

Cohesion Analysis.

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

What is Portfolio Cohesion and why does it matter?

Portfolio Cohesion refers to the visual similarity of products in a branded portfolio. Cohesion is created by the consistent use of Distinctive Brand Assets and other design elements.

Portfolio Cohesion builds Mental Availability by making your brand easier for consumers to recall, and Physical Availability by building your brand's prominence in buying situations.

The Cohesion Metric

Our Cohesion metric is the first of its kind to quantify the visual cohesion of a brand across its entire portfolio.

Leveraging pack images and the knowledge of expert coders, this objective measurement is highly correlated with consumer evaluations of cohesion but does not require costly and time intensive data collection.

In addition to evaluating holistic cohesion, our Portfolio Branding Cohesion analysis is a diagnostic tool. It calculates the relative contribution of each Distinctive Asset type to Cohesion, and informs recommendations to build a strong brand identity into the future. The Cohesion metric can also be applied to evaluate the design of sub-brands or line extensions, including those within the current portfolio and new extensions prior to launch.

Our Process:

Portfolio Branding Cohesion Measurement includes the following stages:

1. You will need to provide front-of-pack images for all products in the brand portfolio, as well as those of any competitors you wish to test. Accompanying sales figures and estimated dates of launch are useful, but not essential.
2. Expert coding by the Institute to identify the core elements of the brand's visual identity on pack.
3. Calculation of key metrics to quantify the contribution of each element.
4. Detailed reporting to map the brand's Cohesion across the portfolio. The report will identify current barriers to cohesion (including asset types, sub-brands, and individual SKUs), and provide recommendations to build/maintain Cohesion in the future.
5. Debrief of results either face-to-face or virtually to ensure all stakeholders have a clear understanding of the results and implications.

Distinctive Asset Measurement

It is strongly recommended that Cohesion Analysis be conducted in conjunction with a Distinctive Asset Measurement Study. A concurrent, or recent, Distinctive Asset study will deliver objective measurement of the strength of the brand's Distinctive Assets, including those used on pack. recommendations to build cohesion.

Ready to measure your Cohesion?

Contact us.

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