



# IDC Buyer Behavior Practice Case Study Stretch the Brand

# Stretching the Brand

## What was the Challenge?

- A computer software and services vendor sought to expand its brand portfolio point solutions to enterprise-wide solutions. Low level awareness among C-level decision makers was a barrier to achieving this goal. The client needed to quantify what the current level of awareness was so they could then track and understand how effective their brand awareness campaign was.

## What was the Solution?

- IDC employed its Brand Equity approach which assesses brand strengths and weaknesses and provides a benchmark from which to measure improvements
- 600 interviews with senior IT decision makers in the US and Western Europe to measure the client brand and its competitors for unaided brand awareness, aided brand awareness, loyalty, product set familiarity, and satisfaction.
- Key deliverables included IDC's Brand Equity Index showing where client stood in comparison to key competitors on key brand equity factors, and key recommendations for enabling the brand transition, successfully.

## What were the Measurable Results?

The client was able to:

- Develop a brand awareness campaign designed to improve specific areas of weakness identified in the study
- Establish specific goals and measure results of the brand awareness campaign

# IDC's Brand Equity Index

## Steps to calculate index

- 1 Create indexed scores for each vendor on each factors
- 2 Apply weights (total = 100)
- 3 Combine scores and divide by 100
- 4 Result is Brand Equity Index Score

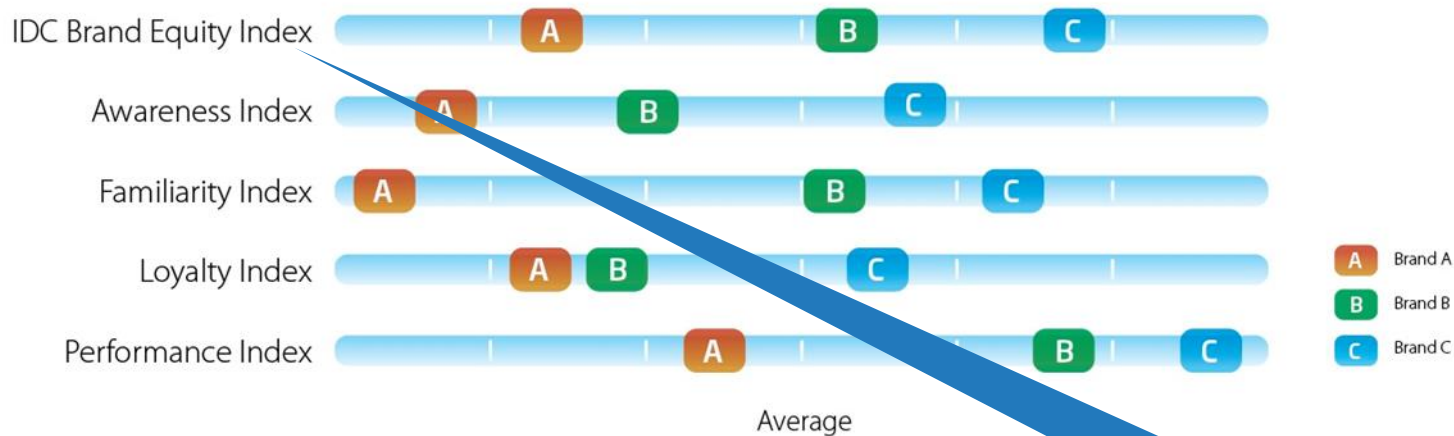
**IDC Brand  
Equity Index**

	Brand C	Brand M	Brand T	Brand R	Brand H
1 Unaided awareness	5	5	242	242	63
Aided awareness	92	75	110	105	105
Loyalty	112	106	114	105	119
Performance	111	103	116	114	114
Availability	90	90	110	110	110

2	Weight	Brand C	Brand M	Brand T	Brand R	Brand H
Unaided awareness	15	100	100	4840	4840	1260
Familiarity (aided awareness)	20	1500	1500	1496	2204	2098
Loyalty	30	3363	3192	3420	3150	3570
Performance	25	2775	2575	2900	2850	2275
Availability	5	450	450	550	550	550
		8524	7813	13914	13488	9753
3 IDC Brand Equity Index	4 100	85.2	78.1	139.1	134.9	97.5

# IDC's Brand Equity Index



**IDC Brand Equity Index  
Summary: Compare you  
brand to the competition  
at a glance**



# IDC Buyer Behavior Practice Case Study

## The Value of Design, Quantified

# The Value of Design, Quantified

## What was the Challenge?

- Our client's notebook PC strategy was to differentiate itself by its attractive design and advanced display technology. The client needed to know what elements of design were most valued by customers, how to charge for design, and identify which customers would make purchase decisions based on design.

## What was the Solution?

The IDC Buyer Behavior team designed a discrete choice and market segmentation analysis that would be driven by custom primary research:

- Four focus groups with consumer notebook PC decision makers to better understand the role of “design” in purchase decisions
- A survey of 500 consumer decision makers that included a discrete choice exercise to measure trade offs between price, brand, and key features.

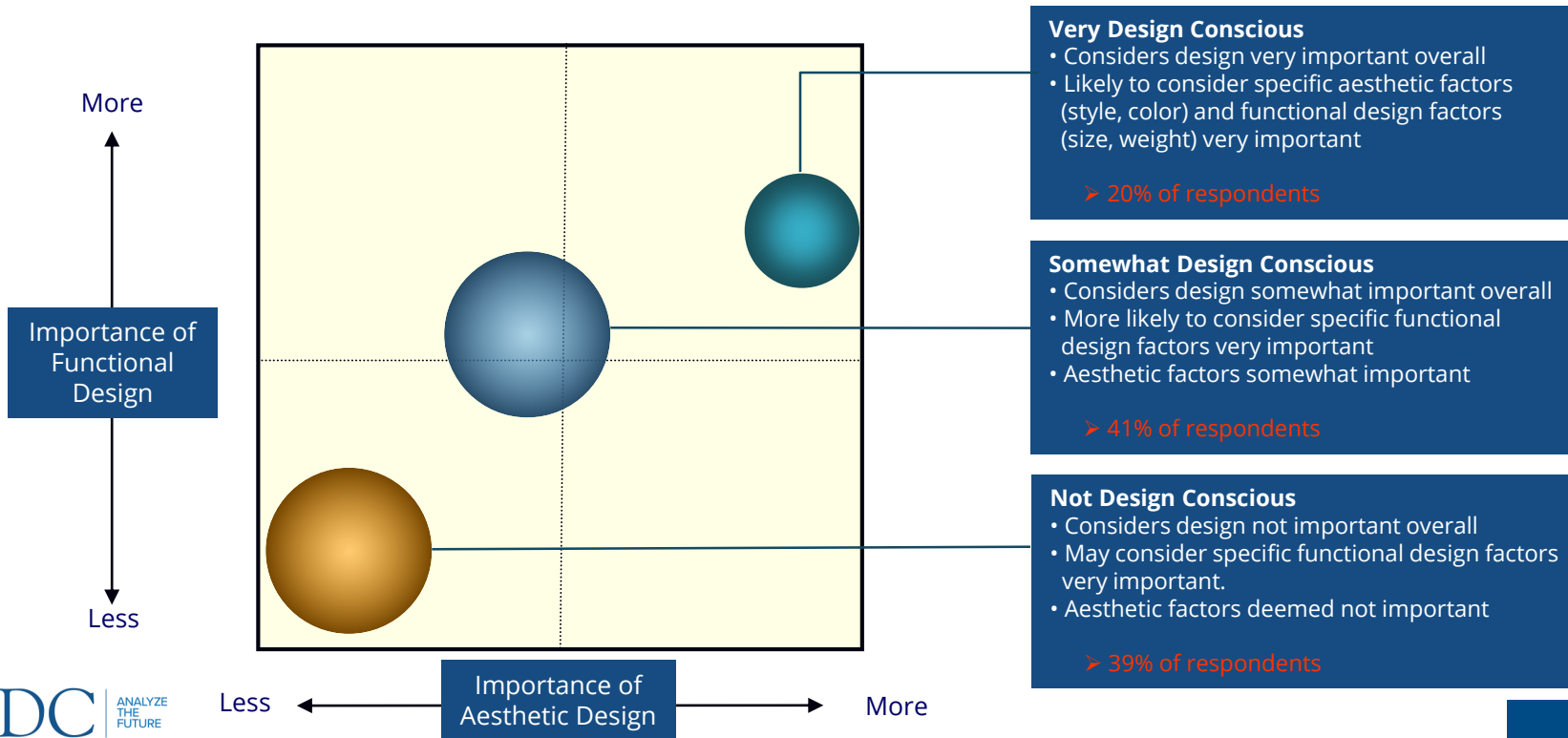
Analysis included a market simulator able to isolate and measure the value of “design”. Market segmentation analysis profiled those groups most likely to value design in the purchase decision.

## What were the Measurable Results?

The client was able to :

- Provide justification to internal stakeholders and partners for premium pricing of products based on attractive design features.
- Identify and measure customers who place high value on design.
- Go to market with pricing and marketing strategy that resulted in higher margin sales for itself and partners.

# Market Segmentation: Importance of Design Elements.





# Going Deeper: Who are the 'Very Design Conscious?'

