.



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**If people believe they share values with a company, they will stay loyal to the brand.**

**Howard Schultz, Starbucks CEO**

Consumers aren't without hope as almost 9 in 10 think brands should try to improve the world. This feeling is most prevalent in India (88%), Nigeria (92%), and Kenya (93%). It's slightly lower in the UK (79%) and the US (84%).

The solution to this paradox comes down to authenticity. Brands with a purpose that is communicated authentically, with actions to back it up, will be able to create a better connection with their audience.

## Does it impact the bottom line?

Before covid, there was a significant disconnect between what consumers say they cared about and what drove their behavior. For example, while 79% of consumers claimed that sustainability was important to them, only 4% cited it as a deciding factor in the moment of purchase. Now, we're not saying that you should abandon all sustainability efforts – but appearing to show support and having that translate into purchase/usage are very different things.

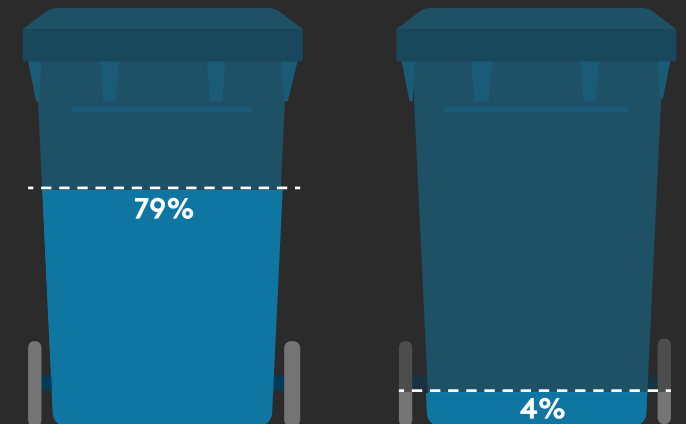


**9 in 10\***

think brands should try to improve the world.

\*almost

**79%** of consumers claim that sustainability is important to them but only **4%** say it's actually a deciding factor



It is not just people's experiences with your brand that matter, or their personal experiences with different causes. For example, when looking at diversity and inclusion, 47% of those who have felt discriminated against at some point by personal care brands have changed their behavior in response to recent activism regarding racial/gender identity/sexuality discrimination. This is compared to just 10% of those who haven't experienced this.

For change to really start we must listen, acknowledge, understand (as best we can) and learn from an individual's experiences.

Brands exist to not only provide value but to make decisions easier for the consumer. And those that are able to tap into the causes that really matter to them and how that impacts their decision making, will come out stronger.

Here are just a few examples of brands that not only talk the talk but walk the walk:



**Social mission:** "To use our Company in innovative ways to make the world a better place"

Ben and Jerry's is known for more than just its ice cream. It's also known for using its platform and incredible reach to take on social injustices and issues that matter. This is often done by releasing 'new flavors' like 'Save the Swirled' – which raises awareness for the urgency of climate change.



**Tagline:** The Best Men Can Be

Gillette released its tagline "The Best a Man Can Get" in 1989 but 30 years later decided to go a different direction and take on toxic masculinity. The company then pledged \$1m/year for three years towards non-profit organizations that provide programs designed to help men achieve their personal best.



**Mission statement:** "Patagonia is in business to save our home planet."

Since its foundation in 1973, the company has been donating 1% of sales each year to environmental organizations. In 2002, it officially launched a non-profit called '1% for the Planet' to encourage other companies to incorporate such activities into their own business models.



# Covid-19 and brand experience

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Let's look at how some of the world's most well-known brands have adapted their messaging and shifted their focuses towards supporting consumers during the crisis:

## The best things in life are free

While many found themselves working from home, those deemed 'essential workers' found themselves working longer, harder hours, and putting themselves at great risk to keep their communities running. In response, many businesses wanted to show their support for these community superheroes. Some provided discounts, others provided priority access to products and services.

EOS (Evolution of Smooth, a US based beauty company) donated 100k Shea Butter Hand Creams to New York hospitals. Crocs have provided over 860k pairs of shoes to healthcare workers around the world.

**100,000**

**hand creams donated  
to New York hospitals  
by EOS**



Dior, Givenchy, BrewDog, Pernod Ricard, and more used their production facilities to create hand sanitizers and distribute them to hospitals. Krispy Kreme offered all healthcare workers in the US free dozen doughnuts on Mondays. LEON delivered free hot meals to NHS critical care workers in the UK.

For those giving away free products, there were two main ways they went about it. Some required the public to nominate via social media campaigns, while others simply donated certain quantities without the involvement of consumers themselves. From a brand awareness perspective, both strategies have their benefits.

We have also seen freebies being offered in the form of a partnership. For example, Dettol sanitizing stations were installed in the London underground network to help the public keep germs at bay.



**Krispy Kreme  
offered free  
doughnuts to  
US healthcare  
workers**

## Can you keep a secret?

For most restaurants around the world, the pandemic forced them to close their doors completely to the public - so offering free meals wasn't possible. However, brands managed to get around this challenge and keep their connection with their consumers by giving away something else - their secrets. From Burger King's special sauce to IKEA's famous meatballs, providing the recipes to their signature dishes was a huge risk - but an excellent way to get into consumers' homes and remain in their hearts.

## Worlds apart

Social distancing has been one of the few consistent messages around the world during the pandemic: avoid large groups and stay 1-2m apart where possible.

KFC temporarily removed its iconic 'Finger Lickin' Good' slogan, revealing a pixelated version in a YouTube video saying "That thing we always say? Ignore it. For now."

### IKEA MEATBALLS AT HÖME (SERVES 4)

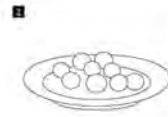


#### INGREDIENTS - MEATBALLS

- 100g beef mince
- 100g pork mince
- 1 onion finely chopped
- 1 onion finely chopped or 100g frozen onions
- 100g breadcrumbs
- 1 egg
- 3 tablespoons of milk (or milk powder, alternative but not preferred)



**Meatballs:** Combine beef and pork minces, onion mince, onion, breadcrumbs, egg and milk. Add salt and pepper.



**Roll:** Roll the meatballs into small, round balls. Place on a plate. Add salt and pepper to taste.



**Boil:** Boil the meatballs in water for 15 minutes. Drain the water and add salt and pepper to taste.

#### INGREDIENTS - CREAM SAUCE

- 100ml milk
- 100g butter
- 100g cream cheese
- 100g sour cream
- 100g mayonnaise
- 100g cream cheese
- 100g mayonnaise
- 100g cream cheese



**Preparation:** Add to an empty bowl and mix. Add to a bowl and mix. Add to a bowl and mix. Add to a bowl and mix.



**Finish:** Finish the cream sauce. Add to a bowl and mix. Add to a bowl and mix. Add to a bowl and mix.



**Serve:** Serve the meatballs with the cream sauce. Add to a bowl and mix. Add to a bowl and mix.



Burger King turned its app into a social distancing device in Brazil and rewarded those who stayed at home with a free Whopper.

However, not all campaigns were quite as detailed. Channel 4 urged viewers to stay at home with a more tongue in cheek message, "Britain! We need your buttocks!". Budweiser leveraged a bit of nostalgia by resurrecting its 'Wassup?' adverts - this time to remind consumers to check in on each other while in lockdown.

While most brands responded valiantly to the Covid crisis over the past 6-9 months, it was not the only thing to make history in 2020.

### **Black Lives Matter.**

The first use of the Black Lives Matter hashtag was back in 2013 when George Zimmerman was acquitted for shooting and killing African-American teen Trayvon Martin. The movement continued to grow as the numerous deaths of black Americans at the hands of law enforcement came to light.



Black Lives Matter (BLM) went truly international in May 2020 after a video emerged of George Floyd, an unarmed African American man, being killed by police officer Derek Chauvin. In the US alone, it is thought that up to 26m people took part in Black Lives Matter protests - and sparked a well overdue, global conversation around the responsibility both individuals and brands have in tackling racial inequality and discrimination.

Brands felt pressure to release statements and show their support across their various channels – some for the very first time, others reiterating their existing involvement in the movement.

While there was minimal backlash on brands around covid, not everyone fared so well in response to BLM. This is where authenticity and sincerity are essential. If your brand has a negative history - or no history - of supporting the cause, you will not only be called out but could also face a tarnished reputation amongst your customers.



# What should brands be tracking?

In order to be salient and matter, we have to empower brands to really understand what consumers think about them, in the moment. Bring what people think and feel, in real-time, to understand what's really driving those categories - rather than just relying on recall. Only by doing this can we bridge the gap between what they think and what they actually do. As explained previously, traditional brand tracking methodology does add value – but it's only a part of the puzzle.

## Brand experience comes down to three key pillars: Perception, Passion, and Performance.

Your old brand tracking solutions, the ones based on recalled brand associations and conscious associations, are what contribute to the first pillar; Perception. This allows you to understand how wide the reach of your brand/category is, how top of mind they are with consumers, and adds vital continuity to your existing brand equity metrics.



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**A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is.**

**Scott Cook**



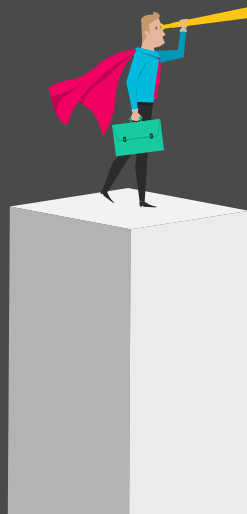
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**A brand for a company is like a reputation for a person.**

**Jeff Bezos, Amazon CEO**

The next two pillars are what most brands are currently missing; they cover the unconscious emotional drivers of brand engagement (Passion), and functional performance across the different consumption, purchase, and communication moments (Performance).

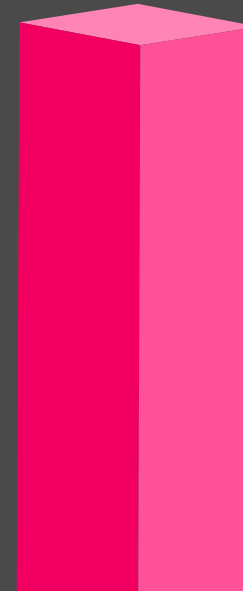
Perception doesn't provide the WHY behind brand experience. Your brand may have strong recalled performance, but the emotional connection with consumers could be missing. By looking across all three pillars, you can drill down into the category drivers where your brand is over- or underperforming.



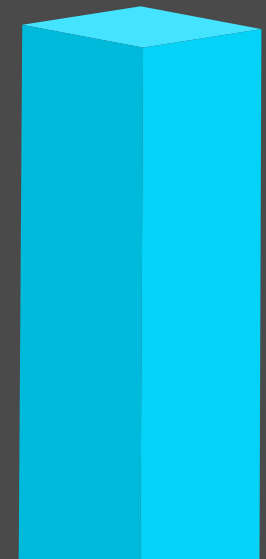
Perception



Passion



Performance



# Introducing BrandX

Streetbees' BrandX is a revolutionary way to track brand performance and equity where it matters, in real consumers' own words, enabling proactive and tangible actions.

By measuring equity in context and in the moment – captured in real life from a broad range of real people – it allows us to connect back to what is really driving decision making within the category that it operates. This lets us bridge the gap between what consumers think and what they do, revealing what really drives growth.

Designed to empower brands, BrandX delivers one harmonized score that encapsulates the key drivers of brand experience, combining the following elements: Perception (traditional funnel metrics), Passion (emotional drivers), and Performance (functional drivers). This dynamic approach makes for outputs that are business-centric and inspire action across an entire business, including different departments and territories.

What you get from Streetbees' next generation Brand Experience Tracker:

**1** Real, in-the-moment experiences

**2** In consumers' own words, analysed with advanced NLP to eliminate biases

**3** Capturing the full context across touchpoints when people are interacting with your brands

**4** Unearths the deeper 'why' by occasion

**5** Agile and proactive, delivering business action directly from consumer experience

Get in touch to learn more!

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Streetbees helps the world's leading brands grow by building an Always ON connection with consumers.

**Observe the moment of truth**

Real life behaviour captured at the moment a consumer makes a decision. Never rely on claims.

**Get close to consumers at scale**

Access rich data with photos and videos from millions of demographically representative consumers.

**AI driven growth**

Streetbees identifies hidden growth opportunities by applying AI to millions of real life observations from real consumers.

**3.5 Million**

BEES

**2.5 Billion**

DATA POINTS

**189+**

COUNTRIES

MARKET LEADING BRANDS USE STREETBEES TO UNLOCK GROWTH



L'ORÉAL®



MARS

BBC

GET IN TOUCH



**Streetbees' Solutions**

