

Brand-Metrics Definition:

Brand-Metrics are the characteristics of a brand that we measure to determine the strength of the brand.

The Top 4 Categories that we measure are:

1. Brand Promise
2. Brand Attributes
3. Brand Equity
4. Brand Management

Brand Promise –

A Brand promise does more than express who you are; it indicates to your audience what they can expect to get from your company in exchange for their money and time... whether they are a customer, partner, investor or employee.

FedEx Example:

“When it absolutely positively has to be there overnight”

The FedEx Brand Promise is... The package will be there the next day.

Brand Attributes -

Brand attributes are the functional and emotional associations which are assigned to a brand by its customers and prospects. They are the basic elements for establishing a brand identity.

There are 4 primary elements that make up the Brand Attributes. They are:

1. Brand Name
2. Brand Visual Aspects
3. Brand Personality
4. Brand Pricing

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1. Brand Name

- a. The one element that will endure.

Examples: Ford, McDonald's, Coca-Cola, Disney

2. Brand Visual Aspects

- a. Graphic Standards
b. Logos, Logo Marks
c. Corporate Colors

Examples:

McDonald's = Yellow/Red

UPS = Brown

Coca-Cola = Red

The Home Depot = Orange

3. Personality

- a. Characters and mascots help to humanize an otherwise inanimate object or service
b. Characters and mascots bring your brand to life

Examples:

Geico Insurance = "The Geico Gecko"

Kellogg's Frosted Flakes Cereal = "Tony the Tiger"

Green Giant Frozen Vegetables = "The Jolly Green Giant"

Pillsbury Baking Company = "Poppin Fresh" The Pillsbury Doughboy

4. Brand Pricing

- a. Premium Brands have a 10% higher retail price than the Secondary Brand
b. Premium Brands have a 40% higher retail price over the Generic Brand



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Brand Equity –

Brand equity can be measured across different dimensions like brand awareness, brand loyalty, perceived quality, brand associations, etc.

Brand equity can also be measured by customer retention which equates to brand net worth.

Many strong brands will retain 65% - 90% of their customer base year after year.

Brand Management –

Brand management is the application of marketing techniques to market a specific product, product line or brand.

Brand management is essentially the “Branding Strategy” that an organization employs to control and develop the brand.

The management decisions made as to how to advertise and market a brand after the brand has been established will determine the longevity of the brand.