

Brand Performance Indicator

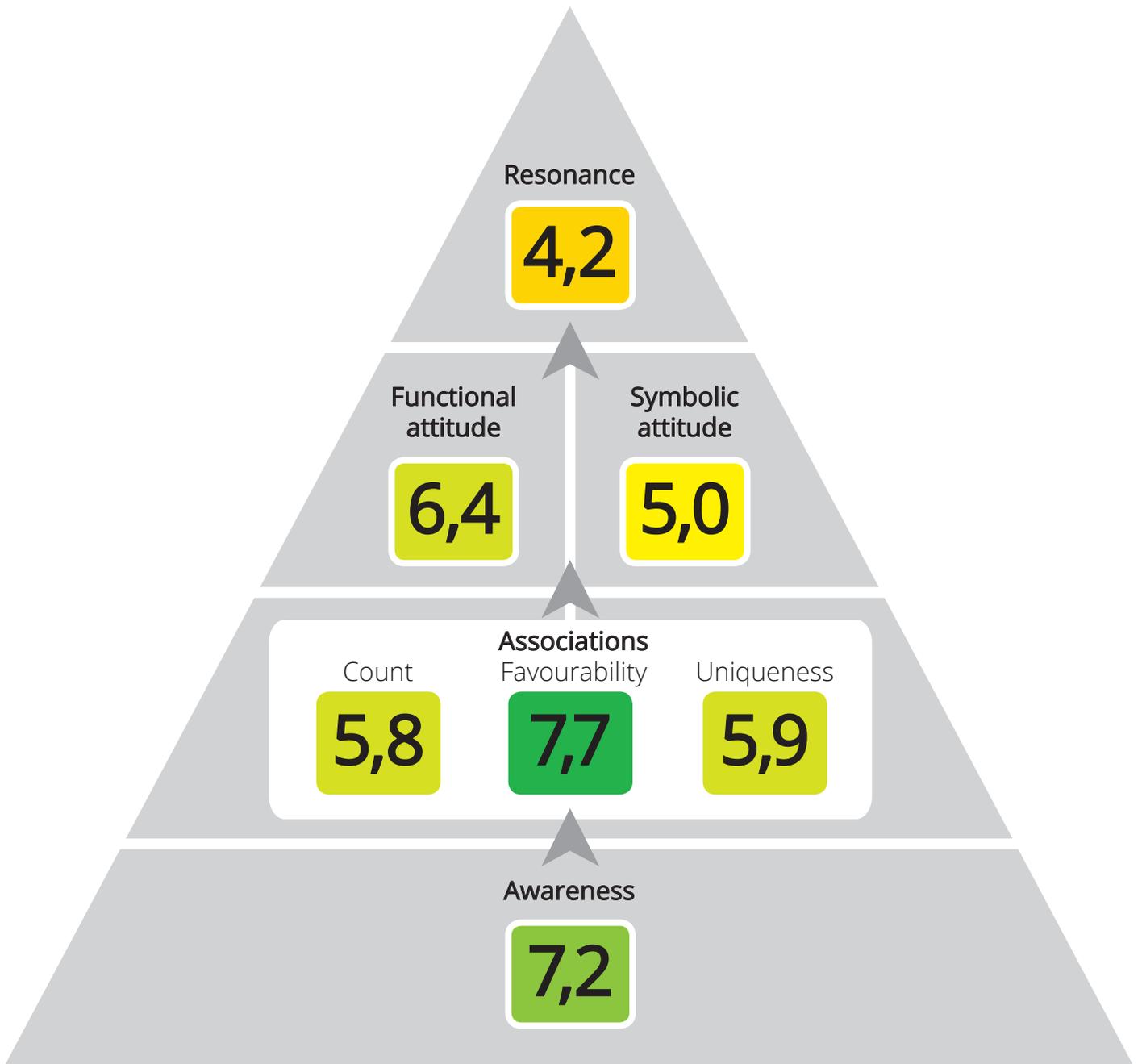
The Corona Pyramid



BPI Report Corona

6,1

The **Brand Performance Indicator Report** tells us Corona scores just a sufficient 6,1 in total as a brand. The awareness of Corona is good. The favorability of associations is good, the number- and uniqueness of associations are just sufficient however. The functional attitude (product performance) towards the brand Corona is sufficient, but the score in symbolic attitude (meaningfulness to the consumer) is insufficient, hindering consumers to start loving the brand, which explains the insufficient score in resonance.



Based on Keller's Customer Based Brand Equity Model (2003)

INTERPRETATION OF THE SCORES

YOUR BRAND

BENCH-
MARK

4,2

4,4

BRAND RESONANCE Once consumers formed a positive attitude towards Corona, a relationship between them and the brand can establish. They experience utter love for and loyalty towards Corona. This is the product of all foregoing steps of brand building. Based on the results, consumers do not experience a relationship with Corona (4,2), which is a little lower than the brand benchmark (4,4). This is mostly due to a low score in uniqueness and insufficient meaning to its customers.

6,4

6,4

BRAND ATTITUDE When associations are strong, (un)favorable and unique enough, consumers start developing an attitude towards the brand, both functional and symbolic, positive or negative. When it comes to perceived quality, credibility and superiority to other brands, Corona scores a sufficient 6,4 on **functional attitude**. Corona scores just as high as other brands.

5,0

6,0

The **symbolic attitude** represents the extent to which the brand elicits a consumer's feeling of fun, warmth, excitement, security or even self-respect. Corona scores a 5,0, relatively low compared to the average of all brands (6,0).

Knowing that both a high functional- and symbolic attitude lead to stronger brand, Corona would benefit from emphasizing the feeling consumers get from consuming their brand.

5,8

4,8

BRAND ASSOCIATIVE NETWORK Consumers start to generate associations when the brand becomes familiar and meaningful to them. The awareness should lead to creation of an associative network of associations that are strong, favorable, and unique. Corona's awareness has led to an almost sufficient score in **number of associations** in generates.

7,7

7,0

The associations that Corona elicits are evaluated as really positive for Corona (7,7), more positive than the average **favorability of associations** for other brands (7,0). Corona should strengthen these positive associations or add new ones.

5,9

6,1

The associations for Corona are not really unique (5,9) for Corona as associations are on average for brands (6,1). This means Corona has the PoP's. but not the PoD's. So Corona should try to increase the number of unique- and the **uniqueness of its associations**.

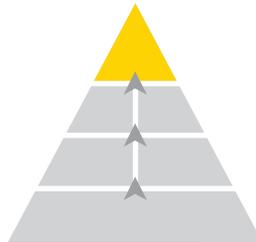
7,2

6,3

BRAND AWARENESS Corona scores a 7,2 on brand awareness. Thus Corona's consumers are relatively familiar with Corona as a brand. Corona scores higher than the benchmark in brand awareness. Of course there is room for improvement. Two forces that drive brand awareness are mental- and physical availability. Mental availability means being easily identified and thought of in many different purchase/usage situations. Corona is now identified only in summer, sun, and beach. Corona should increase the number of usage and buying situations or accept its seasonal perception. Corona's physical availability refers to the breadth and depth of Corona's distribution in time and space. An increase in market penetration will make it easier to buy Corona.

THE MODEL EXPLAINED

BRAND RESONANCE The top level of the brand symbolizes the extent to which consumers experience a relationship with the brand. When consumers reach brand resonance they experience brand-loyalty and brand-attachment. E.g. consumers indicate to “love the brand”, “would never buy another brand”.



HOW IT'S MEASURED

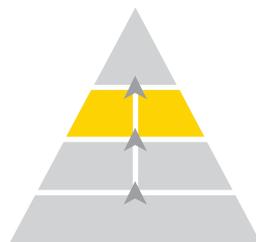
RESONANCE Do respondents experience a relationship with Corona?

Components such as

- Exclusivity
- Symbolic meaning of the brand
- Word of mouth
- Recommendation

BRAND ATTITUDE When an associative network has been generated, consumers start to form an attitude towards the brand. We make a distinction between two kinds of attitude:

- Functional attitude (the quality or credibility of the brand, is it superior to competitors)
- Symbolic attitude (the feeling the brand elicits).



FUNCTIONAL ATTITUDE Are respondents needs satisfied by the Corona brand?

Components such as

- Contentment
- Value for money

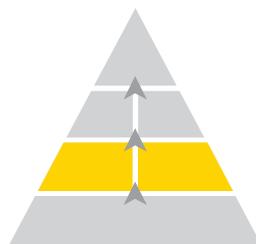
SYMBOLIC ATTITUDE Does Corona elicit a kind of feeling with respondents?

Components such as

- Feeling of warmth
- Feeling of safety

BRAND ASSOCIATIVE NETWORK After the brand has reached a sufficient level of awareness, consumers know of its existence and they start to generate associations. A strong brand has two different types of associations: strong, positive, but not unique associations, also known as Points of Parity, and strong, positive and unique associations, or Points of Difference. Again, the associative network consists of two kinds of associations:

- Functional (e.g. pricing, product benefits, style and design)
- Symbolic (e.g. purchase/usage situations, brand personality and values).

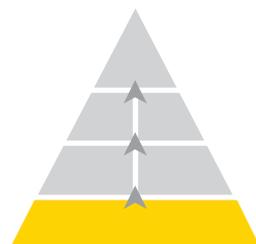


BRAND ASSOCIATIVE NETWORK How rich is the associative network?

Components such as

- Number of associations
- Favorability of associations
- Uniqueness of associations

BRAND AWARENESS The lower level of the pyramid shows how much consumers are aware of a brand and what the brand is. Before consumers will attach value to a brand, they have to know of the brand's existence. In other words, we ask consumers to what extent they are familiar with the brand. The level of brand awareness is a valid measure of how easy the brand is activated in the mind of the consumer (i.e. the depth of awareness), and the number of (purchase/usage) situations the brand gets activated in the mind of the consumer (i.e. the breadth of awareness).



BRAND AWARENESS Are respondents aware of Corona?

Components such as

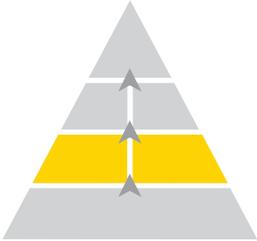
- Familiarity

RESPONDENTS AND SCORES 37°Celsius combines research and the CBBE model: consumers have to progress step by step through the hierarchical model of Keller to reach brand loyalty. We examined 200 dutch respondents, aged 18 – 65, men and women equally distributed.

All scores are distributed on a 10-point scale.



A VISUAL PRESENTATION OF CORONA'S ASSOCIATIVE NETWORK



The **BRAND CLOUD** below shows which associations come to mind for respondents when they think about Corona.

This associative network covers the second layer of the pyramid. According to the Brand Cloud, people think of Corona as: a nice, refreshing, Mexican beer which you drink when it's summer.



FIND OUT MORE? 37°Celsius can explore the favorability and uniqueness of associations. By categorizing these loose associations into manageable categories of associations, we're able to test the strength of a Points of Parity and Points of Difference and assess a BrandSWOT to discover which aspects of your brand is seen as a strength or weakness, and which aspects pose opportunities and threats.

Examples of categories of associations are product associations, brand values, price, target group, usage situation. Moreover, due to our regression analyses, we can predict which aspects of your brand can lead to higher brand resonance.

If you're interested in our follow-up products, or have any questions about this product, don't hesitate to contact us.

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