



Over the years  
I've had numerous research  
reports on my desk.  
However, this agency has  
given me ready-to-use  
actionable insights based  
on clear-cut conclusions  
and recommendations.

Jesse Bergsma  
Former Director Marketing & Sales  
Chellomedia

Are you ready  
to discover  
the reality  
behind your  
brand image?

Or would you simply like to  
know more about ProBAR?

We look forward to  
helping you realize  
your brand ambition.

ProBAR<sup>©</sup>  
Brand Associations

The reality of the brand

#### Find out more

To find out more about how  
ProBAR can give you value insight  
into the image consumers have of  
your brand, contact us at:

37°Celsius  
Tussen de Bogen 24  
1013 JB Amsterdam  
The Netherlands  
+31 (0)6 55 82 86 87  
[www.37celsius.nl](http://www.37celsius.nl)  
[info@37celsius.nl](mailto:info@37celsius.nl)

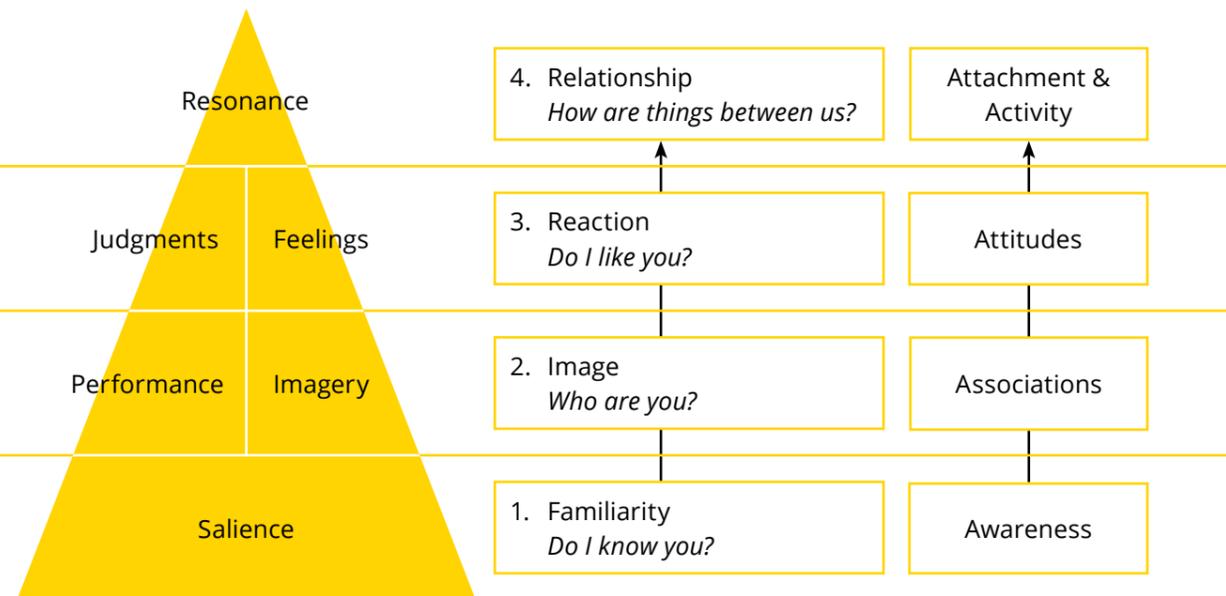


## What does ProBAR do?

ProBAR shows the open associations people have with brands and so provides important insight into a brand's strengths and weaknesses. Its own unique strength is in the way this method focuses directly on consumers' own associations.

Brands are associative networks in the minds of the consumer. ProBAR accurately reveals these networks by primarily using the free associations of large groups of consumers. Strong brands differentiate themselves because of the many positive and often unique associations they bring up. Various theoretical models describe how to build up strong brands. The most globally applied model is *Keller's Customer Based Brand Equity Model (CBBE)*, which focuses on the position of brands in the mind of consumers, whereby each phase must be covered before the next step can be taken.

In order to build a strong brand, it is important to understand the image consumers have of your brand and to manage this image. Extensive brand research attempts to provide insight into this brand image using pre-formulated assisted brand statements. The brand image that emerges gives a false sense of security and inadequate insight into the real perception of the brand.



Keller CBBE-model

ProBAR accurately reveals these networks by primarily using the free associations of large groups of consumers. This enables ProBAR to answer the questions you are not currently asking. Which questions you do need to ask depends on your starting point and ambitions. The brand strategists at 37°Celsius will guide you through the process and make sure you understand what you need to do to strengthen your brand.

## When to apply ProBAR?

ProBAR helps you to build strong brands. By working with you to define your ambitions for your brand and using ProBAR to uncover and understand your current brand position, we gain valuable insight into **how** you can achieve the required brand position and **what** you need to do.

Examples of where ProBAR can be used successfully include the following aspects of your brand strategy:

- Brand positioning**  
 By gaining insight into the actual brand image, it also becomes clear what movement is needed to develop the desired brand positioning.
- Communications strategy**  
 ProBAR visualizes which associations are attached to your brand and brand promise. We use this as the basis for advising you on which elements you should and should not communicate in order to realise the desired brand image.

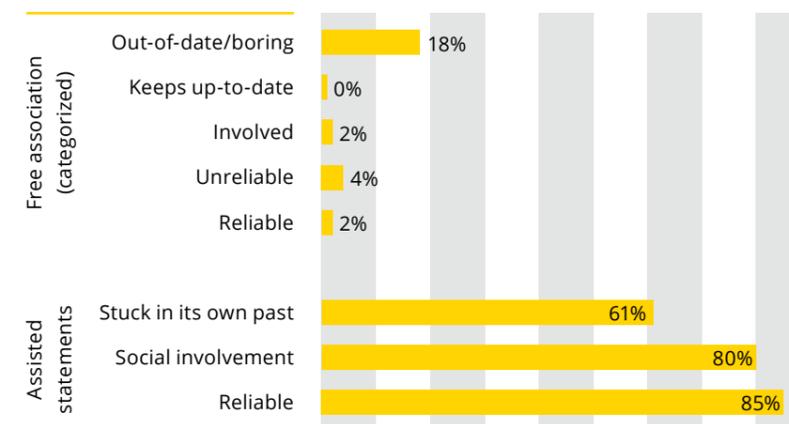
## How does it work?

In essence, ProBAR asks people to consider the following 3 points:

- What associations do you have when you think of brand X?
- For each association, state whether it is positive, neutral or negative for you
- For each association, state whether it is unique to brand X or being shared with competitors

This is done not only for your own brand, but also for competitor's brands, as well as domains and/or brand values surrounding your brand. Depending on your situation, we determine the cues we will give during the research with you.

Even though the questions are short and simple, they lead to valuable insights thanks to the analysis and interpretation carried out by our brand strategists. They are able to translate the results into *actionable insights*.



An example of the successful use of ProBAR **Dutch national broadcaster, KRO** ProBAR generated the following conclusions: 'reliability' and 'up-to-date' were no longer seen as strengths, but rather as weaknesses. The organization was also deemed to be out-of-date and boring, as the results show. These conclusions enabled brand strategists at 37°Celsius to redefine this long-standing broadcaster and successfully reposition the company with a new, modern image.