





Crimson Hexagon

5-Minute Guide to Brand Analysis



A brand is more than
product features.
Brands touch people
where emotion and
functionality meet.



Introduction

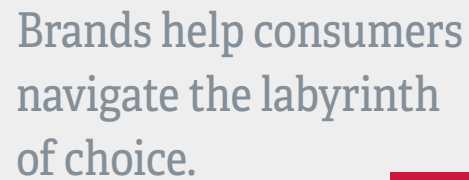
The David Foster Wallace novel *Infinite Jest* describes a future where brands, in a never-ending search for greater market traction, can sponsor an entire year. It's called "subsidized time," and produces names like: Year of the Perdue Wonderchicken and Year of the Trial Size Dove Bar.

As absurd and harlequinesque as this sounds, it does point to the difficulty companies face in building and sustaining a strong brand. That difficulty is real. How do brands rise above their competition and the noise of a crowded marketplace?

Remember the episode in *Mad Men* where Don Draper pitches Kodak on an ad campaign for its new slide display system? Kodak called it the wheel. Very catchy.

But in his pitch, Draper describes something else. He says "...it's a time machine. It goes backwards, forwards, takes us to a place where we ache to go again. It's not called the wheel. It's called the carousel. It lets us travel the way a child travels. Round and around, and back home again, to a place where we know we are loved."

Don Draper was onto something. A brand is more than product features. Brands touch people where emotion and functionality meet. And analyzing consumer conversations at scale can help marketers find that sweet spot.



Brands help consumers navigate the labyrinth of choice.

Monitoring and improving brand health with analytics

Consumers face a lot of choices when they're shopping for products, whether it's plastic bags or bottled water, clothes or cars, appliances or cookware. As Seinfeld once remarked in a riff on cold medicine, "...this one's quick acting, this one's long lasting. When do I need to feel good? Now or later?"

Brands do many things. And one of the most important is helping consumers navigate the labyrinth of choice. Of course, a product must do what it's supposed to. But that's just half the battle. Only if companies can align their brands with the way consumers feel about what they need in a product are they well on the way to a lifetime customer.

For that to happen, brands must understand what motivates consumers beyond whatever practical need a product satisfies. Analysis of unsolicited, online consumer conversations offers that understanding through a constantly evolving focus group that adds real-time insight to the data provided by traditional methods of measuring brand health. It's a massive data set that can help marketers:

- Uncover the primary drivers of conversation influencing brand perception
- Monitor fluctuations in brand health and identify potential crises
- Learn what's working and not working in messaging and campaigns

“The public is the only critic whose opinion means anything at all.”

— Mark Twain

The court of public opinion

Social media has been dubbed the new court of public opinion. You can celebrate that or mourn it. But for marketers and their brands, it's a fact. And court is in session 24x7x365. Social media generated consumer insights can help you make your case and manage brand perception in five ways.

Share of voice

How much and how often are people talking about your brand?

Emotional context

What are the negative and positive opinions about your brand generally and versus a competitor? Are they positive, negative or neutral? How are they expressed?

Issues that matter

Understand what consumers are saying about specific issues critical to your brand. For example, how do issues like animal rights affect brand perception in the luxury outerwear category?

Target demographics

Knowing who's talking is just as important as what they're saying. Online social data makes it easy to understand the age, gender, and location of your audience. It may also reveal previously unidentified subsegments of your assumed target audience.

Audience interests

Interests and affinities can tell you whether the audience you're reaching is the one you intended to reach. They also help you connect how your product fits into the overall life of your audience. This is a huge benefit in deciding what content themes will appeal to them, where to advertise, and which partnerships will help you reach more like-minded consumers.

Nespresso appeals to a more affluent customer base. Keurig is aligned with affordability and family values.

What you think you know

Every brand associates itself with certain values — pillars in marketing speak — which, in theory, guide its products and services, and communication about them. The expectation is that through marketing and customer service, consumers will perceive the brand in accord with these values. By tracking and analyzing consumer conversations, you discover when those expectations have been met. And when something has gone awry.

Coffee anyone?

Nespresso versus Keurig — two of the biggest names in the single-serve coffee game. Keurig dominates the U.S. market while Nespresso is Europe's leading brand. To develop a global marketing strategy and evaluate the success of its campaigns, Nespresso turned to analysis of online consumer conversations.

The company used audience analysis to gain a deeper understanding of how its brand was perceived by customers in comparison to Keurig. Nespresso found that it appealed to a more affluent customer base who like Nespresso's luxurious feel, while Keurig was more aligned with affordability and family values. These brand insights provided the context for creating campaign messaging that would engage and resonate.



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We loved @nespresso
pop up in #Seattle #entry
#TheCoffeeRevolution

7:53 PM - 26 Apr 2014

Letting gender stereotypes guide marketing programs is guaranteed to leave money on the table.

Fender finds a new audience

For a business, letting gender stereotypes guide marketing programs is guaranteed to leave money on the table. When Fender decided to take a more data-driven approach to its marketing, the company discovered that female guitarists admired the Fender brand. Not only that, a big part of the social media conversation among female guitar players was about electric guitars — not acoustic as it had assumed. It was an audience and a market just waiting to be found.

Chobani Tots and Chobani Kids

Having a handle on brand perception, how it changes, and what's likely to affect it supports several marketing decision points — like whether to launch a new product. Chobani used its generally positive sentiment ratings and a thorough knowledge of audience affinities to launch two new product lines: Chobani Tots, for babies six months and older, and Chobani Kids, for children two years and up.



AI makes it possible to analyze enormous data sets much faster and more accurately than humans.

AI meets brand analysis

AI makes it possible to analyze enormous data sets much faster and more accurately than humans.

- Text analytics and natural language processing (NLP) enable machines to understand the nuances of messy human communication
 - Natural language generation (NLG), a subset of NLP, turns data into human language, creating an understandable narrative
- Machine learning accurately classifies attributes such as emotion, sentiment, and topic at scale. It can make sense of data that is “noisy,” when random deviations hide patterns.
 - Deep learning (an extension of machine learning) via neural networks can identify logos, scenes, actions, and objects in image-based content. Deep learning algorithms continue to learn as they’re fed more data.

When applied to consumer conversations, AI-powered analysis can reveal how brand perception fluctuates over time and why.



Perception is reality

Trite but true, at least for marketers. Brand perception is the starting point for marketing strategy. Brand analysis delivered by online consumer insights ensures you have an accurate and measurable idea of that starting point.

The Crimson Hexagon Platform employs proven AI technologies, image analytics, and the world's largest data library to help customers manage their brands in ways that boost the bottom line and keep the competition at bay.



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AI-Powered Consumer Insights

To learn more about AI-powered brand analysis, schedule a personalized demo with Crimson Hexagon today.

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