

**BRAND HEALTH TRACKER
CASE: CARLSBERG GROUP**



"THE BRAND HEALTH TRACKER REPRESENTS A SIGNIFICANT ENHANCEMENT TO HOW TO APPROACH TRACKING OF KEY CONSUMER METRICS. THE BRAND HEALTH TRACKER WILL SHORTEN OUR RESPONSE TIME, INCLUDE IMPLICIT MEASUREMENTS OF OUR BRANDS AND ULTIMATELY PROVIDE US WITH A UNIQUE BRAND MENTAL NETWORK. THIS GOES BEYOND THE TRADITIONAL ANALYSIS AND BUILDS ON THE LATEST METHODOLOGICAL ADVANCEMENTS. WE BELIEVE THIS WILL GIVE US COMPETITIVE ADVANTAGES AND WILL SHORTEN OUR RESPONSE TIME."

- Piotr Winiarski, Senior Director, Consumer and Shopper Insights, Carlsberg Group



Carlsberg uses a motivation and context based segmentation model developed with Ipsos to allocate its brands into segments and optimize the positioning for each brand. In order to strengthen both the global brand building and to monitor changes or new potential across markets, a Brand Health Tracker (BHT) system has been introduced. With the BHT, Ipsos also provides a data deliverables structure "from simple to very complex", boosting the accessibility for targeted insights across the organisation.

Challenge

To transform the segmentation approach into a Brand Health Tracker (BHT). The BHT shall enable Carlsberg to accelerate the gathering of insights and to analyse results on a global scale on markets, across markets and between markets:

- A systemic solution with the flexibility to fit with both complex and simple market structures.
- Support the organisation to gain insights that are more rooted in the market/consumers and pointing forward.
- To build a common language that helps to share, learn and plan across markets.

The Result

"With the BHT fully integrated, we will have a data deliverables structure from simple to very complex. And as we accumulate data globally, we will have the possibility to generate new strategic insights, which will give us a competitive advantage."

*- Piotr Winiarski, Senior Director,
Consumer and Shopper Insights, Carlsberg Group*

Examples of the outcome so far:

- The deliverance setup with the possibility to access data at different levels has great potential (with simplicity to the markets and deep access to internal experts).
- Local markets give good feedback to the more advanced methodology, where we not only track attitude from answered questions, but also uncover emotions.
- Integration of basic metrics provides a good bridge to the way Carlsberg was tracking performance in the past. This increases acceptance of the new tool in the organization and enables its immediate use at the basic level, without any additional training.

Analytical Setup

The BHT is an on-going study with analytical "dips" several times a year. The tracker integrates HOT and COLD methodology, combining intuitive/contextual techniques with more rational approaches:

- Standard brand tracker measures = relevant growth drivers.
- Spontaneous brand consideration (unaided consideration) within each motivational / contextual space = white space/brand growth potential.
- Brand Mental Networks (associative network: how many mental cues) = market presence/share.
- Implicit Brand Perception = strengths of brand perception.
- Explicit brand perception = understanding brand ownership.

Research management and core team out of Ipsos' Copenhagen office.

Carlsberg says

"Ipsos has shown great flexibility towards us with regard to understanding our specific needs but also acts as guardian of the core of the study setup. This combination of skills demands great professionalism."

"The success of the BHT ultimately comes down to the quality of insights we get. So far we see results that are both dynamic and relevant to the markets, but also adding to the coherence within the brand/across markets. Time will show how far we will take the growth of Carlsberg's beer brands globally. "

*Quotes by:
Piotr Winiarski, Senior Director,
Consumer and Shopper Insights, Carlsberg Group*

Want to know more?

The development of Carlsberg's Brand Health Tracker takes offset in Ipsos' deep commitment to applying scientific tools and solutions to our offering and to make Brand Health Trackers more predictive and relevant.

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