



# THE RELATIONSHIP BETWEEN CUSTOMER PREFERENCE AND BRAND STRENGTH

## The Client Challenge

Our client, one of the top manufacturers of consumer electronics, wanted to have an extensive look into the relationship between their brand strength and some top purchase funnel indicators as well as better understand what drives customer preference and the extent to which it could be increased by leveraging brand attributes. Additional challenge was how Marketing investment affected Brand Preference (1st choice brand) as well as uncovering additional Preference drivers.

## The GemSeek Approach

We summarized a large set of data from primary research for several time periods across main regions for all activity sectors of the client. We probed using various statistical techniques (linear regression, structural equation modeling, PATH analysis) which could describe the dependency between Preference and Brand Image attributes. We closely controlled model parameters from stochastic point of view but also reviewed the practical coherence between current analyses and possible actions. We investigated the relationship between historical and projected Advertising & Promotion (A&P), Above the Line (ATL) spending and Share of Voice (SoV), Revenue, Business strategy direction, and Competitive environment.

## The Deliverables

Our report to the client contained visual representation of all plausible interaction between Customer Preference and brand attributes across regions and sector of activity. A set of particular recommendations and action points was also available along with their possible financial effects and market leverages.

