

迎接數位時代的品牌健康追蹤調查

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對於許多品牌主來說，定期的追蹤品牌健康是不可或缺的投資。就像人類的健康檢查一樣，定期品牌健檢可提供檢視自身品牌競爭力變化的線索，同時也是追蹤競爭品牌的有效工具。而隨著品牌溝通工具與傳播環境的變化，傳統的品牌健康追蹤調查也需要有新的思維，像是納入社群智慧分析(Social Intelligence)的指標與工具就是品牌不可忽視的趨勢。

傳統的品牌追蹤調查重視的是消費者對品牌的記憶 (Memory)，是一套綜合想法、經驗、印象、故事、連結、顏色、聲音、符號甚至記憶的獨特連結。透過定期追蹤關鍵的品牌關鍵績效指標 (KPI)，可以了解消費者對於品牌記憶認知的變化。另一方面，透過社群智慧分析 (Social Intelligence)，品牌主可以了解一連串、不斷累積，關於品牌或產品與消費者互動的時刻 (Moment)，包含產品使用經驗、傳播接觸點的體驗以及消費者間的口耳相傳等。相比傳統的品牌追蹤調查，社群智慧分析 (Social Intelligence) 更可以讓品牌主從消費者的觀點，用消費者的語言，了解真實的品牌與產品使用情境，挖掘更多不一樣且深刻的消費者洞察。

然而，當品牌主想要把社群智慧分析 (Social Intelligence) 納入品牌健康一併追蹤前，有沒有什麼需要注意的呢？就益普索的觀察，品牌主至少應該注意以下八點：

- **有時候，消費者就是不會在網路談論特定品類**
對於某些較為敏感(像是疾病)或是低涉入的品類(像是牙刷)，人們很少會在網路上分享他們的意見，或是消費者更為偏好在特定具隱密性的群組平台中進行討論。
- **有時候，消費者就是不會在網路談論品牌**
社群網路的討論內容往往會因品類與品牌而有很大的差異。很多時候，如果今天品牌在社群平台上並不活躍，或是缺少令消費者關注的焦點，往往會很難在網路引起消費者的關注與討論。
- **不是所有網路上的資訊都是由消費者貢獻或產出的**
社群平台的內容往往包含品牌自身發布甚至購買的內容 (paid and owned content)，另一方面，也有越來越多內容是透過機器人或是透過程式進行產製，品牌主在分析資料時，必須要留心做好嚴格的資料清洗 (data cleansing)。
- **日漸受到重視的網路隱私**
不可忽視的事實是 18%的人他們不會將他們在網路上的對話公開，往往只開放給特定的親友。另外，日漸嚴格的隱私限制也讓所謂的隱世社交 (dark social) 比例日漸提高，像是無法留下可追蹤的網路對話形式。

- **網路並不是真實世界的完全反映**
不是所有人都會在網路上發文討論，同樣的，網路上發文的族群也不等於整體人口。在網路或是社交平台上所發現的任何重要洞察都應該留心只反映了特定族群的聲音。
- **不是所有族群都能透過網路追蹤**
社群智慧分析(Social Intelligence)的重點在於了解發文者、討論者的活動樣貌而非一般傳統的消費分析方式。所謂的網路消費者輪廓，指的通常只是發文者的輪廓，同時，我們往往也無法特定聚焦分析像是像是「有意願購買者」的分析。
- **大品牌在網路上不見得具有優勢**
人們往往只會在特定時刻討論他們心中覺得重要或是有趣的議題。對於已有一定知名度大品牌來說，如果沒有辦法在消費者關注的議題上建立連結，實體的品牌優勢往往反映在社交平台上。
- **小品牌在網路上往往會被過度代表**
相比有歷史的大品牌，利基品牌 (niche brand) 或是新崛起的品牌對於消費者來說，往往更有趣，更具有在網路上談論的價值。但這些品牌在網路被網路討論的比例通常也無法與他們在現實世界的表現相比。

儘管有上述需要注意的地方，結合社群智慧 (Social Intelligence) 的分析結果往往更能強化品牌傳統追蹤關鍵績效指標 (KPI) 的內容，提供品牌主更即時有用的資訊來診斷市場與消費者的狀況，也提供品牌策略發展更豐富的內涵。

Ipsos 益普索市場研究

Ipsos是全球頂尖的專業市場調查研究機構，在世界各地八十九個國家設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

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Embrace a digital brand health tracking age

Johnson Hsiao, Ipsos Senior Research Manager

For many brand owners, regular tracking of brand health is an indispensable investment. Just like human health checkup, regular brand health checks provide clues to examine the competency of your brand and serve as an effective tool to track competitors as well. With the changes in brand communication tools and media environment, traditional brand health tracking surveys also require revamp, including covering social intelligence, which is a trend that brands can't ignore.

The traditional brand tracking survey focuses on the consumer's memory of the brand, a unique link to a comprehensive set of ideas, experiences, impressions, stories, links, colors, sounds, symbols and even memories. By regularly tracking key brand KPIs, you can understand the changes in consumer perceptions of brand memory. On the other hand, through social intelligence, brand owners can understand a series of moments of continuous accumulation of brand or product interaction with consumers, including product experience and word-of-mouth communication among consumers. Compared with the traditional brand tracking survey, social intelligence allows brand owners to learn more about real brand and product usage scenarios from the perspective of consumers, and to explore more different and deeper consumer insight

However, if the brand owner wants to incorporate social intelligence into the brand's health tracking, is there anything needed to be pay more attentions? Based on Ipsos' observation, the brand owner should at least pay attentions to the following eight points.

- **Sometimes, people just don't talk about the category**
For some sensitive (like diseases) or low-involved categories (like toothbrush), people rarely share their opinions on the Internet, or consumers prefer a more private online group to discuss.
- **Sometimes, people just don't talk about brands**
The discussion content on social network varies by category and brand. Many times, if brands are not actively on the social platform, or lacking the focus what consumers are really interested, it is difficult to attract consumers' attention and have more discussions on the Internet.
- **Not all content is consumer generated**
The contents on social platform often includes paid & owned content of the brand itself. Also, more and more contents are produced via robots or programs. When the brand owner analyzes social data, must be taken to ensure strict data cleansing.

- **Privacy is a concern**
The fact that can't be ignored is that 18% of people will not disclose their conversations on the Internet, and often only open to specific relatives and friends. In addition, increasingly strict privacy restrictions may led to an increase in the so-called "dark social", online conversation unable to track.
- **Not representative of total market**
Not everyone will post on Internet. Similarly, the people often posting on the Internet does not be equal the overall population. Any important insights found on social platform should be careful to interpret if only reflecting the voice of particular group.
- **Difficult to target specific groups**
The focus of the social intelligence is to understand who post, who involve discuss rather than the traditional consumer analysis methods. The so-called online user profile refers to the profile of the post. At the same time, we can't zoom into specific group of interest(eg. Purchase intenders)
- **Distinctive associations are top social topics**
People talk about things that are prominent in their minds at a particular moment. Therefore, established brands that do not have distinctive associations may not surface on social.
- **Small brands tend to over-index**
The smaller niche or emerging brands that are more exciting tend to be talked about more than the established brands that have less new news to share.

Despite the above-mentioned areas that need attention, the analysis of social intelligence often strengthens traditional brand tracking KPI, providing brand owners with more immediate and useful information to diagnose the situation of the market and consumers, and also provides more resources with brand strategy development.

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