



Equity Enginesm

What is my brand worth?
How is this value created and how can I build on this for the future?

Equity Enginesm supports each stage of the brand management process, enabling you to make better decisions on how to maximise brand value. Equity Enginesm provides a comprehensive measure of brand equity, together with a precise evaluation of what drives equity in a specific category. You can assess your brand's current strength, to plan the actions needed to improve or protect it, and monitor its progress over time.

What drives brand equity?

To each consumer, the equity of a brand is a synthesis of all the experiences, interactions and emotions they associate with it. Equity Enginesm unravels this complex relationship providing a practical management tool. Based on a proprietary model of how branding works, Equity Enginesm measures and evaluates brand equity in the context of the three things that drive a brand's value to each customer:

- Affinity: the emotional and intangible benefits it brings
- Perceived functional Performance
- The interaction between the brand's equity and its Price

What can Equity Enginesm tell you?

Equity Enginesm delivers core knowledge about your brands - and their competitors - creating the foundation for your business strategy and marketing programmes.

By linking a quantified measurement of brand equity to an understanding of how that equity is created, with Equity Enginesm you can:

- Monitor the strength and health of your brands, to understand how different elements combine to create value, and their relative importance to customers
- Pinpoint opportunities to strengthen your brands or to pre-empt competitive threats

- Track the effectiveness of your brand strategy and marketing activity over time

Measuring Affinity - how does it work?

How can you evaluate the trust engendered by a well-established detergent or the peer approval associated with a certain beer? Equity Enginesm has a structured set of internationally proven affinity measures, providing consistent analysis of complex emotional issues across categories and throughout the world. These include the elements of:

- **Authority** - the reputation of a brand, whether as a long-standing leader or as a pioneer in innovation
- **Identification** - the closeness customers feel for a brand, and how well they feel the brand matches their personal needs
- **Approval** - the way a brand fits into the wider social matrix; the intangible status it holds for experts and friends.

Measuring performance

Often a brand's emotional properties differentiate it most clearly, but functional qualities are also vitally important. Each Equity Enginesm study includes clear measures of customers' perceptions of brand performance, focusing on the specific criteria that matter most in the category.

Interaction

The Equity Enginesm model shows how customers' perceptions of Affinity and Performance interact to drive brand equity, and how consumers relate that equity to their perceptions of Price in judging value and making choices. The model is very intuitive and easy to use - with the core findings immediately accessible and instantly useful to anyone involved in the brand management process.