

# The Brand preference checklist

Brand preference is the only marketing KPI with a proven causal relationship with a business KPI, namely market share. The strength of your current brand preference is there for a promise for your future market share. This easy and simple self-test/checklist helps you to do a quick assessment of the degree of preference of your brand relative towards the competition. Of course, the impact of the 5 drivers per category differs in reality, yet this short test gives you at least a first indication in the power of the preference of your brand. Including the growth potential and/or major challenges of your brand.

**Good luck and enjoy**

## 1 Mental leadership

The brand with the highest spontaneous awareness and an excellent reputation

### ▶ Spontaneous awareness

Are you unmistakably the most well-known brand in your category then you are a true leader and a source of inspiration. You get a head start and earn the full 10 points



### ▶ Reputation

Does your company/brand have an outstanding reputation in the category or market segment? Congratulations. You earn 10 points



## 2 Availability

The brand with the best physical availability (distribution and the highest visibility in the market) wins

### ▶ Physical availability

What is the physical availability of your products and/or service? Are you open for business 24/7? That's worth 10 points



### ▶ Mental availability

In what extend do your prospects and clients immediately think of your brand in case of a situation that your brand could fulfil an (unmet) need? Are you the most visible brand between your competitors? You deserve 10 points



## 3 Value for money

The promise that you make to your market in relation towards the price you ask in return

### ▶ Is the value proposition that you are selling something that people want to pay (extra) for?

Brands with a strong value proposition like Apple, Tony Chocolonely and McKinsey can sell their products at a higher price then market average. Are you? If yes add 10 points



### ▶ What additional (unmet value) are they willing to pay for

Have you identified (new) valuable unmet needs in the market that your customers want to pay extra for? Then you deserve 10 extra points.



## 4 Meaningful differentiation

How does your brand distinct itself from the competition?

### ▶ To what extent does your brand differentiate from its key-competitors?

What are the key differentiators in your category and how do you score on these differentiators? Are you a true winner? Then add 10 points



### ▶ And to what extent are you able to claim these differentiating elements and tie them unmistakably to your brand

Are you leading by differentiation, then you take 10 points



## 5 Emotional connection

A deeper, more meaningful relation with your brand results in higher loyalty and a higher perception of the value delivered by the brand. Both functional as emotional.

### ▶ Do your clients/prospects have a deeper emotional connection with your brand through the values and/or purpose you stand for?

If you have a strong emotional bond with your clients, prospects and other stakeholders you deserve 10 points



### ▶ Till what extent do your clients/prospects identity themselves with other users of your brand?

If they are proud brand users (like Apple users or Mercedes truck drivers) than you earn 10 points



Your total score is

Now check below what your score says about the power of the preference of your brand

- ✔ Do you score 20 points or lower with your brand? Then the life and future of your brand is at stake. Immediate action is required.
- ✔ If you only score 40 points your brand might be in serious trouble. Please contact us to find out how we can help grow preference within or even outside in a new, to be created, category.
- ✔ Have you scored 60 points, you probably have made your way to the top 3 in the category. Reach out to us to discover a fact-driven direction to reach the absolute top.
- ✔ If you score more then 80 points you have built a very strong preference for your brand. The future looks bright both for you as well as for your business.
- ✔ Do you score the full 100 points? Hats off. We would love to meet you. Since we will be able to learn a lot from you

