


Subjective Brand Scoring

Neural 
technologies

Introduction

One of the main struggles involved in branding strategy is to determine its existential metaphors. Despite of the efforts of marketing departments and advertising agencies, the translation of expert´s ideas not always reflect what their audience actually have on their minds. Solving this communication gap is not simple task due to its multifactorial nature, which may vary from aspects such as logo design to advertisement script writing. Nonetheless, a great share of answers to these problems lies below client´s consciousness and are not readily available for evaluation.

Subjective Brand Scoring© (SBS), makes a complete assessment over the conscious and subconscious aspects of brand-clients relationship, providing definitive resources for branding strategy insights and decision making.

In the next pages we'll give you an idea of how to foster the bonds with your target audience.

Typical questions that can be answered through SBS:

- What images are best related to my brand?
- Is my logo easily recognizable?
- What kind of feelings people have towards my brand?
- What concepts are best related to my brand?
- What is the real value of my brand on purchase decision-making?
- What place my brand has on people´s mind in comparison to my competitors?

Methodological approach

Our approach targets four fundamental domains, as explained below: cognitive availability, affective bonds, semantic networks & key metaphors; and financial aggregated value.

Cognitive availability

One of the first steps to evaluate branding strategy and relationship is to assess its availability on people´s mind, answering the question: "Do people remember my brand?". Since people tend to make judgments about the likelihood of an event based on how easily an example, instance, or case comes to mind, spontaneous brand availability can strongly influence decision-making. Cognitive availability is through specific memory and perceptual tasks, in which the individual is encouraged to spontaneously recall the brand name and recognize its logo or product. The easiness in which the brand is remembered or recognized provides its level of priming, which lowers the entry barrier to covert attention and relevant information processing, which are demanding in certain types of ads.

Affective bonds

Knowing what emotions mediate the relationship between the brand and the target audience is crucial for branding strategy and positioning. Since emotions have both conscious and unconscious aspects, we developed a methodology that assesses and integrates conscious and non-conscious measures of your client's feelings towards your brand. Conscious emotional aspects are assessed through specific questionnaires, such as NET promoter score, global and relative likeability and psychophysical scaling, while unconscious emotional aspects are assessed through reaction time tests and psychophysiological evaluation, such as Event Related Potentials (ERP). ERPs are time locked brain measurements that can accurately assess the cognitive engagement related to a certain stimulus, therefore representing a valuable tool for brand affective categorization.

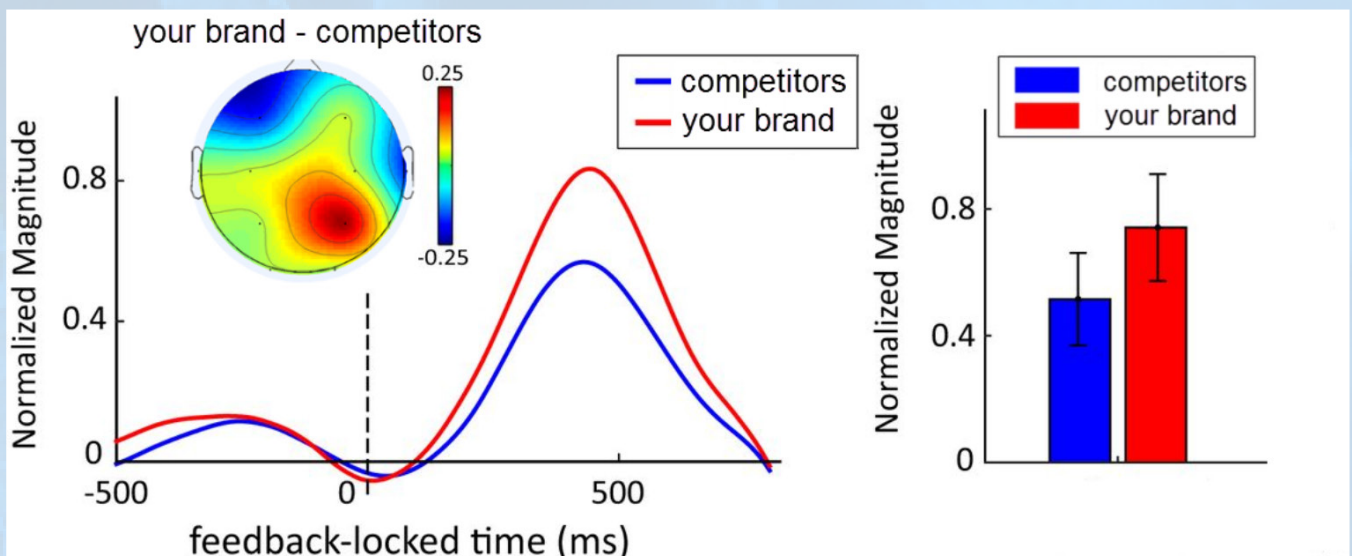
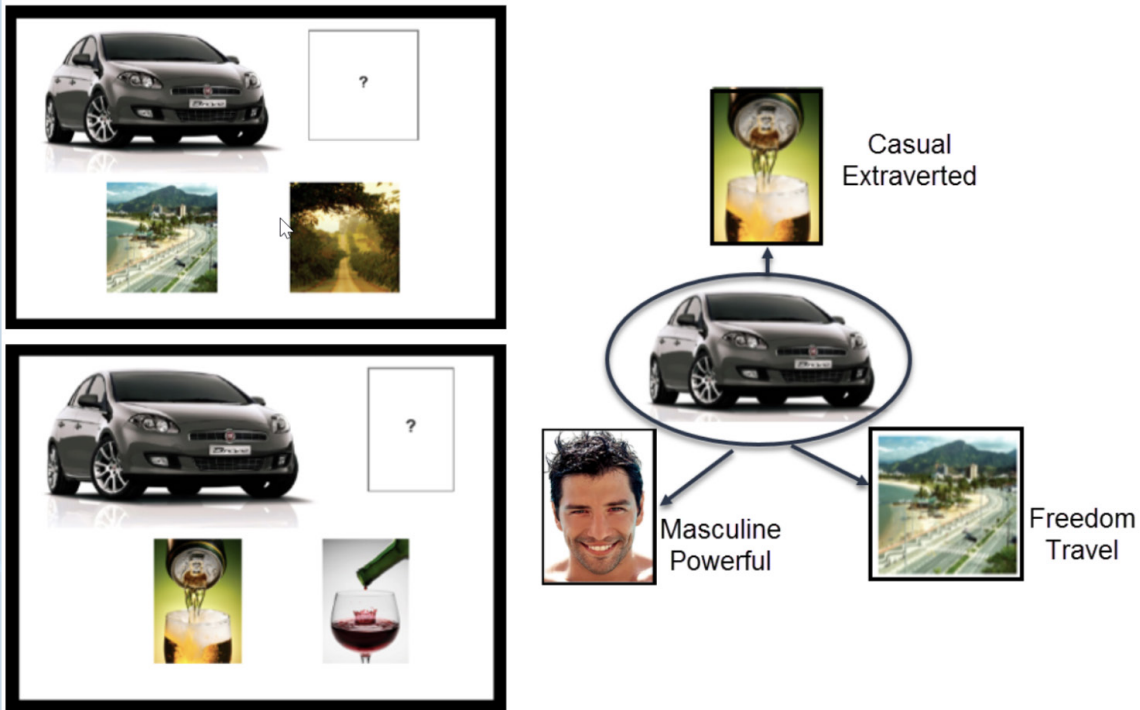


Figure II. ERPs in brand comparison.

Semantic networks and key metaphors

Each brand has its representations on semantic networks which mediate the relationship with their clients, our approach assesses which concepts and imagery comprise the existential metaphors of your brand, answering questions such as "What does water means for X?".

Thorough non-declarative software-based assessments, concept-image association and other techniques, our research approach integrates the best of qualitative and quantitative assessment on a structured methodology to provide you with the most complete and useful inputs.



Financial aggregated value

Another parameter in brand study that we developed is the financial aggregated value of a brand, that is, how much does its mere tag adds to in comparison to a generic version of it.

We created a software-based methodology and defined several parameters that serve to estimate a campaign's preferred goals.

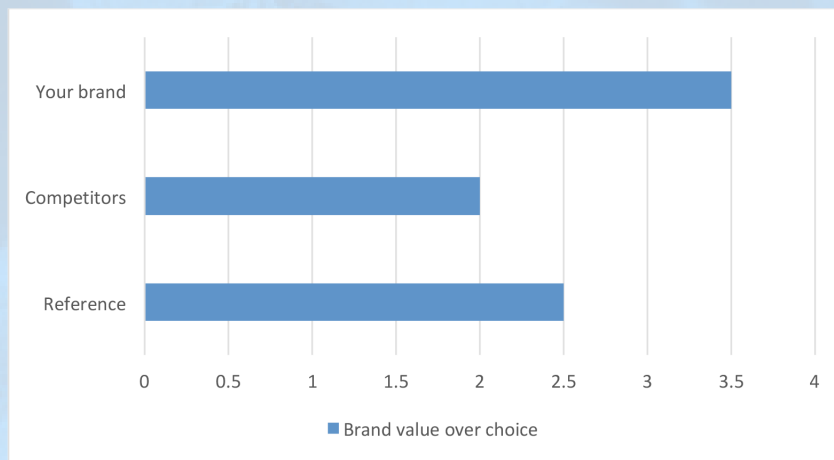


Figure IV. A graph from a real experiment on the aggregated value of a famous brand.