



softconsulting

# Measuring Brand Awareness

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## 3 Steps for Measuring Brand Awareness



- Understanding where brand awareness metrics fit
  - the key areas to evaluate three categories: social media exposure, influence and engagement
- Defining social media brand awareness metrics
  - align your social media metrics with metrics your company is already comfortable with
- Review of a brand awareness metrics case study
  - between your traditional media metrics and your social media metrics

## Increasing Brand Awareness

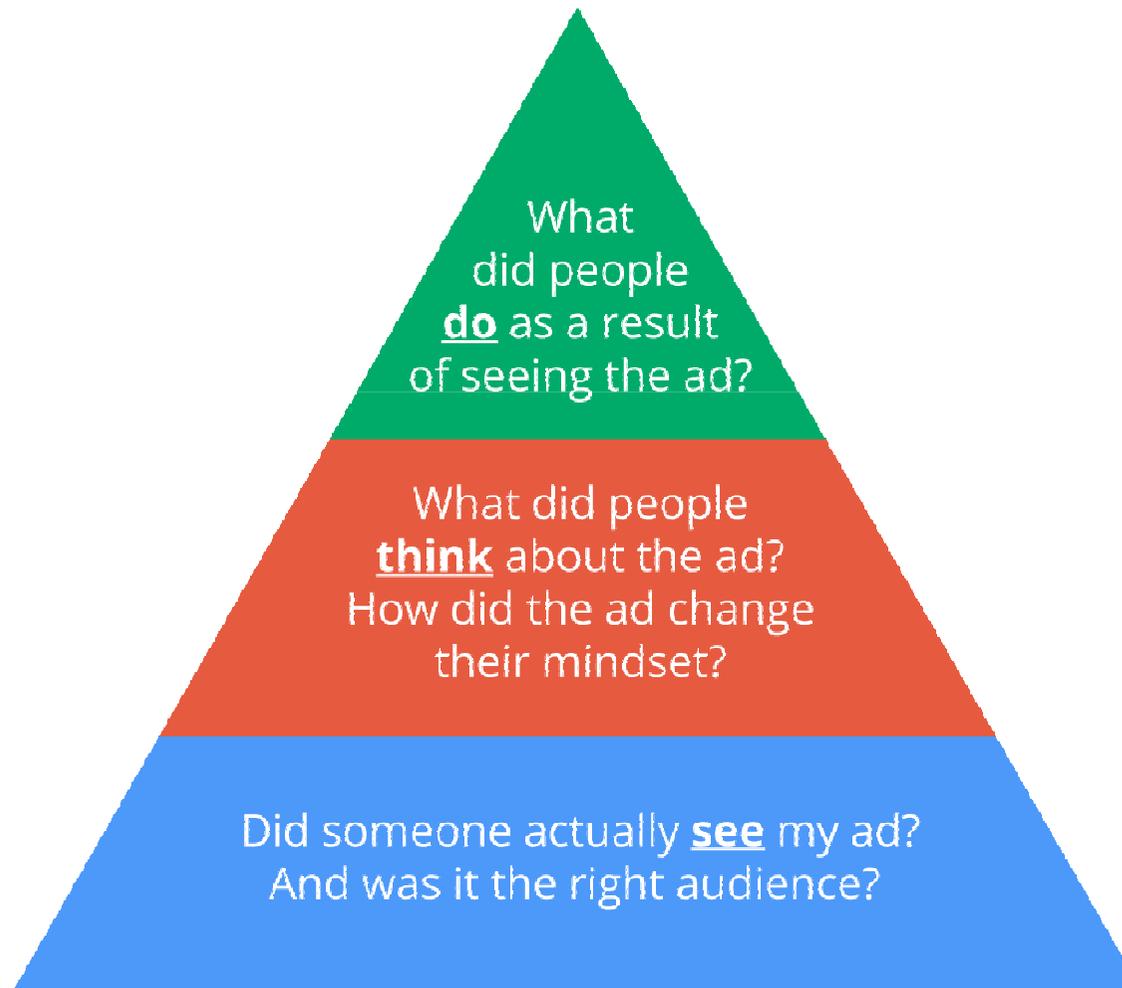
- Leverage the Web
  - promote awareness of your brand by developing a website
- Create a social media presence
  - because they serve as forums where consumers discuss their lives, including their purchases and items they like
- Advertise using traditional methods
  - many consumers still read newspapers and magazines
- Sponsor public events
  - events would generate buzz and publicity
- Display your product prominently
  - place it in potential customers' line of sight

# Measurable Goals for Brand Awareness



- Two techniques to measure brand awareness:
  - brand recall - ability of consumers to recall brand names in a particular product category
    - make your brand the first name that consumers mention
  - brand recognition - consumers are provided with a list of brands and ask if they can remember seeing any of the brands before
    - measure the effectiveness of different marketing decisions you have made, such as choosing one logo design over another or using certain images in your advertising

# Brand recall



# Increasing Brand Recognition



## **4. RELATIONSHIP**

Build loyalty. Can you deliver again?

## **3. PERFORMANCE**

2nd moment of truth. How did your customer respond? Did you live up to your promise?

## **2. MEANING**

Points of parity and difference, USP, UVP. Why does your customer care about your product?

## **1. PRESENCE**

Build awareness. Let the customer know your product/ brand exist. Who are you?

# How Brand Awareness Affects Perception



- Perception of Quality
  - Consumers have a tendency to expect highly advertised brands to offer higher quality products
- Presumption of Availability
  - Highly advertised brands are most often widely distributed as well, creating a psychological association between well-known brands and easy availability
- Brand Name Recall
  - Brand awareness is an end goal but it can also serve as a catalyst for further demand growth
- Niche Identification with a high level of brand awareness
  - can build a sense of identity with specific consumer groups

## Importance of Brand Awareness

- Brand awareness is a measure of how well your brand is known within its target markets
- Creating brand awareness is usually the first step in building advertising objectives
- The highest level of brand awareness is top of mind awareness
  - this is when customers think of you first when they need to make a purchase within your product category
- The importance of brand awareness has become increasingly significant with the evolution of the Internet and digital technology

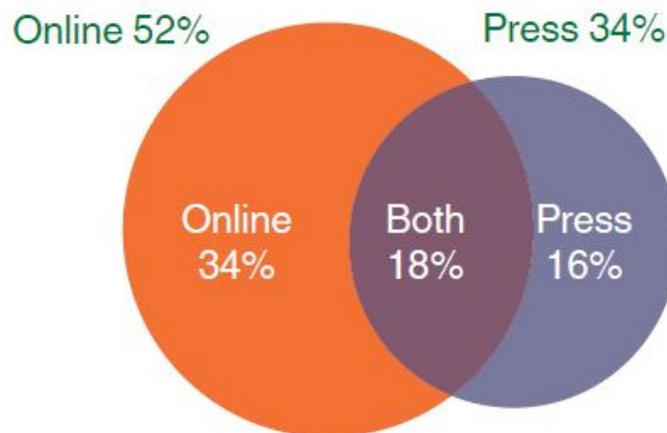
## The Effect of Brand Awareness

- Multiple studies have shown that brand awareness is a prevalent choice tactic for consumers inexperienced in buying a product
- Customers decide more quickly from among a number of options that includes one known brand than they decide with a set that includes only unfamiliar ones
- Building brand awareness can increase market share in a number of ways. Being the first to get your brand implanted in customers' minds increases the barrier to entry that other brands may face later
- To build brand awareness, you must make sure your target market is exposed to your products and recognizes them in multiple ways

# Zaključak

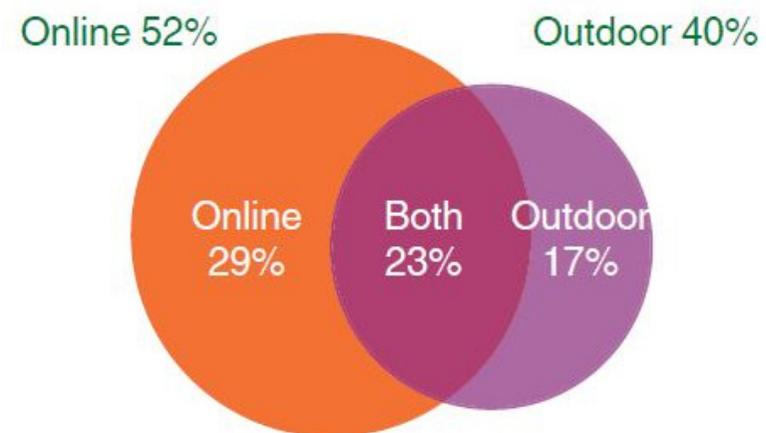
**65%** of those exposed to online did not see the press advertising

## Reach of online and press total audience



**55%** of those exposed to online did not see the outdoor advertising

## Reach of online and outdoor total audience



# Hvala na ukazanom povjerenju !

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