



How to do Brand Tracking In-House

askattest.com

“ But first, a bit about us...”

We're Attest, and our mission is simple: we'd like to fill the world with better products and services, more successful businesses, and happier consumers.

Great companies put consumers and data at the heart of every decision. That's critical whether you're building new products, creating ground-breaking campaigns or exploring new markets.

With Attest you can draft surveys, choose audiences from our pool of 100m consumers across 46 markets, and analyse results all in one end-to-end platform.

Anyone in your team can keep in constant contact with consumers, so you can make rapid decisions with confidence.

Start analysing results as soon as your survey is live, and receive hundreds of responses in a matter of hours, so research never slows your team down. Instead, it helps you act more quickly.

For more information now, or after you're done reading, **get in contact with us!**

Now, let's get to the good stuff...

“Attest is a catalyst for changing the culture of our company.”

Senior Executive, Discovery Network

“Takes the stress, time, and cost out of consumer research.”

Marketing Manager, Fever-Tree




Introduction

If you’ve tried brand tracking, you’ll know it’s a great tool for monitoring the overall health of your brand, but what if you could get more value from your consumer surveys?

In this guide (for marketers and brand guardians who consider themselves to have an intermediate knowledge* of brand tracking) we’ll show you how you can get richer data and how you can use that data in new ways.

If you’ve been relying on a research agency for your brand tracking, we’ll explain how you can be empowered to do it yourself - and what you can do when you have brand health data at your fingertips.

*Not sure what brand tracking is and why you should be doing it? Start with our [Beginners’ Guide to Brand Tracking](#) instead. 



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Agency or DIY?

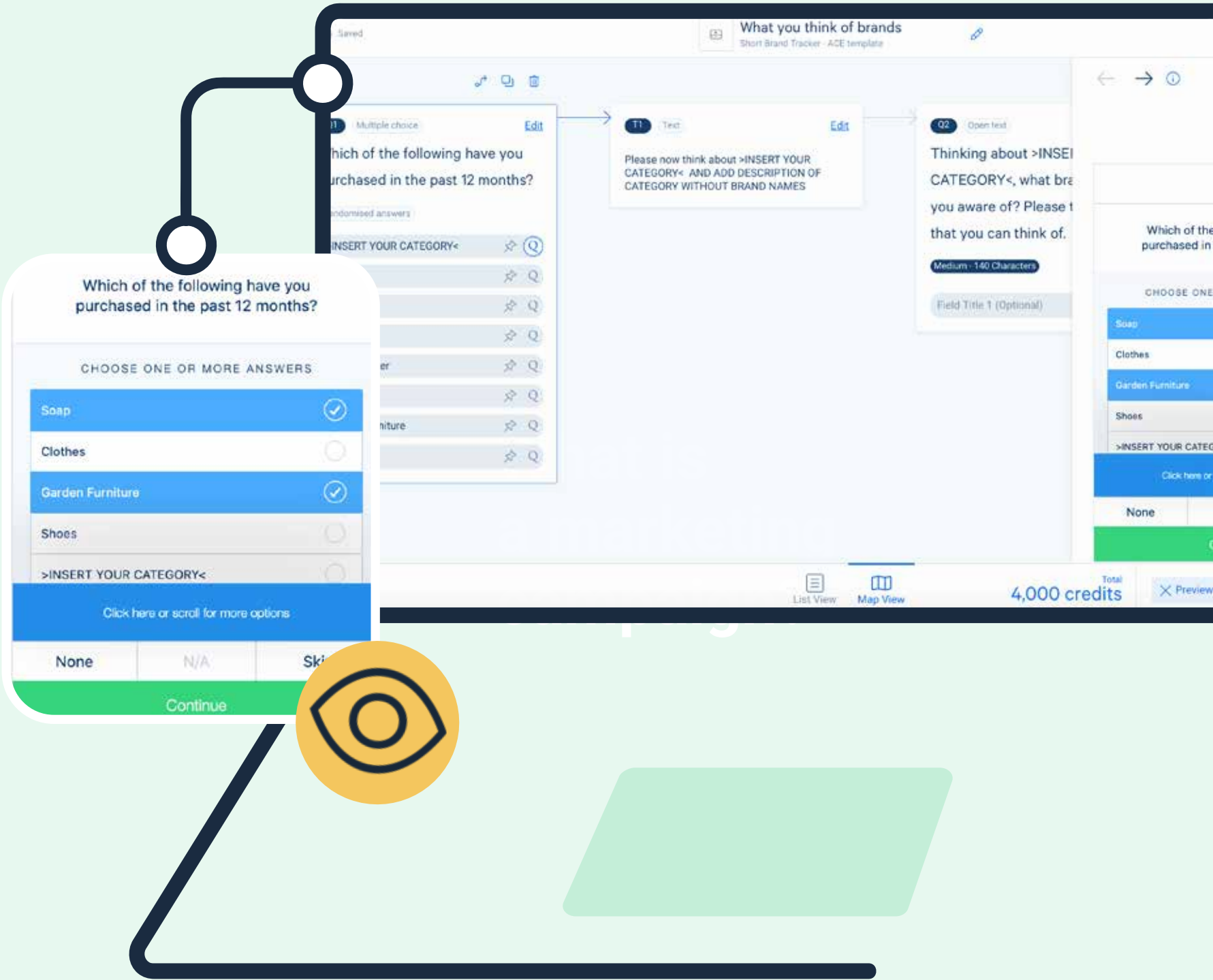


With ever-increasing demands on marketers and brand managers, handing over your brand tracking to an agency might seem like an attractive option. The agency takes care of the entire process and simply hands over a deck once a quarter - but a hands-off approach might mean you're missing out.

With a self-service platform like Attest, you can see your surveys filling in real-time and get immediate access to the data. This gives you a far greater level of transparency. And with interactive results, you can slice and dice the data in any way you like.

This lets you explore the data in ways you couldn't with a static report, and find new insights as a result. Because results are presented visually, you don't have to be a research professional to surface useful insights that impact your decision-making. The data couldn't be simpler to understand.

And by taking ownership of your research, you can gain a deeper understanding of your brand's customers and the market you're competing in. The hardest part about running your own brand tracking is setting up your initial survey, but we've made that super easy with a customisable [brand tracking survey template](#).



Q9

Open text

Edit

Why did you give that score?
Include as much detail as possible

Medium - 140 Characters

Field Title 1 (Optional)

T2

Text

Edit

We'd now like to ask you some specific questions about >INSERT YOUR BRAND<

Q1

Multiple choice

Edit

Which of the following have you purchased in the past 12 months?

Randomised answers

>INSERT YOUR CATEGORY<

Soap

Clothes

Shoes

Bottled water

Books

Garden Furniture

Answer 8

Q6

Single choice

Edit

When did you last use >INSERT YOUR BRAND<?

In the past week

In the past month

In the past three months

In the past six months

Longer ago

Never used

Answer 7

Answer 8

Q8

NPS

Edit

How likely would you be to recommend >INSERT YOUR BRAND< to a friend, family or colleague?

012345678910

Not at all likely

Extremely likely

Supported question types include:

- Net Promoter Score (NPS) scale
- Open text for measuring unprompted brand awareness
- Multiple choice for measuring prompted brand awareness
- Image/audio sound for testing creative/logo/jingle recognition
- Single choice for measuring purchase history
- Grid for measuring purchase intent and brand consideration



**Increased frequency
means more insights**



How to Do Brand Tracking In-House

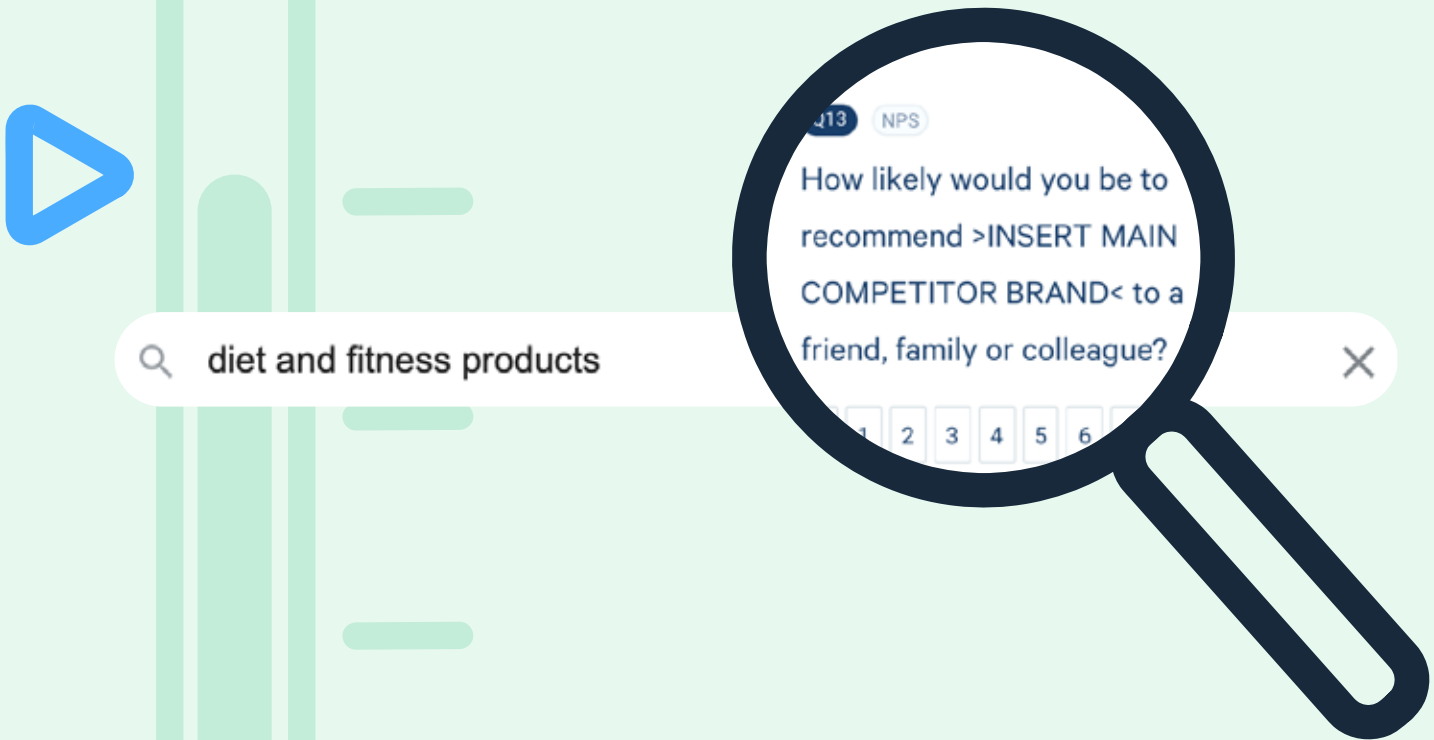
Another benefit of DIY brand tracking is it gives you greater control over how frequently you run your surveys. Once your survey is set up, you can replicate and re-send it (or schedule it) at the touch of a button, meaning you can easily deploy it any time.

Perhaps at the moment you conduct occasional brand tracking surveys to check-in and see how you're doing, once or twice a year. Or maybe you run one every quarter, which is great. But sending out brand tracking surveys more often than this can come with distinct advantages.

That's because it allows you to see exactly *what* it is that's making a difference to your results. When you measure brand health every few months, it's much more of a guessing game as to what moved the needle. When you do it monthly, you can tie shifts in sentiment to key events that occurred in the preceding weeks.

An alternative approach is to run your survey both immediately before and immediately after planned marketing activity, such as a PR campaign, in-store promotion, or widespread out-of-home (OOH) advertising. You'll gain far deeper insight into the impact of the work - and be able to replicate activities that shift metrics upward.

Increased frequency means more insights



In addition to this, the more data you collect, the more able you become to spot trends and forecast how your brand health will ebb and flow throughout the year. Maybe brand awareness spikes in January because this is when consumers are researching diet and fitness products. This kind of knowledge builds into the bigger picture of tracking long-term changes.

Taking your brand's temperature more regularly also gives you an early warning if anything's amiss. If you spot unusual patterns in your brand health metrics, you're able to immediately investigate, find the cause, and nip problems in the bud before they escalate.

Using more advanced questions



With Attest, your brand tracker survey is completely customisable, allowing you to easily add or remove questions. And when you're managing your own brand tracking, you can make changes quickly, without having to put in a request to the research agency.

This allows you to ask additional questions whenever you want - perhaps these are time-sensitive questions, related to current affairs or social issues? Or maybe you want to drill into competitor analysis by adding an extra five questions once a quarter?

In our [extended brand tracking template](#), you'll find questions designed to dive deep into consumers' perceptions of your competitors.

Here are some insights you can uncover:

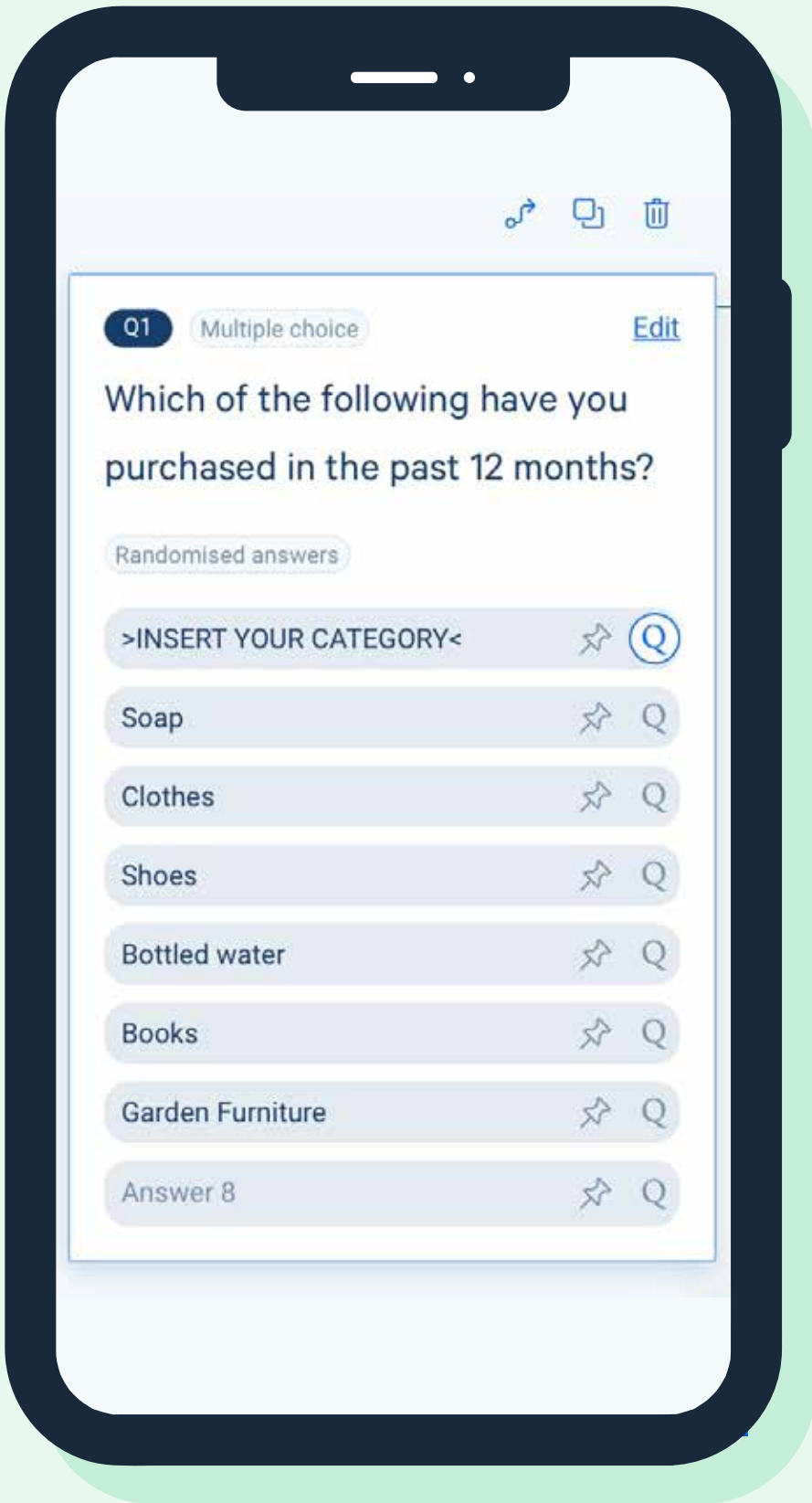
- What traits consumers associate with your main competitors
- What factors consumers consider most important when deciding which brand to buy
- When consumers last purchased your main competitor
- How likely consumers are to recommend your main competitor (NPS)
- Why consumers give your main competitor a higher or lower NPS
- How consumers are hearing about you and your main competitor
- Which challenger brands are gaining traction



Measuring the NPS of your closest competitors is a fantastic way to get context around your own score. Not only does it let you know the score you should be striving to beat, but it can also tell you things about the state of the market in general.

For example, let’s say your NPS score declines. In isolation, this is worrying information that will have you questioning where your brand has slipped up. If, though, you find that NPS has declined across the board in your category, you’ll know it’s a wider industry trend.

And while it can be discouraging to discover that competitors are outpacing you, it’s vital to face facts if you want to grow market share. Adding questions to your brand tracker can really help you understand the reasons why consumers choose a competing brand over yours. Only then can you make changes to start to turn things around.



Tapping into the value of open text answers



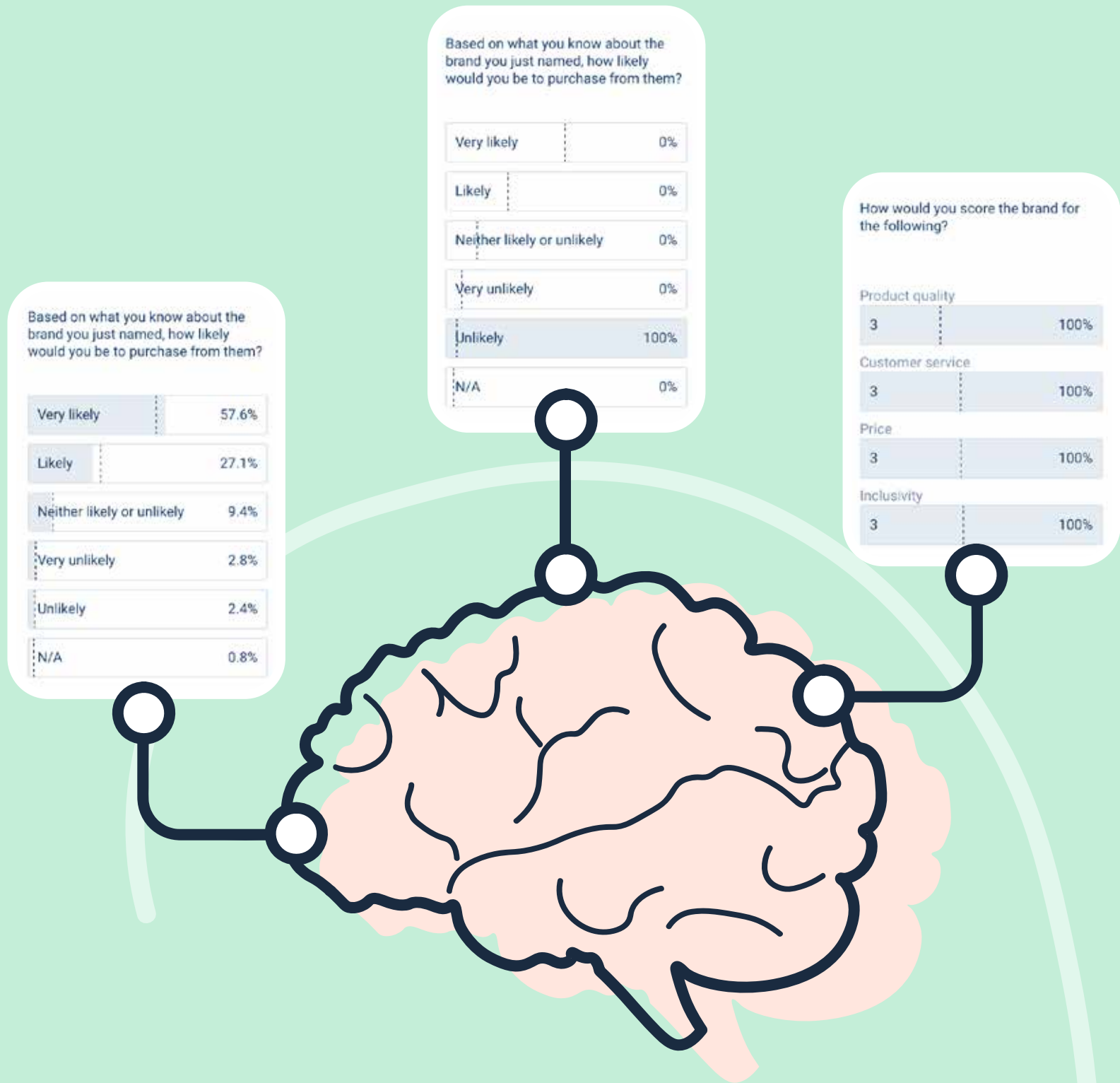
A big advantage of having direct access to your survey results is being able to look beyond the numbers and dig into the written answers respondents give. This type of qualitative data can be incredibly rich in insights.

Because open text answers allow respondents to answer in their own words, they give you a true picture of how consumers perceive your brand (and competing brands). Not only does this surface points of view you may never have considered before, it also contextualises the quantitative data you’ve gathered so that it isn’t misunderstood or implemented in the wrong way.

Admittedly, being confronted by 1,000+ reasons consumers would or wouldn’t recommend your brand, for example, can initially seem overwhelming. But Attest includes search functionality that lets you pinpoint common themes and uncover potential new marketing or brand improvement opportunities.

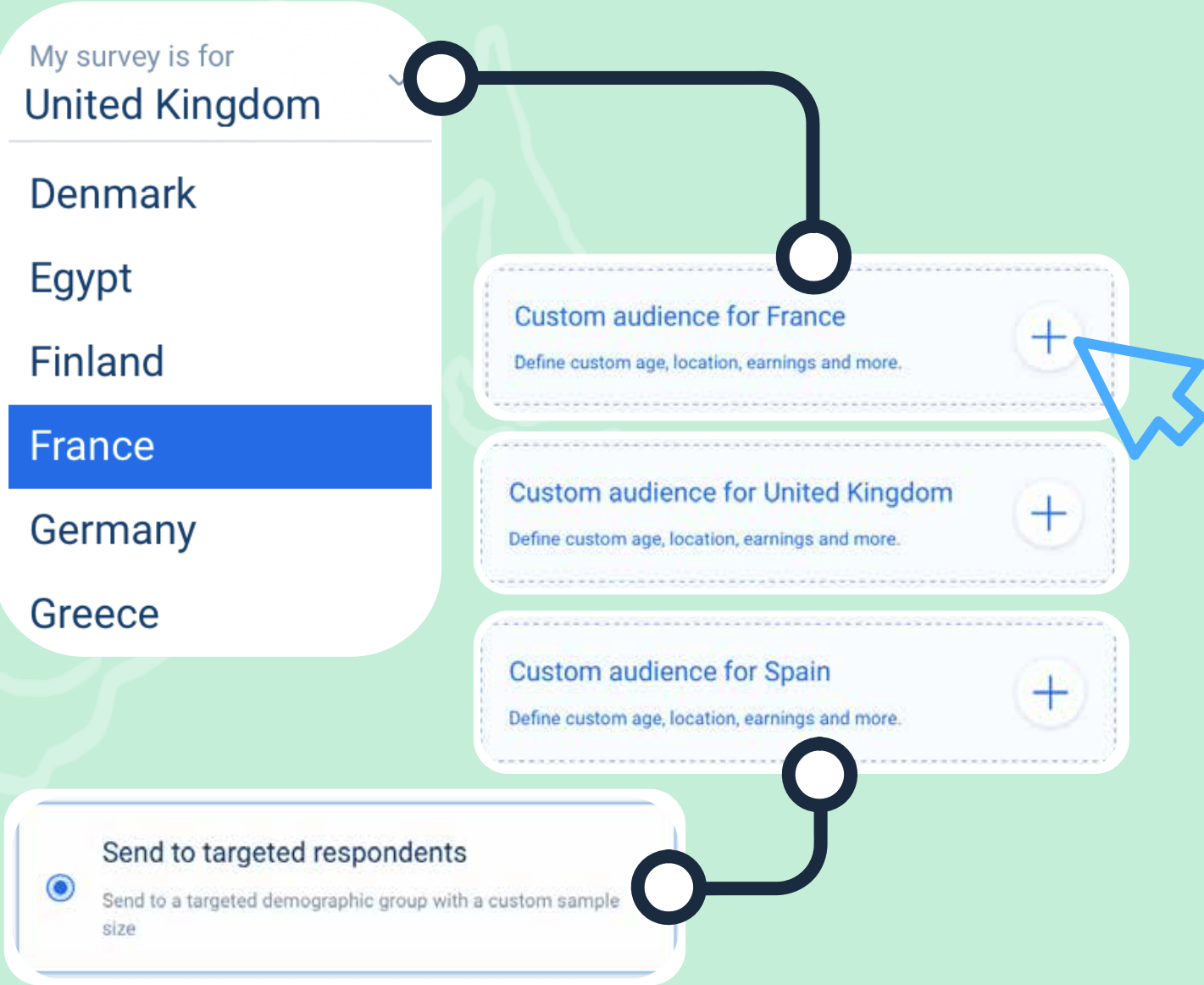
And by keeping a close eye on the answers people give to your unprompted brand awareness question, you’ll be able to spot any other brands gaining ground. For example, you might find increasing mentions of a small boutique brand that previously wasn’t on your radar. Now you won’t be taken by surprise.

Open text answer data can also be exported to Excel or Google Spreadsheets where you can further analyse and organise it.



Multi-market brand tracking





If your business is trading in more than one market, it's worth thinking about running the same brand tracker in each territory. You're then able to benchmark them against one another and compare the differences in brand performance. This context helps you understand the best ways to tailor your approach in each market.

It can be fascinating to see how different markets compare to one another. Maybe in the French market consumers recognise your brand name instantly...but in Spain, they need to be prompted by your logo before they remember (letting you know more investment in brand awareness is needed).

Or perhaps you find that brand perception is completely different in other markets; while your brand is regarded as accessible and affordable in the UK, it's viewed as exclusive and expensive in China.

Once you have this information, you can decide whether you want to adjust marketing, pricing and distribution to level the playing field. Or you could play up the differences to your advantage, for example, by building on that luxury image.

Most importantly, multi-market brand tracking lets you understand your brand's place in each market. You're able to see where you're performing the best, where you're not doing so well, and decide where you should focus your resources. Attest has audiences in 46 countries and features on-demand translations in the platform, meaning we can support you across multiple markets.



Accessing the right audience



We recommend that you send brand tracking surveys to an identical representative audience profile every time (but not the exact same group of people). This is so you have the same audience profile every time you run your survey, which is important when analysing changes in the results over time.

To do this, you can set custom quotas. A quota is a percentage, set on demographic targets, that limits how many respondents from each selected group can answer a survey.

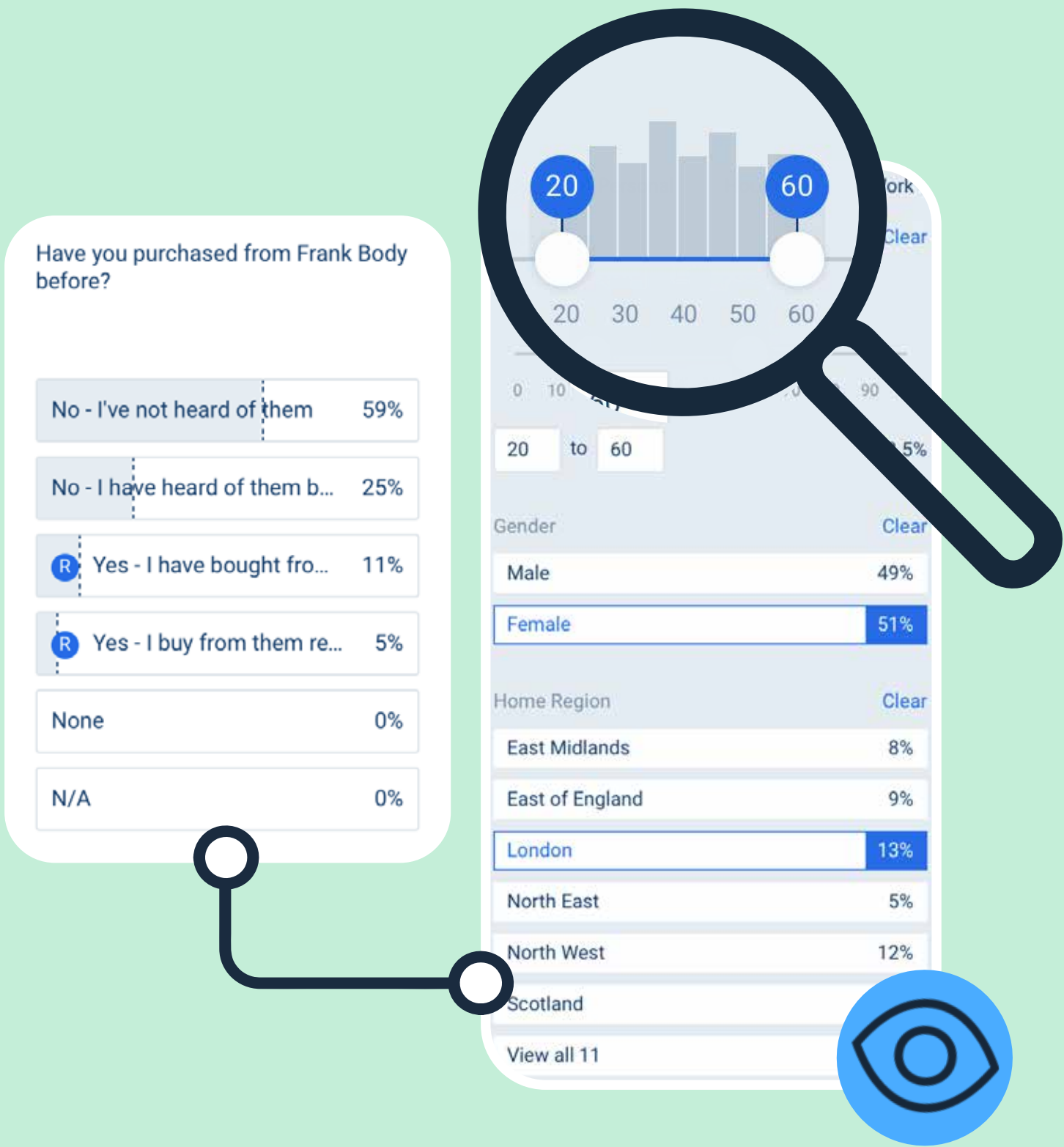
For example, you might want a 100% female audience that is 50% age 18-24 and 50% age 25-34. Perhaps you also want to exclude certain regions of the country where your product is not available (let's say Northern Ireland and Scotland) and you want a greater focus on London. In which case, you might set a 35% quota for London and smaller percentages for the other regions.

The platform will let you know if your percentages don't add up to 100. Or you can simply select 'distribute evenly' and the quota will be automatically divided between the selected regions or categories.



Demographics you can choose from include:

- Age (select any ages you like, you're not restricted to bands)
- Gender
- Geographic region
- Household earnings
- Homeowner/renter (and housing type)
- Parental status (including age and gender of children)
- Pets owned (including pet type)
- Education level
- Relationship status
- Employment type
- Employment sector
- Professional experience
- DMA (in USA)



Beyond the main demographics, you can also drill down to a more granular level to reach your exact audience. For example, you might want to stipulate that all respondents are dog owners. Or you might only be interested in responses from people with high household earnings.

Once you've made your selections, you'll see the size of the available audience, which means how many available respondents we have access to that match your criteria in a particular market.

You can use qualifying questions when you need to further screen respondents in. For instance, if you only want to include respondents who actually buy products in your category, you can ascertain this with your first question, and screen those who don't meet your criteria out of the survey.

With Attest, you have complete flexibility over your audience targeting. But it's worth bearing in mind that keeping your audience broad can also be enlightening. For example, how is your baby brand viewed by young people without children? After all, they're the parents of tomorrow. It's true that the more data you have, the more you can discover - possibly even audiences you didn't know you had.



Ensuring the quality of your research



Deciding to run your own brand tracking can be daunting but going DIY doesn't have to mean going it alone. On an Attest subscription you'll benefit from the support of our Attest Centre of Excellence team (ACE).

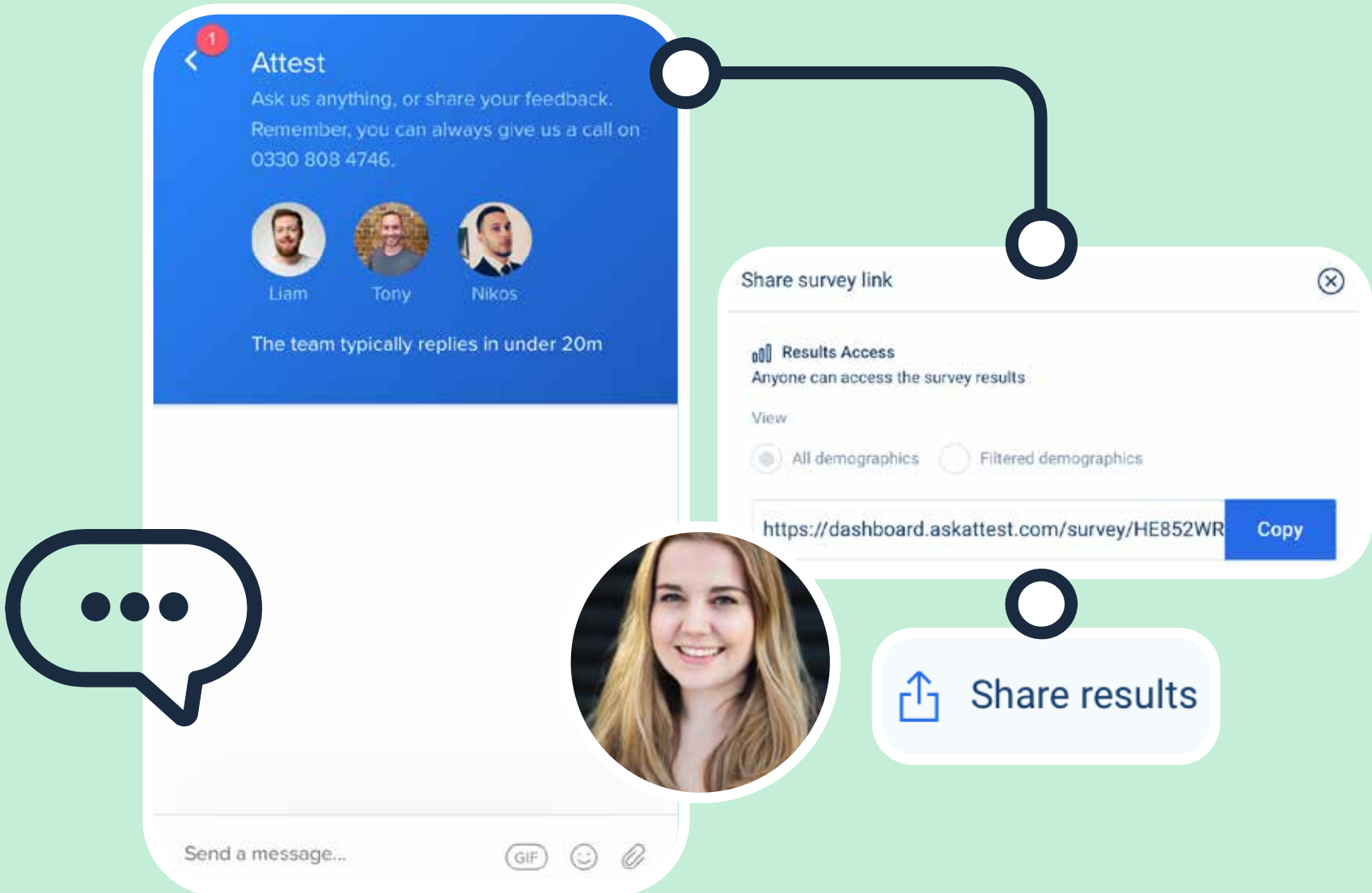
ACE is our team of research experts and data analysts that are available to our subscription clients. They can assist you with any part of the brand tracking process, including:

- Designing your survey
- Checking for biases and mistakes
- Advising on audience and sample size
- Setting up foreign language or multi-market
- brand tracking
- Analysing your results

They're able to review your survey and add comments directly, meaning you can be 100% confident before launching your survey.

If you're comfortable using our brand tracking template without ACE support, you can chat to our customer support via the in-platform live chat.

You can also collaborate with colleagues, allowing them to view and comment on your surveys so you can benefit from the experience of your team. And once your survey has run, you can share interactive results, allowing more people to explore the data and gain value from it.



Case study: How Tommee Tippee uses Attest for multi-market brand



“

“Attest is a vital tool for informing our business strategy. The brand tracker allows teams across multiple markets to compare their results to the global picture and access insights that guide their day-to-day operations.

The breadth to draw comparisons and contrast different countries, as well as useful depth into the inner workings of each market, gives a clear picture of what we can do to make a meaningful impact each quarter.”

-Louise Mustard, Head of Global Brand Build, Tommee Tippee



Thanks for reading

Ready to get started with DIY brand tracking? See how easy it is with our [extended brand tracking survey template](#).

Get in touch!

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