



SOLUTIONS



Solutions for successful brand control

INNOFACT Brand Management

Brands create trust and experiences. They provide orientation, identification and relief. Successful and securely positioned brands are robust in the face of the competition.

Controlling of brands is one of the core tasks of management nowadays. Reliable, finely detailed and actionable data and insights are required for secure and successful brand management.

Clients and partners from various industries use **INNOFACT Brand Management** to orientate their brand essence and market position optimally. In this way, they gain decisive competitive advantages in fiercely contested markets.

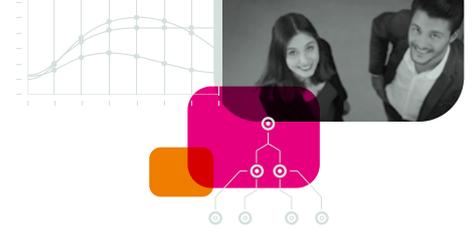
SOLUTIONS

Brand
Brand Management

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Market research with perspective

INNOFACT does not just provide data, but also valuable insights. Consequently, brand management is ideally supported by approaches and methods which are consonant with one another and which are customised for the specific market activity of our clients.

Perspective 1: Brand image and brand essence

In the **INNOFACT** brand image study approach, all the cognitive conceptions and expectations that consumers associate with a brand are recorded and analysed as part of quantitative online studies. The brand essence is constructed from the unconscious, emotional associations with the brand. For that reason, studies on brand essence begin with a qualitative study and are complemented by a quantitative survey.

Perspective 2: Brand positioning

Brand positioning is the part of the brand image and brand essence that is actively communicated to the target group. Consequently, the fundamental idea behind research approaches for market positioning is the way in which a brand differs from others in relation to a variety of dimensions, from which **INNOFACT** derives actionable insights that support marketing.

Perspective 3: Brand awareness and brand knowledge

Brand awareness is a prerequisite for consumers to be able to build brand knowledge and a brand image. **INNOFACT** distinguishes between 'top of mind' awareness (spontaneous citation), unaided and aided awareness. Brand knowledge is a prerequisite for the brand to be able to influence purchasing decisions and is comprised of all the relevant knowledge banks that consumers build up around a brand. The power and value of a brand increases with its depth and level of detail of the brand knowledge. Association and game techniques are used as part of qualitative surveys to measure brand knowledge.

Perspective 4: Brand relevance for purchase decision processes

A brand does not have the same level of relevance in every market regarding purchase decisions. Using quantitative components, **INNOFACT** ascertains the particular significance of a brand in purchase decisions.