

Distinctive Assets Measurement.

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

What are Distinctive Assets and why should you be measuring them?

Distinctive Assets are the non-brand name triggers that remind category buyers of your brand. This includes colours, logos, characters, jingles, fonts, pack shapes, taglines/slogans... and more. Distinctive Assets play an important role in building Mental and Physical Availability and need to be developed and protected over the long-term.

Measuring Distinctive Assets is valuable for many reasons, including:

- Changes or updates: considering the impact of changes to a long held Asset
- Variant launches: checking if new variants contribute positively to the parent brand
- Brand extension: testing a brands' Distinctive Assets in a new category
- Mergers: assessment of Distinctive Assets so the new company can harness the best elements
- Market expansion: testing Distinctive Assets in a new country
- Benchmarking: to set strategy



What can we do for you?

We use an empirically validated approach to assessing the strength of potential distinctive assets. Our team of experts can:

- Measure the strength of your Distinctive Assets and provide guidance on short, medium and long term Assets to build or develop
- Check for barriers to building a current or new Distinctive Asset and provide insights into how Asset building activities can be improved
- Identify shortfalls in current Distinctive Asset building activities (e.g. are you missing key demographic or buyer segments?)
- Provide recommendations that will help you to make marketing decisions and execute your brand growth strategy

Our process

1. The first step is to work with you to identify the assets for testing
2. Next we collect data online or face to face, depending on the sample and geographic location
3. We will collate and analyse the results, and prepare a report with recommendations
4. The final step is to present to your team (we provide a written report as well as a presentation) to report on the results and what they mean for you. This will draw on the results from your study, as well as our extensive knowledge on how assets are built and used by category buyers

Ready to understand the value of your Assets? **Contact us.**

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