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BMM Edition 2022

The fastest way to understand your brand

Bernard Scheray

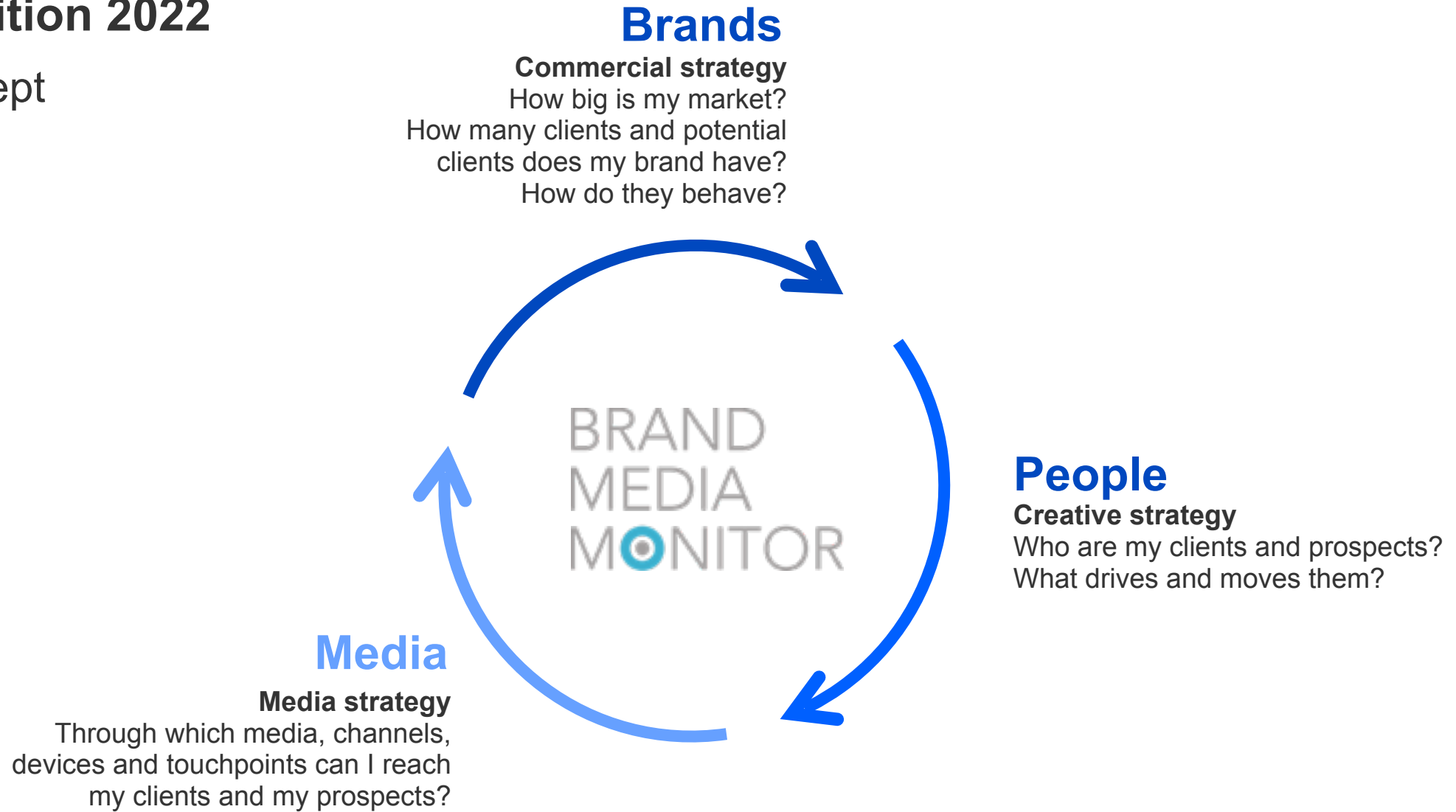Project reference: 210138

The three pillars for any effective communication strategy

1. Can I define the target group?
   Who?

2. Do I understand the target group?
   The message?
   How does it feel?

3. Where can I touch the target group?
   The Contacts?
   Where can we touch?

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The concept

Brands
Commercial strategy
How big is my market?
How many clients and potential
clients does my brand have?
How do they behave?

People
Creative strategy
Who are my clients and prospects?
What drives and moves them?

Media
Media strategy
Through which media, channels,
devices and touchpoints can I reach
my clients and my prospects?

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The content

Brands
47 sectors / 105 products
usage & purchase, frequency, shopping
location, motivations, Word of Mouth
1291 brands
awareness, usage, attitude, recommendation (NPS)

Media
(+/-)
16 dailies and 13 supplements - 93 magazines –
4 regional free papers – 59 TV stations –
12 providers of view on demand/streaming -
37 radio stations – 17 providers of audio streaming
- 24 OOH formats – 62 websites -
10 instant messaging platforms –
8 social media accounts – Usage of 15 different
shopping apps – Possession of 16 different apps
on smartphones

People
— socio-demographics
— semiometry
— attitudes (TGI)
— shopper typology
— innovation segmentation
— the digital consumer
— leisure activities
— sustainability

BRAND MEDIA MONITOR

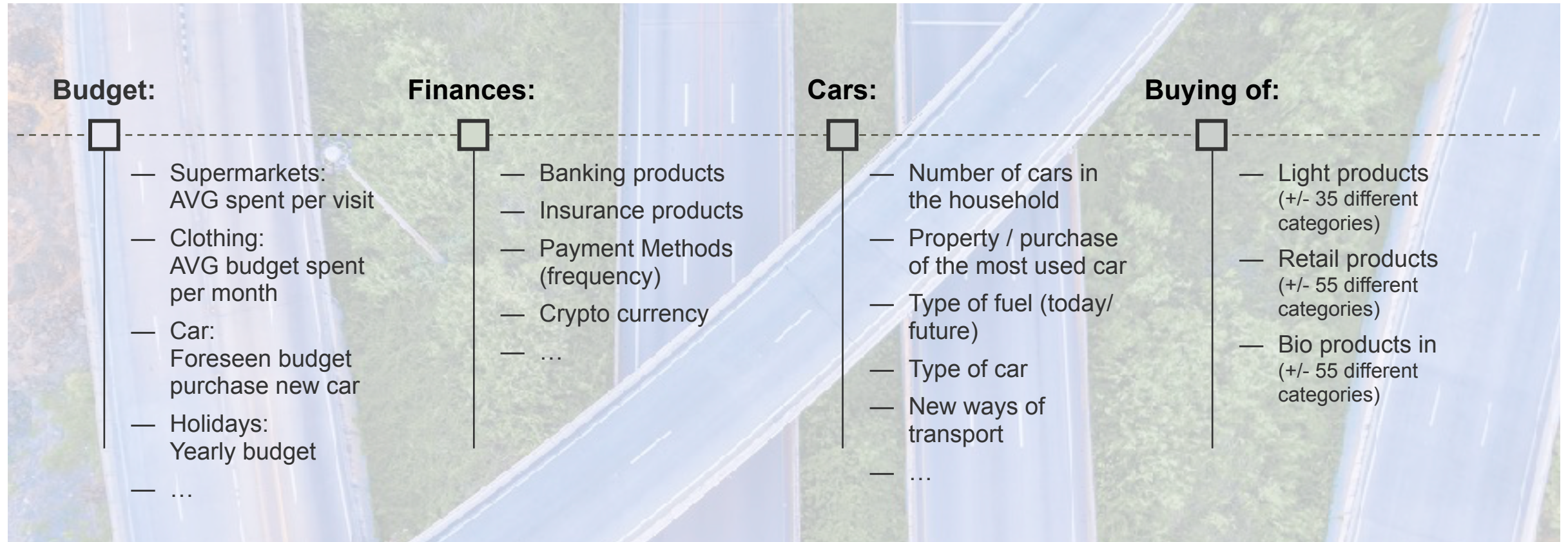# Product Categories: Standard Questions

Usage and purchase

- FMCG:
  Frequency of Purchase + Usage
  (by whom?)
- Other products / shops:
  Frequency of usage / Visits
- Services:
  Clientship

Frequency of purchase
(dependent on the category)

Ranging from:
- daily
- several times a week
- about once a week
- once or more times a month
- once every 2 to 3 months
- several times a year
- once a year
- every 2-5 years
- every 6-10 years
- less frequently
- never

Product Categories: Sectorial Questions (limited)

Budget:
— Supermarkets: AVG spent per visit
— Clothing: AVG budget spent per month
— Car: Foreseen budget purchase new car
— Holidays: Yearly budget
— …

Finances:
— Banking products
— Insurance products
— Payment Methods (frequency)
— Crypto currency
— …

Cars:
— Number of cars in the household
— Property / purchase of the most used car
— Type of fuel (today/ future)
— Type of car
— New ways of transport
— …

Buying of:
— Light products (+/- 35 different categories)
— Retail products (+/- 55 different categories)
— Bio products in (+/- 55 different categories)

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Brands: Three Dimensions

1. Awareness

- I know this brand,
  even if only by name
- I don't know this brand

2. Behaviour

- once or more a day
  (possess or customer with durables / services)
- once or more a week
- once or more a month
- once every 2 to 3 months
- several times a year
- once a year
- less often (specify by category)
- I've used, but not anymore
- I have never used this brand
- don't know

Note: different wording (use, consume, visit, buy, drive, play,
am client, …) according to category
(see excel)

3. Attraction

- Preference:
  It is my favourite brand
- Acceptance:
  I could choose this brand
- Neutral:
  I don't know whether I would choose
  this brand or not
- Rejection:
  I wouldn't choose this brand

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Brands: BMM Brand Segmentation

Based on Awareness, Usage & Attitude

■ Preferred ■ Accepted ■ Indifferent ■ Preferred ■ Accepted ■ Indifferent ■ Reject ■ Unaware

USERS NON USERS

Fans
(ex-'Loyals')

— Users that prefer the brand

At Risk

— Users that accept the brand, or are indifferent

Potentials
(ex-Open non-users)

— Non-users that prefer or accept the brand

Hard to reach

— Non-users that are indifferent, reject the brand, or don't know it

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Brands: Recommendation (Net Promotor Score)

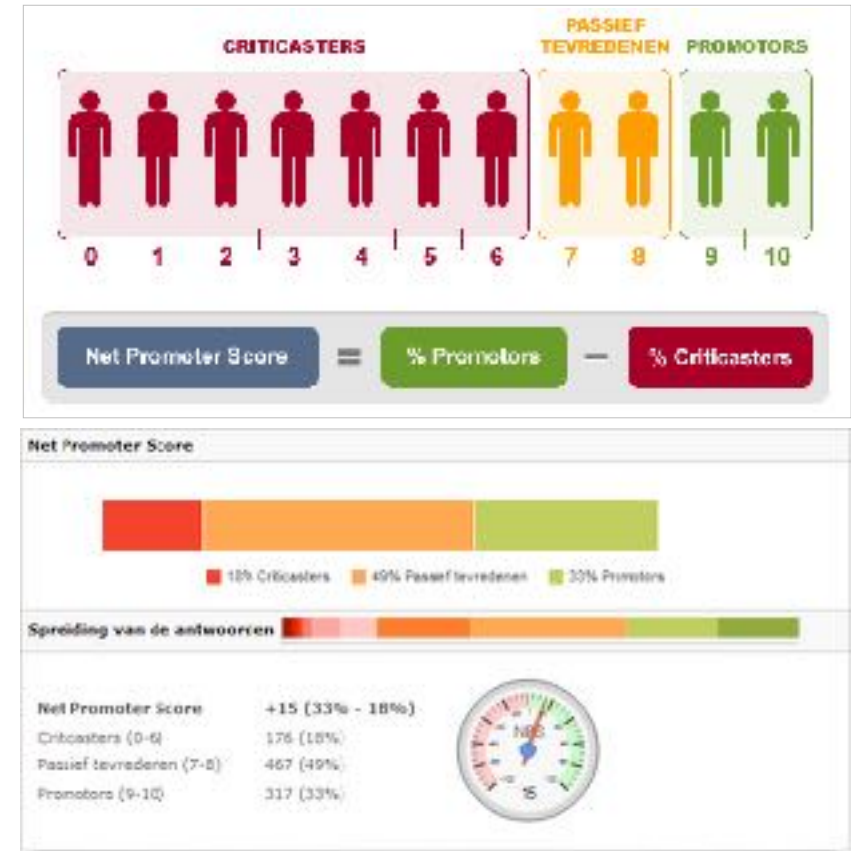Calculation Net Promotor Score

What?

– Popular measurement of customer satisfaction
  (° Reichheld)

Question:

– Base: Users of the brand
– Wording: 'To which degree would you recommend this brand
  to friends, family or colleagues?'
– Scale: from 0 (very unlikely) to 10 (very likely)

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BMM Edition 2022: The method

11th wave of the study (° 2001), launched end of May , 2022

SAMPLE

- n = 5015 (target)
- Representative of the Belgian population aged 18-75 years

METHOD

- Online Self Completion (TNS OAP panel + preferred suppliers)
- 3 Questionnaires of 1h, single source
- 3 shortened versions of each questionnaire (50'), linked together in one database through a validated ascription

PERIOD OF FIELDWORK

- March – April 2022

DATA PROCESSING

- Reweighing towards the CIM Golden Standard (Sex, Age, Education, Profession, Social Group, Region, Language, Household Size)

What makes Brand Media Monitor unique?

The BMM starts where the CIM surveys end:
- Richer descriptions **of people** *(>< CIM: merely socio-demographics)*
- Relevant segmentations of 1200+ **brands** *(>< no brands in CIM TGM)*
- A 360° and 3D approach of **media** and touchpoints *(>< still no 'roof' above tactical surveys CIM)*

A unisource combination of people, brands and media

A **solid data collection method**:
single source (three waves), self-administered online questionnaire, large representative sample (n=5.015)

A **long term project**: bi-annual, stability and innovation
- Integration of internationally validated **research tools**: Semiometrie, Connected Life, TGI attitudes, sustainability… that offer exclusivity and insight
- A differentiated offer for **all industry parties**: media owners, sales houses, media agencies, advertisers, agencies, researchers, … . Usage of **Galileo** for tailor made analysis.
- Member survey of the international **TGI network (Kantar)**

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