Setting a Brand Research Agenda in Social Marketing

Healthy Lives. Measurable Results.

2nd World Non-Profit & Social Marketing Conference
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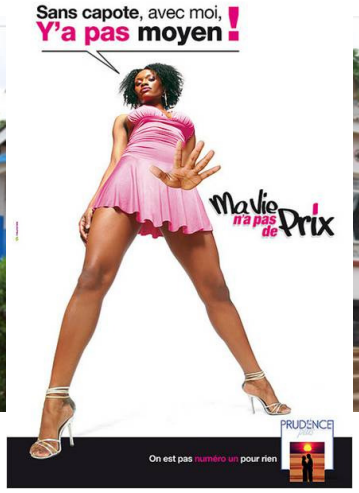
Brands

Socially Marketed Brands



Social Marketers' Challenges within Different Market Environments

Developing Market
- SM brand may be market dominant
- continue building demand
- increase behavior change

Nascent Market
- launch new brand
- increase access through private sector
- build demand

Mature Market
- SM brand one of many on the market
- grow category
- increase sustainability by segmenting market
- increase & sustain behavior change

Sell-off Brand

Factors that Influence Market Environments

Outside of marketers' control

- Burden of disease
- Macroeconomics
- Wealth distribution
- Existing infrastructure
- Market dynamics – what the competition looks like
- Decisions the government makes around free product distribution
- Donor pressure for sustainability

Within marketers' control

- The socially marketed brand
- Segmenting the market
- Making space for the commercial sector
- Growing the category
- Public/private partnerships

Questions about Socially Marketed Brands

- How do consumers experience and perceive them?
- What is their role in accomplishing organizational objectives?
- What influence do they have on behavior change?
- When and where do brands require repositioning?
- When are new brands needed to meet the demands of a changing environment or different consumers?
- Are we unintentionally competing with other brands on the market?

Session Objectives

- Describe PSI's approach to branding research
- Illustrate a better brand management process across a range of socially marketed brands
- Present results from two pilot studies in Madagascar and Guatemala
- Demonstrate how findings can be integrated into brand development, positioning, execution and long-term management

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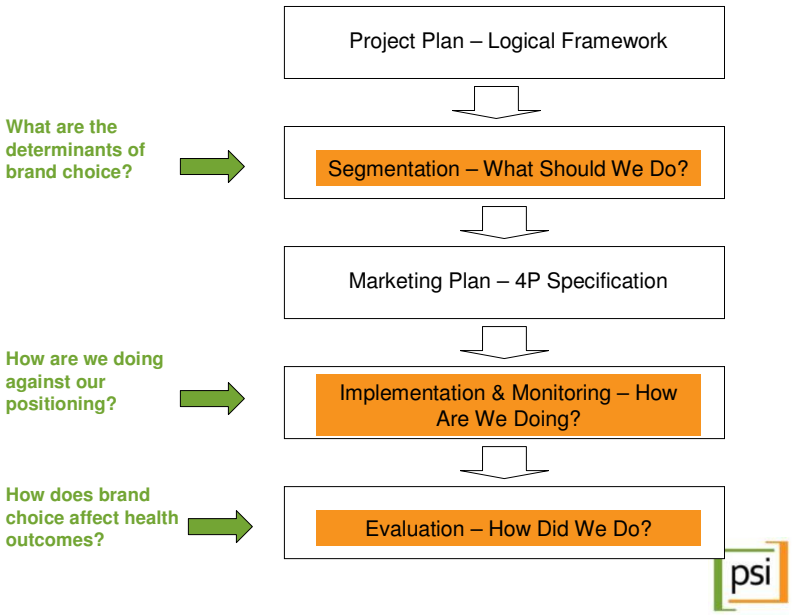
Branding Research & the Social Marketing Process



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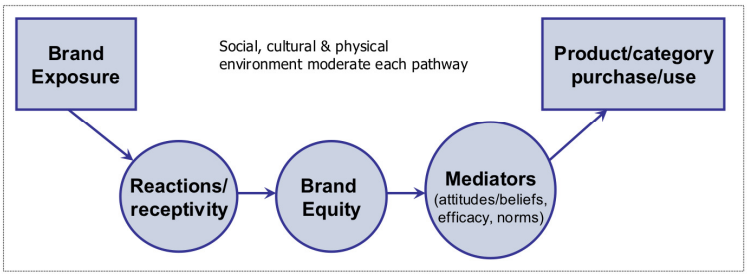
Brand • equity

(brand• e-kwə-tē') ***n.*** **1.** a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product and or that products' customers.

Exhibit 1. Brand equity conceptual model



PSI's Brand Equity Initiative

1) Design a conceptual framework and research methodology with standardized metrics of brand equity, mediators of health behavior change and consumer purchase behavior;
2) Develop a mid-term strategy to extend existing PSI consumer purchase methods into behavioral branding; and
3) Develop a long-term strategy to implement a comprehensive consumer purchase and behavioral branding research agenda.

Madagascar Case Study (Developing Market)

Protector Plus Positioning

Madagascar Research

- Formative research helped the marketing team:
  - Rebrand P+ including positioning, personality, and execution strategy
  - Design a baseline survey to monitor changes in brand repositioning & evaluate the influence of brand equity on condom use
- Survey Research revealed that:
  - Higher-order brand equity factor associated with both condom category and P+ brand use
  - Individual brand equity factors such as price, satisfaction and quality associated with condom use

New Protector Plus Positioning

New Protector Plus Positioning

PASMO Case Study (Mature Market)

PASMO Research

- High brand equity, equal to that of the competitor brand
- Competitor brand had loyal users and appeared to be 'premium' condom in the low-tier category
- High in leadership and popularity, except for some products in mid-tier category
- Users of multiple condoms could be potential switchers between primary brand used
- Consumers used different brands of condoms with different partners
- Consumers willing to pay more than current price

New Vive Positioning

New Vive Positioning

[redacted]

New Vive Positioning

[redacted]

Future of Brand Equity Initiative

- Continue to improve research methods
- Conduct follow-up studies to monitor and evaluate progress against brand positioning
- Incorporate into marketing planning process
- Build demand through a total market approach

Thank you!

- http://psi.org/resources/research

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