

EquityDeveloper™

A comprehensive, efficient approach to your brand's equity.



Why EquityDeveloper™?

Are you getting everything you want from your brand? Does it command a higher price than competitors? Does it resist competitive incursions? Are you able to launch line extensions and innovations with greater success? Does it attract investment funding?

Most brand managers lack a definitive way to answer these issues. EquityDeveloper™ provides a precise and innovative approach to quantify your brand's clout in the marketplace, develop a strategy to drive your brand's equity forward and the tools to track your progress over time.

What makes EquityDeveloper™ different?

EquityDeveloper™ is different from other techniques in that it:

- Accounts for, and then sets aside, the influence of perceived price; and
- Assesses the impact of the two major types of equity—subjective brand imagery and functional performance.

The data input for EquityDeveloper™ is a one-time custom survey among customers and prospects that assesses price perceptions, overall brand affinity measures and 15 to 50 different imagery and equities—from product claims to emotional benefits and brand personality.

The analytic engines for EquityDeveloper™ use choice-based analyses, latent class regression and a 'what-if' model that pulls together the information. We can provide a Simulator that allows us to predict how much equity is gained by focusing on key aspects of communication or continuous product improvement.

What Does EquityDeveloper™ deliver?

EquityDeveloper™ provides an overall Brand Value Index that assesses your brand's clout in the marketplace compared to that of your major competitors. It tells you the degree to which your equity is derived from your product/service performance versus your brand's subjective imagery. It identifies the key drivers of your brand's equity and provides a tool to assess your brand's equity in on-going studies. »

Why use EquityDeveloper™?

At Radius, we encountered countless ways in which marketers and their financial colleagues sought to use brand equity measurements. In most cases, these stakeholders were looking for a comprehensive, efficient, stable and valid measurement that could be used in a variety of on-going projects. They required a measurement system that could be used in subsequent product, concept, advertising testing and market evaluation studies to assess the impact of initiatives on their brand's market position.

What are its data requirements and analytic tools?

EquityDeveloper™ provides an equity measurement to meet these requirements:

- Marketers can track how advertising and other marketing initiatives impact their brand's equity
- Product developers can develop new concepts and line extensions to enhance their brand's position
- Senior management, financial professionals and investors can monitor the value of a brand from consumers' perspectives

Case study

Am I helping or hurting my brand?

A leading manufacturer of over-the-counter medications recognised the need to protect and enhance its brand in a highly competitive marketplace. Brand management faced a key question: Were the actions they were considering—advertising, line extensions, positioning changes—going to help or hurt the brand's presence?

EquityDeveloper™ identified the key imagery that needed strengthening against the market leader, provided a roadmap to enhance the brand's image and the means to evaluate and track their efforts over time. ●

