



# Brand Tracking 101

Y-Pulse Conference  
June 1, 2009

Presenter: Jacqueline Lane



# Who We Are

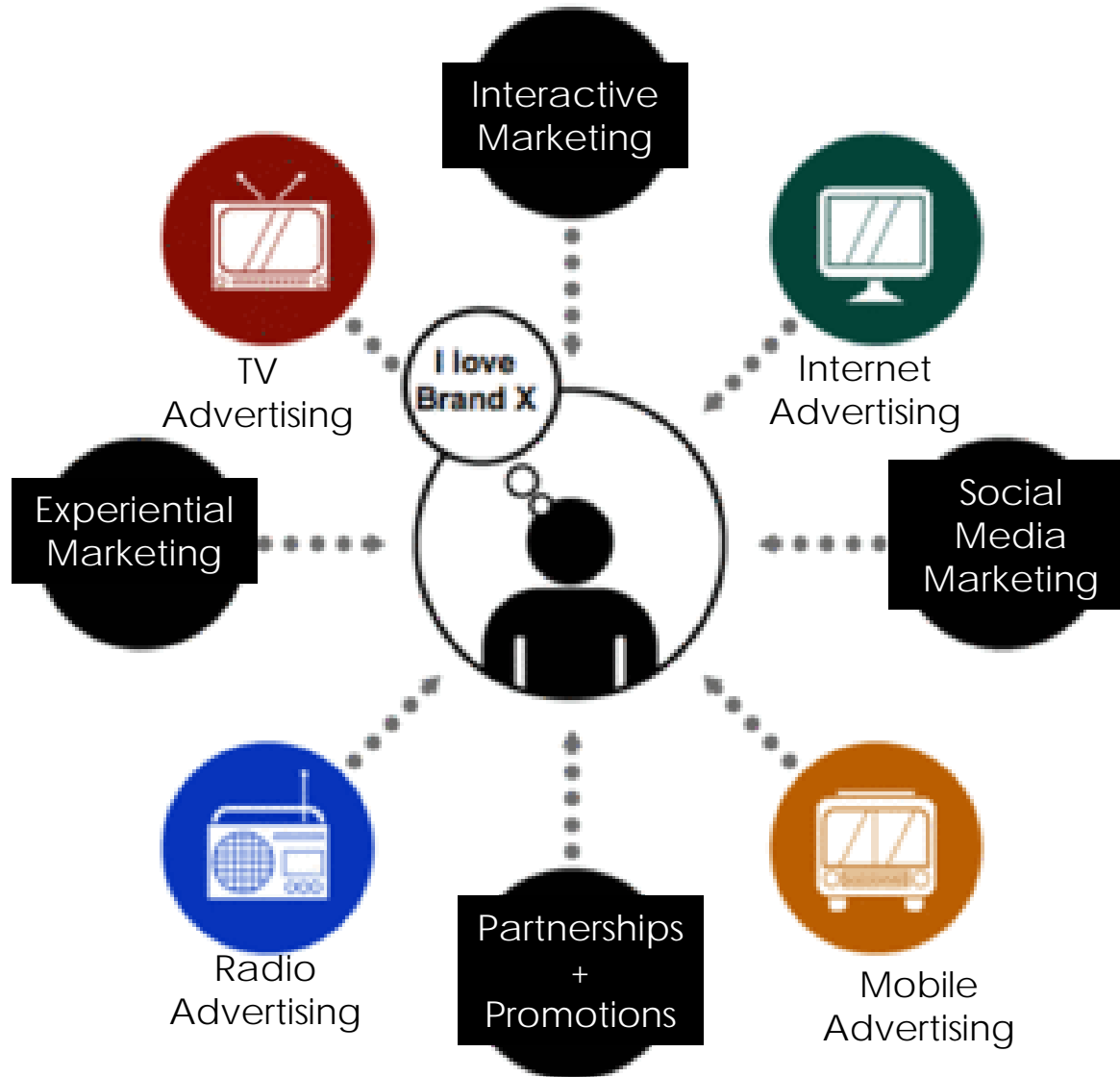
- Consumer insights firm dedicated to collecting the opinions, attitudes and behaviors of U.S. teens and young adults. (Ages 13 – 24)
- Access to more than 2 million youth targets with a proprietary panel of more 70,000+ high school & college students recruited school-by-school & campus-by-campus.
- We provide access to today's youth for marketing, research, sampling and custom panel opportunities.
- We work with a variety of industries including:
  - Food & Beverages
  - Retailers
  - Video Games
  - Internet
  - Apparel
  - Consumer Electronics/Technology
  - Entertainment and media
  - Public Policy

# What We Offer

- Expertise, strategic thinking, and actionable insights
- Full service market research providing our clients with both qualitative and quantitative research platforms
  - Quantitative methodologies and advanced analytics
  - Partnership with GTR Consulting for qualitative research
- **Syndicated reports:**
  - **The NOW! Report** a Syndicated report created by students on the current topics and ideas from shopping behaviors to social causes and awareness
  - **The Now Index: Brand Tracker** – College
  - **The Now Index: Brand Tracker** – Teen
  - The gTrend College Report - 2010

# Brand Tracking:101

# So, you've created your marketing and brand strategy

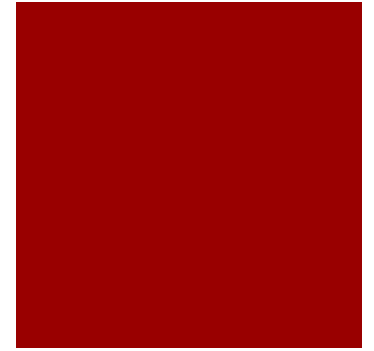


# What do you really know about your target?



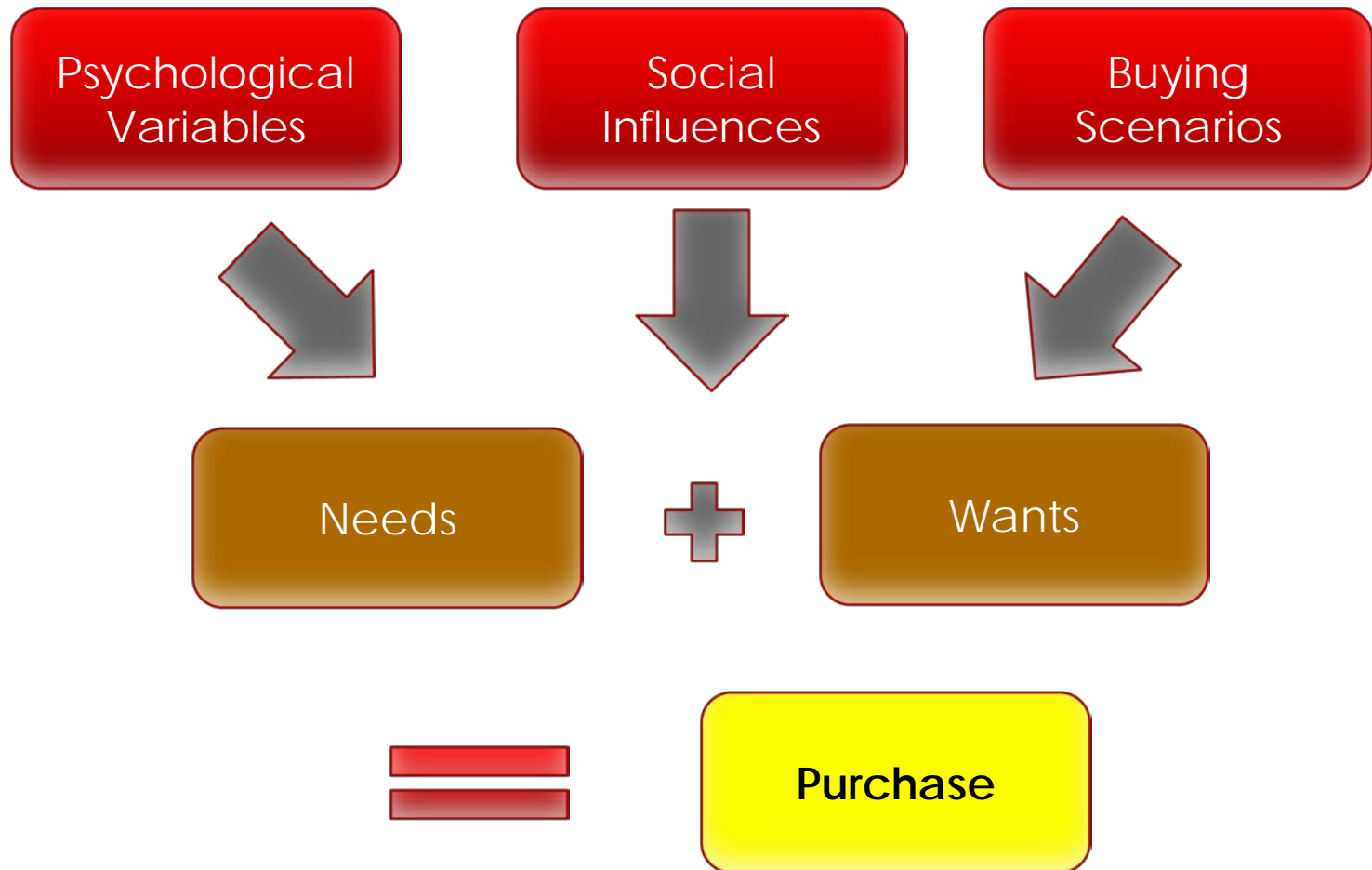
- Protected, pampered & prodded to succeed by a generation of hyper-involved parents
  - Optimistic
  - Hopeful
  - Success driven and goal oriented
- The first generation to, as children, be more technologically advanced than their parents
  - They're techno-savvy
  - Connected...24/7
- A generation that has lived with abundance
  - Marketing savvy
  - Hyper aware
  - Word of mouth influencers

# However, what you might know has changed!

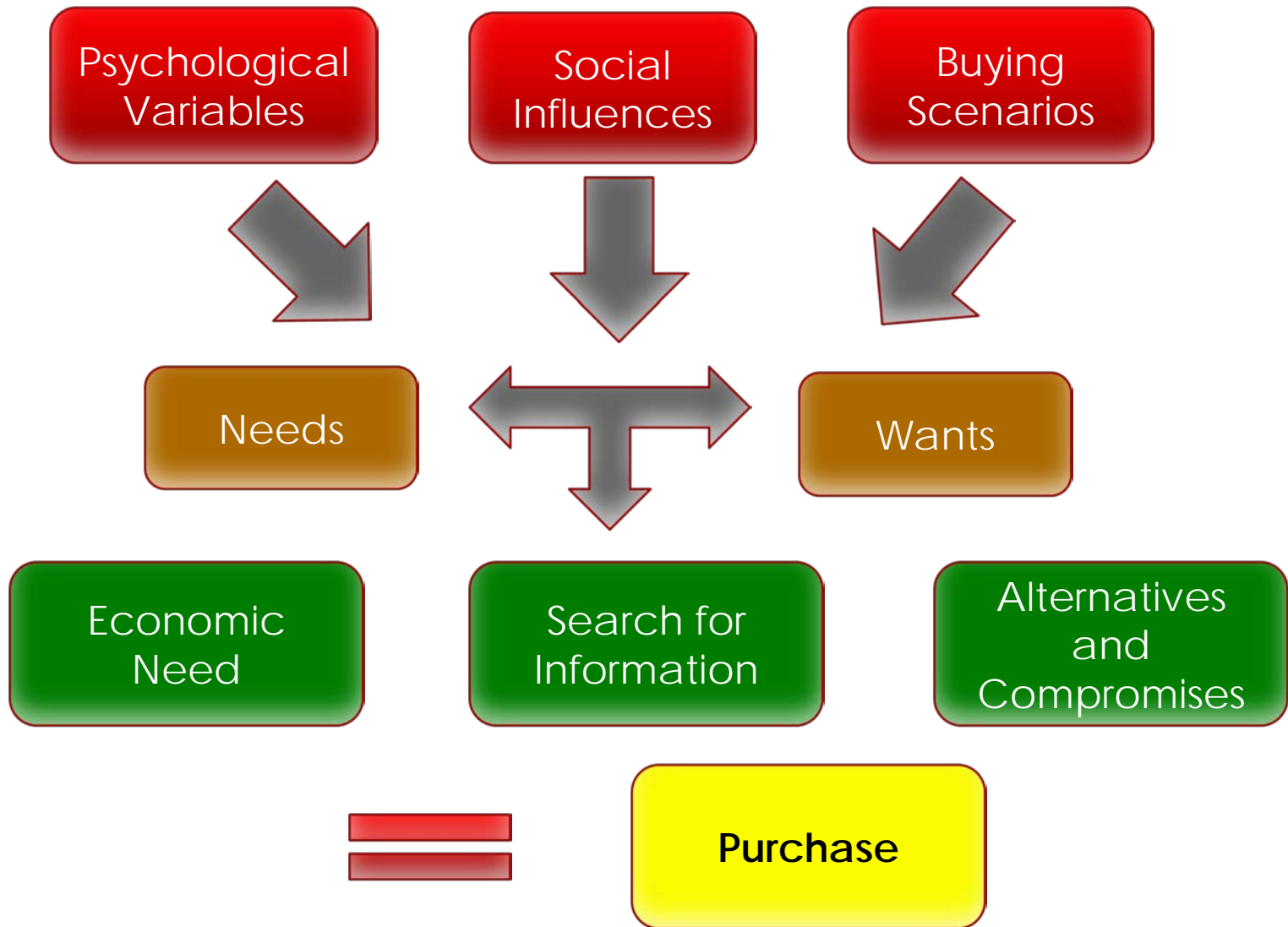


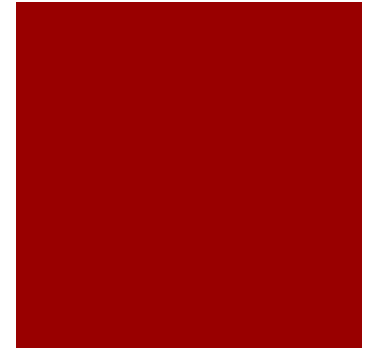
- The rug has been pulled out from under them
  - No more unlimited access to money
  - Less likely to jump on the next big thing no matter what the cost
- The purchase decision process has changed
  - No more unlimited access to money
  - Less likely to jump on the next big thing no matter what the cost

# Purchase Decisions of Yesterday



# Purchase Decisions Today

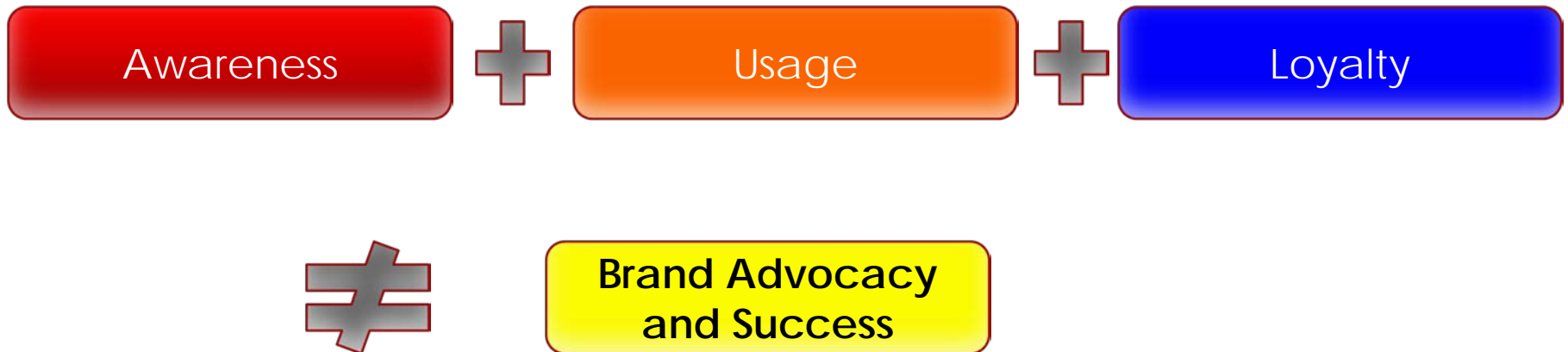




## So, what does that mean for you?

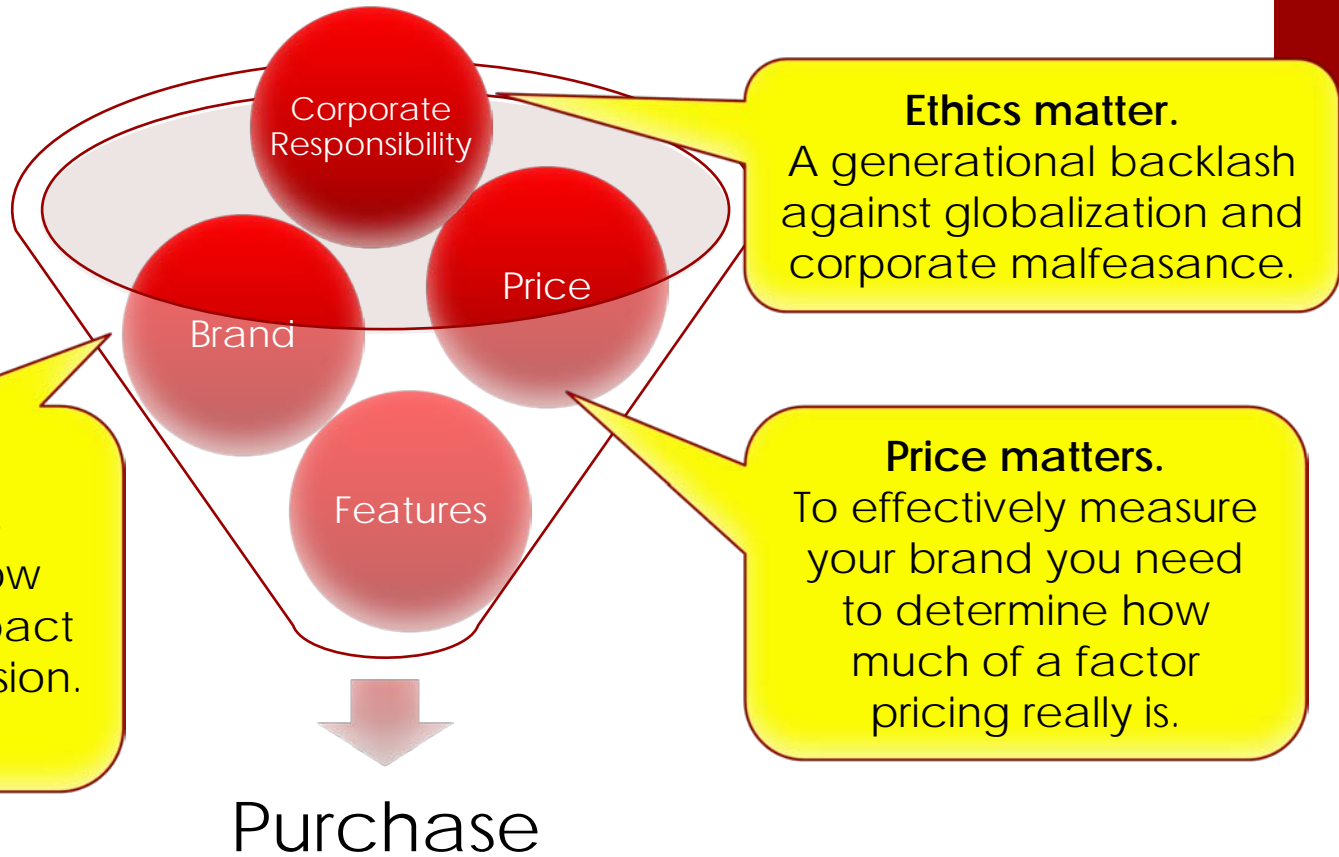
- Brand loyalty has shifted in the consideration set, and is therefore more important than ever.

# The standard brand measurement rules no longer apply



.... They are all only a part of the mix.

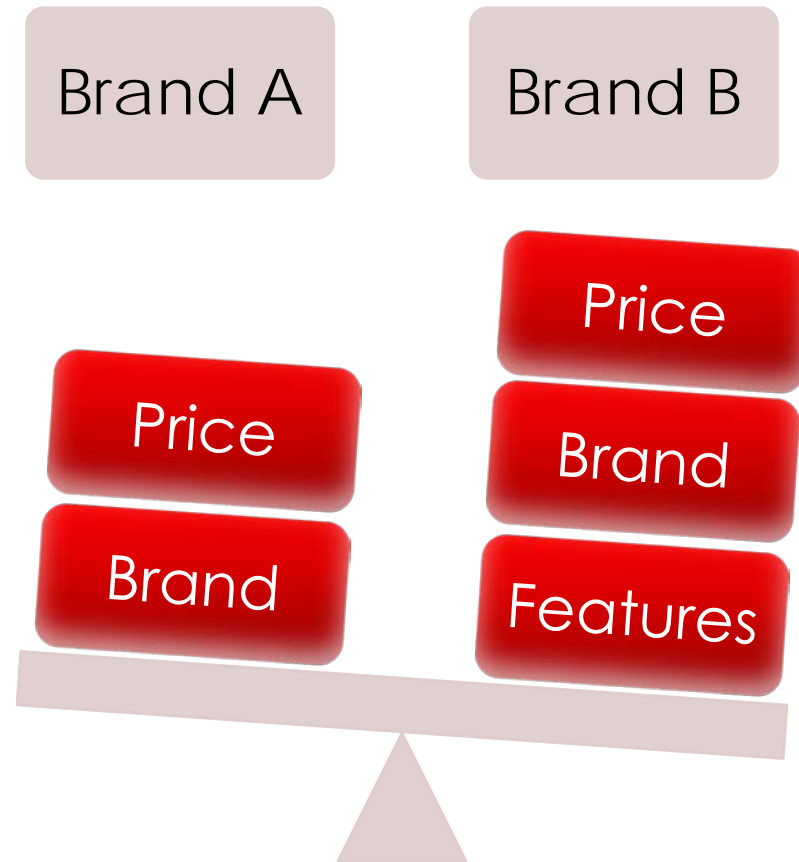
# Need to consider additional influences



Can no longer just measure  
brands based on what  
consumers say....

Need to look at what they do (or would do).

What factors will tip the scale to determine if your brand is succeeding with your target consumers?



# Example: Buying A Laptop



## Laptop 1: Dell

- Speed: 2.0Ghz
- Weight: 6.4lbs
- Display:15.4"
- Storage: 250 GB
- Memory: 3GB

Price: \$899

## Laptop 2: Apple

- Speed: 2.0Ghz
- Weight: 5lbs
- Display:15.5"
- Storage: 200 GB
- Memory: 2GB

Price: \$999

# Additional Considerations...



Laptop 1: Dell

- Speed: 2.0Ghz
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- Storage: 250 GB
- Memory: 3GB

Price: \$899

Laptop 2: Apple

- Speed: 2.0Ghz
- Weight: 5lbs
- Display: 15.5"
- Storage: 200 GB
- Memory: 2GB

Price: \$999

## **Add:**

For \$30.00 additional, Dell will donate 1 laptop to a child in a developing country

## **Add:**

Students get a free iPod touch under Apple's back to school program

## **Subtract:**

Recent press regarding the hiring / labor practices of Apple's offshore component suppliers

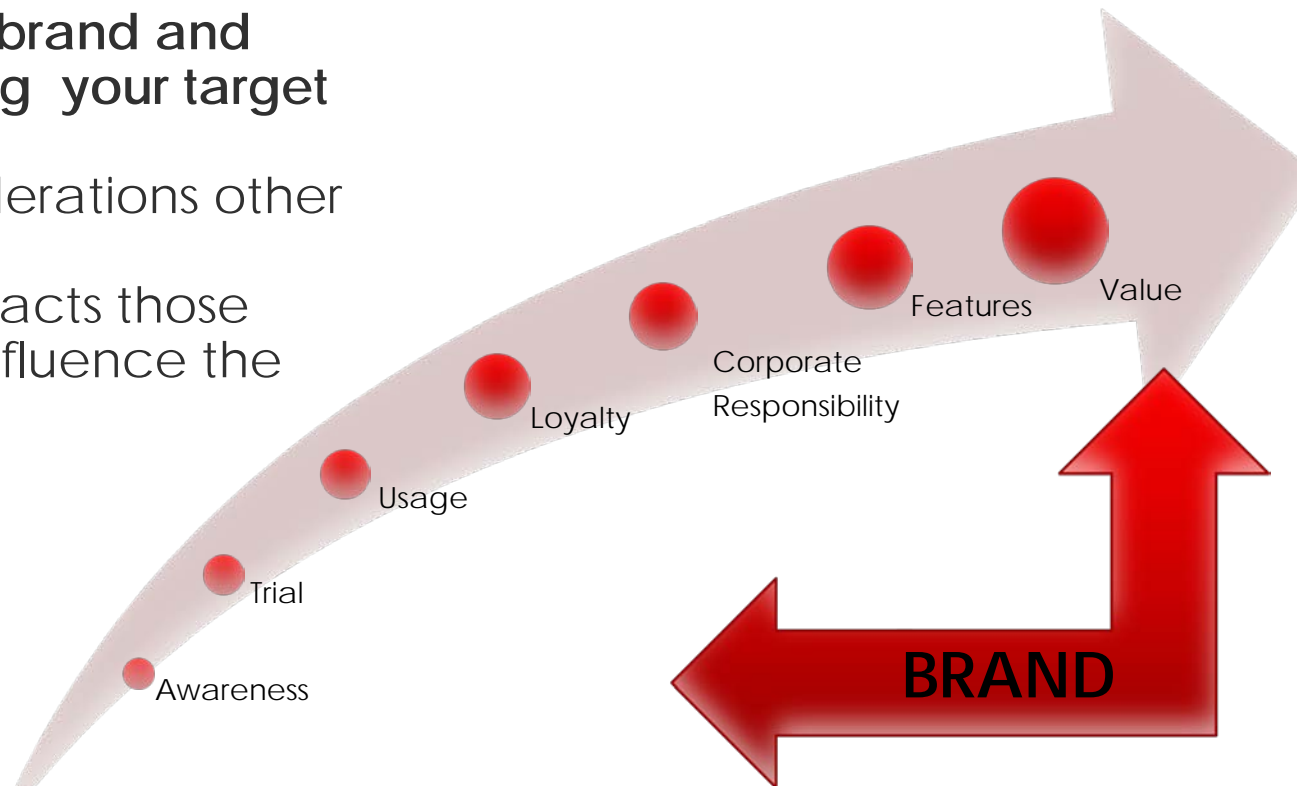
# Acting on the Insights

## ■ Look to gauge your brand with:

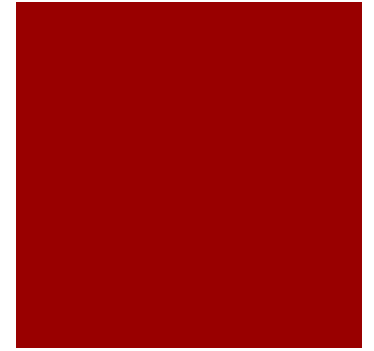
- Awareness
- Trial
- Usage
- Loyalty / Advocacy
- Corporate Responsibilities
- Features
- Price / Value

## ■ But, understand your brand and where it stands among your target by evaluating:

- The impact of considerations other than brand
- And, how brand impacts those considerations and influence the buying decisions.



Thank You!



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