

Brand Health Review

The Workshop

A specialist research service from the
Ehrenberg-Bass Institute of
Marketing Science.

Are you measuring the right metrics?

Many companies are measuring and reporting on the wrong brand performance metrics or using tracking instruments based on flawed research.

Tracking the wrong metrics is a serious problem as it reinforces incorrect beliefs within your business, leading to bad marketing decisions.

We've worked with a range of companies to turn this around. Based on the eight empirical laws and seven rules for brand growth outlined in our international bestseller *How Brands Grow*, we've developed a framework to make sure you're measuring and tracking the right metrics for your brand and category.

Brand health metrics tailored to you

We cover data collection frequency, sampling issues and Key Performance Indicators (KPIs). All key areas you need to better track brand health. This is an opportunity to **improve how you measure**, collect and analyse data and align your team on this key area of measurement.

In a small group of up to 10 people, we work through a brand tracking questionnaire from start to finish. This can be either your current tracker questionnaire or the **Category Buyer Memory (CBM) tracker template**.

What to expect:

- Training in the latest knowledge of questionnaire design and metrics
- The updated/new brand health questionnaire
- Excel examples of calculations as needed
- A presentation deck of key points covered in the session
- A copy of the book *Better Brand Health* for all participants
- A tailored presentation deck that can be shared with the wider team to highlight and explain changes made.

We understand the difficulties in gaining internal consensus, and that changing metrics systems can be hard, but we can help you overcome these challenges.

Long-term benefits

Undertaking a Brand Health Review will refocus your metrics, and reformulate your brand tracking. You will have a clear, evidence-based metrics system as well as a cohesive brand tracking instrument that align with Ehrenberg-Bass principles.

This session can be conducted in person or online and can be accommodated for a 3 hour session or full day with Professor Jenni Romanuk.

Ready to improve your Brand Health Tracker? Contact us.
info@MarketingScience.info

