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BrandTrends

Study Description 2024



Whats BrandTrends as a Service



Our Service

BrandTrends gives you all the facts you need to know about brand awareness, attitudes, popularity, ownership, and purchase intentions, allowing you to develop winning strategies.

BrandTrends assists you in developing your brands/licenses and getting closer to your customers in this competitive market, whether you are a licensor, licensee, agent, or a retailer.

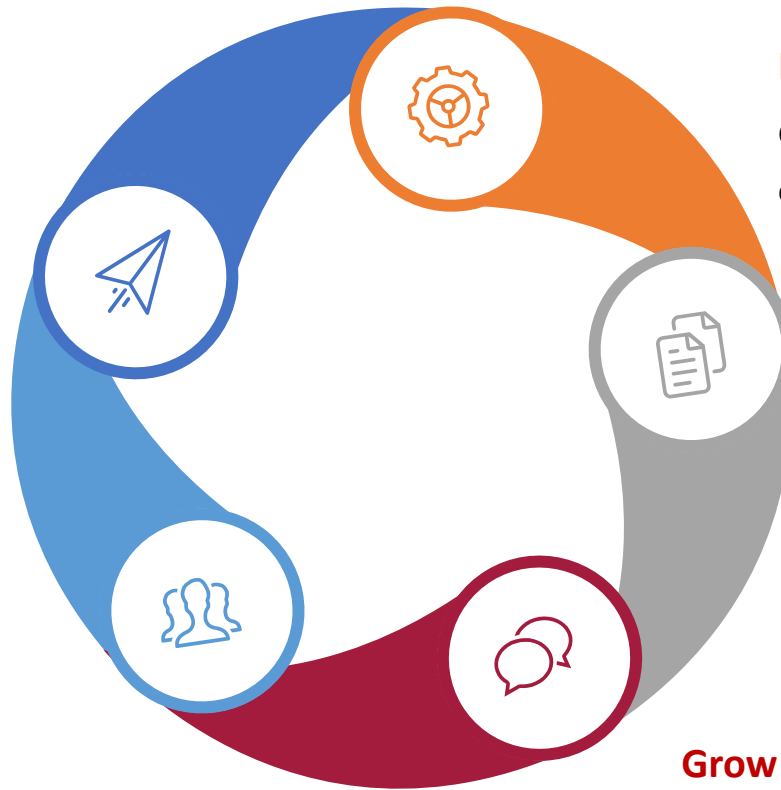
Here are some cool things you can do using BrandTrends

Select the Right Licenses

By identifying the licenses that will appeal to your demographic target markets over the next year.

Create highly effective marketing and advertising campaigns

By better understanding the relationships between brand recognition, popularity, and purchase intent, create more effective marketing and advertising campaigns.



Keep an eye on your rivals

Create an aggressive or defensive plan by exposing all competitive threats.

Explore and Examine Product Categories

Look into product categories that might be of interest to your target market.

Grow Revenues

Increase your conversion rates and total income as your ultimate goal and achievement.



Specific Benefits

And additionally, for each professional group

> Licensee

- Position Brands for Benefit. - Position your brands to benefit from changing consumer habits and preferences.
- Target Product Distribution. - You can precisely focus your product distribution by determining which brand draws a specific product category among your demographic target markets.
- Explore and Examine Channel Opportunities. - You may best investigate and study channel potential by assessing your consumers' retail visiting patterns and behaviors.

> Licensor

- Drive Relationships with Licensees. - By fully unraveling the power factors of your brands as a licensor, you can drive your relationships with your licensees.
- Identify Potential Licensees. - By determining which unique brand draws a specific product category, you can ascertain the identities of your potential licensees.
- Strategically Strengthen the Value of Your Brands. - By employing smart techniques, you may considerably increase the value of a brand and improve its positioning.

> Agent

- Gauge Opportunities. - You can assess opportunities based on brand popularity.
- Identify Potential Licensees. - You can best identify potential licensees by recognizing the brand that attracts a specific product category.
- Support Brand Extensions. - Assist in the development of appropriate brand extensions.

> Retailer

- Optimize Merchandising Activity. - You may optimize your merchandising operations by analyzing which store chains are more likely to be visited by targeted brand consumers.
- Discover Partners and Opportunities. - Find out about prospective collaborations and cross-merchandising opportunities.
- Assess Trends and Verify Markers. - Determine whether patterns in other brands are reliable indicators of your own brand's future.



Key insights

The Brand Engagement Process



Awareness

Consumers must be aware of your brands, whether or not they intend to buy. Advertising messaging, word of mouth, or independent discovery can all contribute to awareness.



Attitudes

Consumers must connect with and adore your brands once they are familiar with them. Capture your target's attitudes toward your brands and figure out which one they prefer.



Ownership

Examine whether the popularity of a brand has resulted in brand engagement, which could lead to interest in acquiring items or switching to a competitor.



Purchase intentions

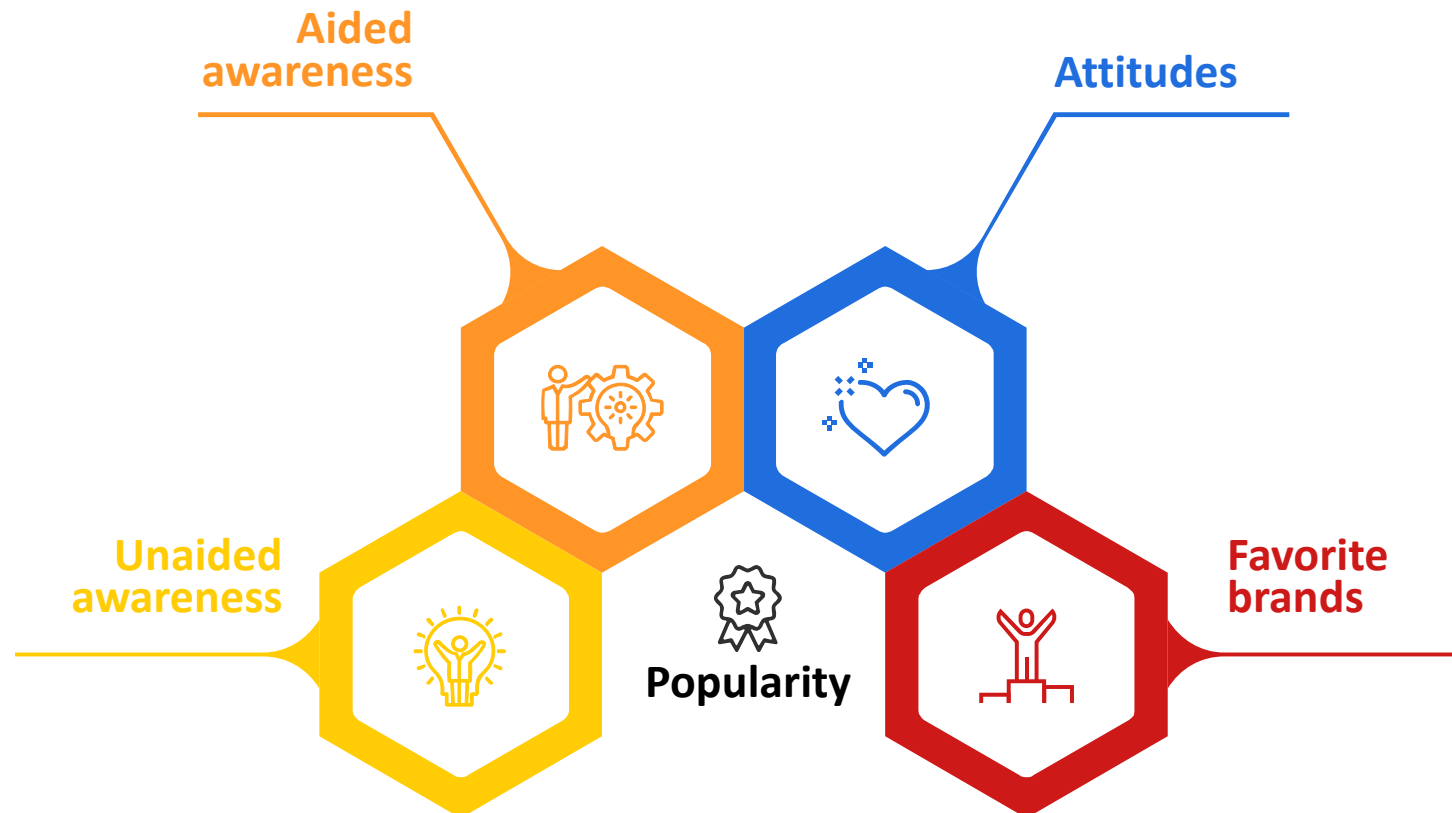
Determine which product categories (ranging from clothing to PC games) customers want to see your brands on.



Our unique composite index of brand popularity, The Brand Popularity Index

To compare across ages / gender / periods / countries

You may compare all brand performances by looking at the Brand Popularity Index.
The BPI is calculated by weighing four measures of awareness and attitudes: unassisted awareness, aided awareness, brand attitudes, and top three favorites.

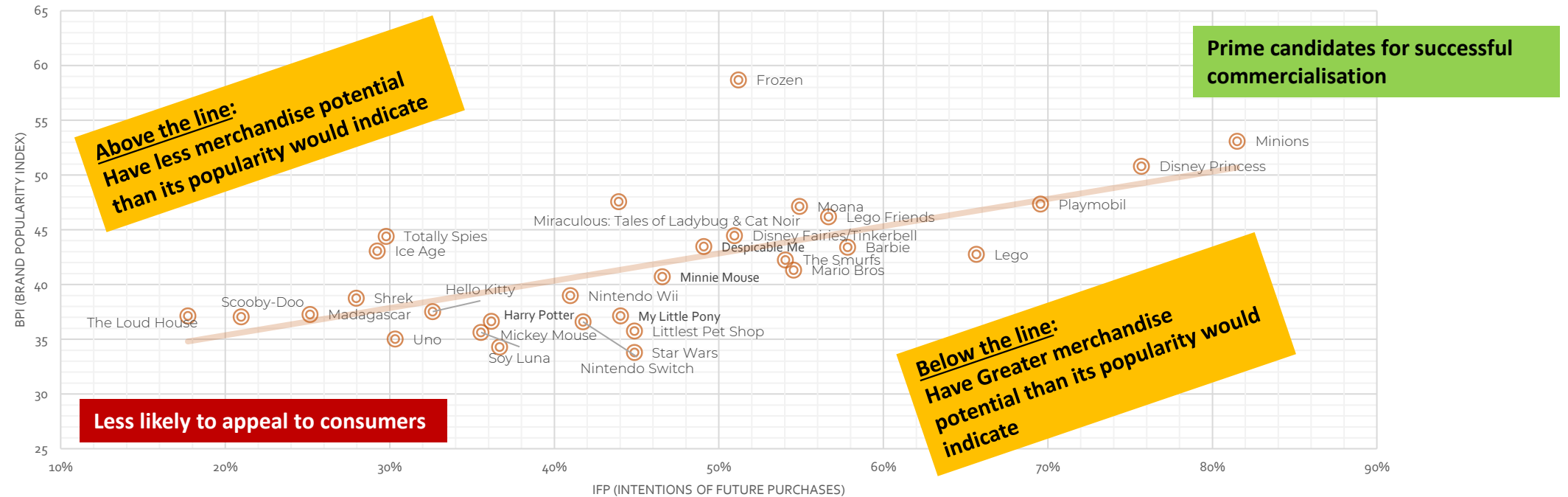


BrandTrends: The aim of the game!

Brand Matrix (Brand Popularity vs. Merchandise Appeal)

Attention !

Favorite does not mean popular!



France | Girls 7-9 | April 2018



Full Reporting

Evaluate each stage of the consumer's journey, from discovery to purchase intentions, in a full competitive environment



Demographics – a set of factors such as household size, composition – gender, age, occupation - , income, region



Streaming Sources – to evaluate the access to VoD as well as to assess the origin of their brand awareness.



Retail Visitation – where parents / legal guardians shop for these types of brands for their children



Awareness

Unaided Awareness – ‘top of mind’ brands volunteered by consumers.

Total Awareness – consumer awareness of a tested list of popular brands.



Attitudes

Brand Appeal – consumers’ like or dislike of mentioned brands rated on a five-point scale

Brand Favourites – consumers’ selection of any brands as their favourites, including most favourite. Unaided mentions.



Ownership

Ownership – ownership of anything with this brand on it. And when was the last purchase.



Purchase intentions

Purchase Intentions - consider buying anything with this brand on it in future. If yes, when is near.

Purchase Intentions by Product Category – 18 different categories of product considered for buying the brand/character on it.

Consumer Demand Gap – the gap between current owners of the brands and purchase intenders.



Brand Popularity Index (BPI) – a unique, composite index of brand popularity, composed of four awareness and attitudinal weighted variables from the fieldwork research. Note that the Brand Popularity Index (BPI) can only be calculated for specifically tested brands, due to potential response bias.



The **Brand Matrix** examines the correlation between brand popularity, measured in terms of the Brand Popularity Index (BPI), with potential interest in buying branded products



Full Reporting

12 different reports with averages and rankings

Country Review

Unaided Trends

From unaided mentions

Retailer Visitation

Brand Review

Top Favorites

From unaided mentions

Brand Segmentation

NEW!

Identify Fans, Supporters, Rebels and Rejecters

International Brand Review

Licensing International

From unaided mentions

Country Profile

Scorecards

Streaming Sources

Data Dump

+ Add averages and rankings (moving – possibility to select the Top X of our choice -)

+ Identify the right license for a specific profile / product category ...

The purpose of the survey is to determine the most popular brands among each age group and gender, as well as their merchandise appeal

1 Geography

Country A

Nationwide

Each state/region is proportionately represented based on population size to provide a representative sample for the country.

AAA

2 Data collection

Web interviewing. Selected panelists are sent an email containing an introduction text and a link to the survey. Clicking on this link launched their survey.

For infants and preschoolers, the parent is the respondent on behalf of a nominated child.

@

3 Fieldwork

	Boys N=.	Girls N=.
0-2 Years old	160	160
3-6 Years old	160	160
7-9 Years old	160	160
10-14 Years old	160	160
15-25 Years old	160	160
26-35 Years old	160	160
36-45 Years old	160	160
46-55 Years old	160	160
56-65 Years old	160	160

Data was collected from April 30th to May 13th, 2022.

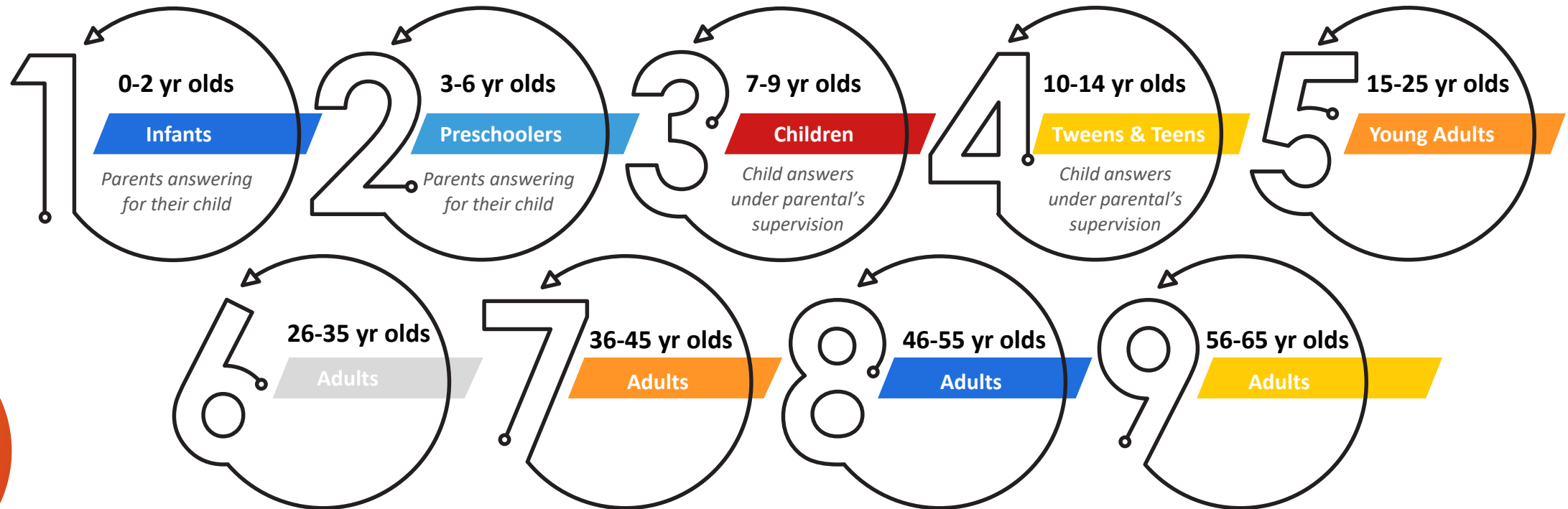
N = 2,880

A Detailed Segmentation

9 Reports are available, reading at the gender level

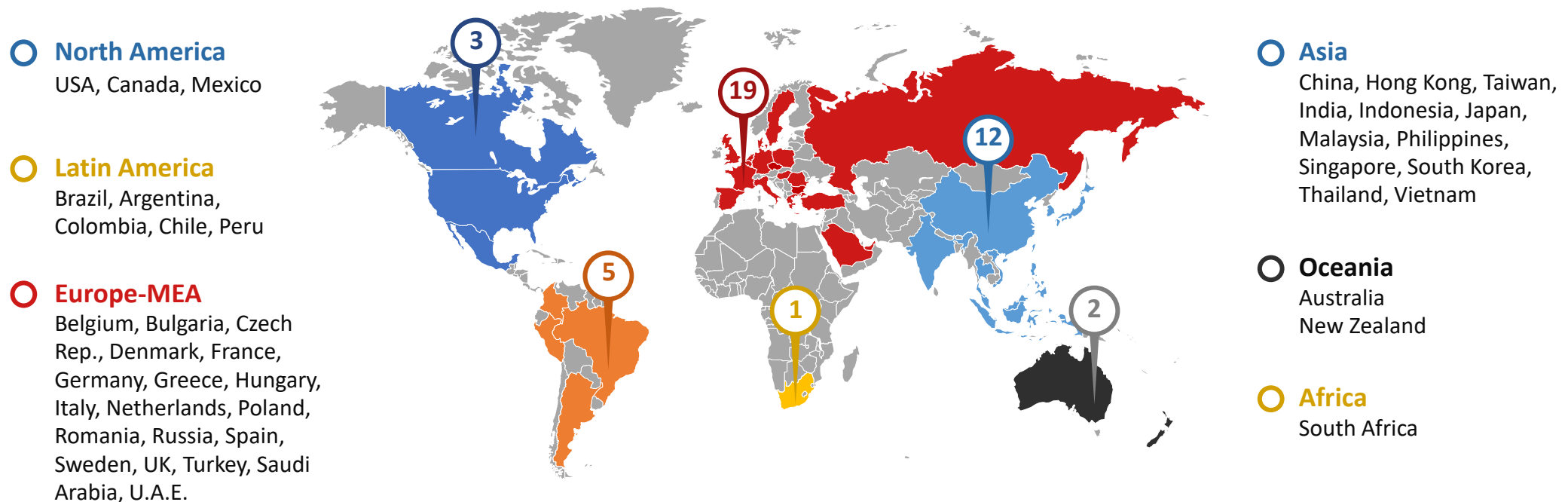
Each age group has its preferences, so BrandTrends offers 9 reports.

BrandTrends' thorough segmentation allows you to have a deeper knowledge of the target market for your brand. Girls are considered separately for boys in each study for the most accurate analysis available.



Our global coverage

Reports are available in 42 countries



and occasionally:

Austria, Switzerland, Israel, Nigeria, Zimbabwe, Afghanistan, Pakistan, Bangladesh, Sri Lanka, The Caribbean's ...

Over 80,000
interviews per wave

Our global coverage

Sample composition for the April & the October waves, per wave

Country	Total Sample (Respondents)	Sample 1 & Sample 2	Inlcudes 15-25 Young Adults	Includes 26-65 Adults
Total	81,622	25 Double samples, 17 Unique sample	28 Countries	29 Countries
Europe – AMEA				
Belgium	1,940	S1 & S2		Yes
Bulgaria	1,030	S1	Yes	Yes
Czech Republic	880	S1		Yes
Denmark	660	S1		Yes
France	3,420	S1 & S2	Yes	Yes
Germany	3,420	S1 & S2	Yes	Yes
Greece	1,140	S1		Yes
Hungary	880	S1		Yes
Italy	3,420	S1 & S2	Yes	Yes
Netherlands	1,940	S1 & S2		Yes
Poland	2,076	S1 & S2	Yes	Yes
Romania	1,068	S1		Yes
Russia	1,760	S1 & S2		
Spain	3,400	S1 & S2	Yes	Yes
Sweden	1,480	S1 & S2		Yes
UK	3,420	S1 & S2	Yes	Yes
Saudi Arabia	1,030	S1	Yes	Yes
Turkey	2,140	S1 & S2	Yes	Yes
United Arab Emirates	1,030	S1	Yes	Yes
South Africa	1,068	S1		Yes

Country	Total Sample (Respondents)	Sample 1 & Sample 2	Inlcudes 15-25 Young Adults	Includes 26-65 Adults
Total	81,622	25 Double samples, 17 Unique sample	28 Countries	29 Countries
Americas				
Argentina	1,300	S1	Yes	Yes
Brazil	3,060	S1 & S2	Yes	Yes
Colombia	1,300	S1	Yes	Yes
Chile	1,300	S1	Yes	Yes
Peru	1,150	S1	Yes	Yes
Canada	2,400	S1 & S2		
Mexico	2,540	S1 & S2	Yes	Yes
USA	6,240	S1 & S2	Yes	Yes

Country	Total Sample (Respondents)	Sample 1 & Sample 2	Inlcudes 15-25 Young Adults	Includes 26-65 Adults
Total	81,622	25 Double samples, 17 Unique sample	28 Countries	29 Countries
APAC				
Australia	2,160	S1 & S2	Yes	
China	4,180	S1 & S2	Yes	Yes
Hong-Kong	1,686	S1 & S2	Yes	
India	2,240	S1 & S2	Yes	
Indonesia	750	S1	Yes	
Japan	2,400	S1 & S2		
Malaysia	2,250	S1 & S2	Yes	
New Zealand	280	S1		
Philippines	950	S1	Yes	
Singapore	1,536	S1 & S2		
South Korea	2,140	S1 & S2	Yes	Yes
Taiwan	1,728	S1 & S2	Yes	
Thailand	1,630	S1 & S2	Yes	Yes
Vietnam	1,200	S1	Yes	

Over 80,000
interviews per wave

Our costs

Prices depend on the number of brands, target groups and markets.

Costs per country (excl. VAT)	BrandTrends Study		Coverage of your brands
	Annual subscription (4 waves)	Cost for individual wave	Per wave*
1 age group	€ 3.000	€ 1.600	€ 600*
2 age groups	€ 5.600	€ 3.000	€ 800*
3 age groups	€ 8.200	€ 4.300	€ 1.000*
4 age groups	€ 10.800	€ 5.600	€ 1.200*
5 age groups	€ 14.500	€ 6.900	€ 1.400*

If you book several countries, we will of course be happy to grant you a special discount.

You don't need the entire BrandTrends evaluation, but only individual KPIs? Talk to us!

* When a brand is included on the client's request, it is required to buy the BrandTrends report for the respective age group and country as the data delivery always includes a comparison with all other brands that were tracked in that wave.



THANK YOU FOR YOUR TIME

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