

qualtrics^{XM}



How to manage your brand in times of change

Making the new normal better
with world-class brand tracking



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Introduction

NOW'S THE TIME TO FOCUS ON BRAND EXPERIENCE

The significant global events of 2020 – coronavirus and social unrest – have fundamentally changed interactions with each other, how we engage with brands, and the way we align with values.

During this time, most of our experiences have been spent confined to the walls of our own homes. This reality has forced brand owners to rethink how they deliver the positive, powerful experiences that drive brand equity.

Rather than view this change as a challenge, it should be seen as a unique opportunity to redefine the way people relate to brands. People crave to be understood, and a brand that can anticipate consumers' needs, especially in times of significant change, is particularly valuable.

By getting “people right” when consumers need it most, you'll be able to provide experiences and memories that outlive any situation.

In this ebook, you'll learn why positive brand experiences are crucial to moving forward and how brand tracking can help you improve those experiences and deliver immediate and lasting success.

65% of consumers indicated that brands' actions significantly or majorly impact their trust in a time of crisis.¹

¹Qualtrics. “How your brand can build and keep trust amid COVID-19.” April 1, 2020. <https://www.qualtrics.com/blog/build-brand-trust-covid-19/>

SECTION 1

Experiences build brands

Experiences build brands

A brand is often described as a network of associations that live in a consumer's mind. The size, richness, and structure of these associations can help you evaluate perceptions, relevance, preference, and ultimately, whether your marketing strategy is working.

That network of associations is the result of a series of learned experiences brands encode into our memory over time. Think of the first time you flew on an airplane and the flight attendant let you have two snacks. Or the last time you interacted with an especially cheerful and helpful customer service representative. Maybe you follow a brand on Twitter because it's genuinely enjoyable and fun.

Every experience – large and small – works together to build brand affinity and loyalty over time. Ultimately, it is our overall brand experience that determines the products, services, or employers we choose.

But the most powerful brand experiences are those of personal and special significance. The first dance at your wedding may have only lasted a few minutes, but you will likely remember it for decades. Emotional events and experiences like those occurring right now can take root more deeply in our mental network of associations, making essential interactions more meaningful and memorable.

Brands that take relevant action in the moments that matter have the potential of rewiring and strengthening the pattern of brand memories that can now accommodate enhanced perceptions.

SECTION 2

**Seize the opportunity
to make a difference**

Seize the opportunity to make a difference

You have an opportunity to make your brand more meaningful to your consumers and employees by supporting their needs during one of the most significant ordeals any of us will encounter in our lifetimes. Brand experiences – both on and offline – that are perceived as relevant will be remembered when people make future choices.

Trust. It's a feeling most companies hope customers and employees will associate with their brand, but it can be a difficult thing to earn. Right now, trust is on everyone's minds. Can I trust my doctor to sanitize the premises after every patient? Do I trust this restaurant's hygiene, or should I get a meal delivered at home instead? Can I trust this airline or hotel to go the extra mile and clean cabins, seats, and rooms? In times of uncertainty consumers want to trust the experiences being delivered by brands.

Factors that make consumers trust brands more during the COVID-19 pandemic²

Don't take advantage of a crisis to maximize their own profits	33%
Take care of their employees	24%
Take care of their customers	24%
Maintain reasonable pricing	22%
Go above and beyond safety standards and recommendations	21%

²Qualtrics. "How your brand can build and keep trust amid COVID-19." April 1, 2020. <https://www.qualtrics.com/blog/build-brand-trust-covid-19/>

Seize the opportunity to make a difference






Strengthening your brand isn't just about building trust. You must also recognize salient needs, think through different perspectives, and reframe problems into opportunities.

When brands take concrete action that unambiguously signals that they understand what their customers or employees want and need, they can reshape the overall brand experience and develop enhanced meaning that would otherwise take years to establish.

“We believe that trust encompasses employees’, consumers’, and the larger community’s perception of the brand, and this is what we are working on.”

Sitaphan Srichoo, Consumer Intelligence Manager, Green Spot

Seize the opportunity to make a difference

Brands that made a difference during a pandemic	
	Moved quickly to offer doorstep delivery
	Pivoted to COVID-19 screening at airports and businesses
	Teamed up to enable government and health agencies to track infections through Bluetooth-based contact tracking technology
	Shifted production at some of their rum distilleries to supply ethanol for production of hand sanitizer
	Quickly trained staff to remotely tutor kids at home through an online platform

Experiences are crucial to building brands, but they don't have to rely solely on human interaction or in-the-moment, sensorial experiences. Every touchpoint – from a tweet to a product download to an executive's behavior – has the potential to shape experiences and memories that define the meaning people attach to a brand. Even small actions have a powerful impact.

But how do you identify opportunities to innovate and revitalize the experiences you deliver?

SECTION 3

**Brand tracking is critical
in times of change**

Brand tracking is critical in times of change

With research budgets increasingly under intense scrutiny and a wide array of digital tools that help you assess marketing efforts against ROI in real time, you may question the value that brand tracking research provides beyond the customer experience programs you're already running.

However, even in today's digital age where information is often available at your fingertips, brand tracking remains the best source of strategic insights to derive the attractiveness of your brand and understand how it competes in the minds of consumers. More importantly, it allows you to anticipate future demand for your brand, so you can take the right course of action to capitalize on opportunities.

“Just because your [marketing] budgets have disappeared doesn't mean that your brand-building efforts disappear.”

Raja Rajamannar, Global Chief Marketing and Communications Officer, Mastercard

Brand tracking is critical in times of change

Undeniably, many brand trackers are notoriously over-engineered and expensive, packed with proprietary metrics that rarely tie to business outcomes and are difficult for clients to internalize and socialize.

However, when done right, the insights that brand trackers provide can be augmented to help you find the right audiences for your brand and linked to programmatic actions that enable you to drive business results.

WHY IS BRAND TRACKING IMPORTANT?

- + Gain a holistic picture of your brand, so you can understand what's driving your marketplace results.
- + Understand how changes in brand strength impact marketplace results.
- + Surface the key attributes that drive consumers to your brand and help predict an outcome.
- + Measure whether your current actions and messages are resonating today and driving loyalty.
- + Identify new or changing trends, surface short-term effects, and determine appropriate responses.

Now's the time to invest in brand tracking – the right way. To capture and act on real-time insights from every touchpoint, from brand communications to customer experiences. To connect external data sources, such as social and search, and leverage machine learning to analyze text for changing sentiment and trends. And do it all on your timeline and budget, without having to wait on an outside agency.

SECTION 4

Smarter, more actionable brand tracking

Smarter, more actionable brand tracking

Qualtrics Brand Tracking gives you real-time analytics and predictive insights to make smarter, faster decisions that will drive your business forward. With core brand metrics to data from every touchpoint that matters, Qualtrics empowers you to understand and consistently track your brand health and take action when opportunities present themselves.

A time- and resource-efficient research solution, Qualtrics Brand Tracking helps you uncover new market realities, faster and at lower cost.

- + **Continuously listen for new signals and trends** that may impact your brand by connecting to more than 128 data sources for solicited and ambient data.
- + **Deploy shorter, sharper surveys** designed to get to the data that really matters to your business.
- + **Understand what touchpoints drive brand strength and desired outcomes** – and understand how experiences with these touchpoints impact brand consideration.

Smarter, more actionable brand tracking

The most advanced analytics and intelligence are built directly into the Qualtrics platform, saving you valuable time and budget. You can easily share information across your organization, all while ensuring the right people get the right information to make faster, better decisions. And best of all, you can access immediate insights and receive automatic alerts that provide an early warning system to significant changes – no more waiting weeks or months for the insights that matter most.

And if you need help, Qualtrics Research Services can assist with study design, implementation, analytics, and reporting. Our flexible engagement model lets you leverage our team of more than 130 experts, XM scientists, and research managers as much or as little as you need.

“If we didn’t have Qualtrics, it would have taken us much longer and cost more money to get the insights we have now. Having in place the brand tracker provided Beiersdorf with the freedom and choice to quickly respond, which we were able to do in weeks.”

Shameek Raj, Head of Data, Analytics & Insight – Brand & Media, Beiersdorf Australia

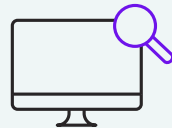
Smarter, more actionable brand tracking

Now more than ever, you should be focused on building your brand and solidifying your position in the market. Qualtrics Brand Tracking will help your organization go beyond measurement to take actions that drive the most impactful results – today and in the post-pandemic world.



One system

Get a holistic picture of your brand on one platform.



Real-time analytics

Derive immediate insights from built-in analytics.



Automated actions

Drive results through action and accountability.



Flexible services

Ensure success by tapping into our expertise, when and if you need it.

READY TO GET STARTED?

Learn how Qualtrics BrandXM is helping leading organizations create brands that customers love.