



Brand Performance

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Definition

Brand performance measures a brand's ability to be known, liked and preferred within a given population. It is built on the combination of awareness, image, purchasing behavior and consumers' spontaneous associations.

Why measure brand performance?

- Understand your true position versus your competitors
- Identify growth levers for your brand awareness
- Quantify the return on investment of your campaigns
- Prioritize your markets, segments and communication territories
- Track the evolution of your brand equity over time

Awareness

How many people are aware of your brand, spontaneously or with help?

Image & Associations

What values, emotions and attributes are associated with your brand?

Brand Equity

The overall strength of your brand: awareness × image × behavior × loyalty.

A questionnaire structured in 6 blocks

From the simplest to the deepest - a comprehensive measure of the brand relationship

01 Unaided awareness

Which brands do you know in this sector?
→ Measures mental salience (top-of-mind awareness, total unaided awareness).

02 Aided awareness

Do you know this brand? (list shown)
→ Measures recognition among a list of competing brands.

03 Overall liking

Overall brand rating (1 to 10 or top-2-box)
→ Measures overall affect and the brand's emotional equity.

04 Recommendation (NPS)

Would you recommend this brand to those around you?
→ Measures active loyalty and word-of-mouth potential.

05 Purchase (last 12 months)

Have you bought / used this brand recently?
→ Measures actual usage and behavioral penetration rate.

06 Image associations

What characteristics do you associate with this brand?
→ Measures perceived identity, uniqueness (distinctiveness) and image richness.

1

Awareness

Unaided + aided mention rate → Brand's share of mind

2

Familiarity

Known + liked brands → Degree of emotional closeness

3

Consideration

Brands considered for next purchase → Funnel of intent

4

Usage

Recent purchase or use (12 months) → Behavioral penetration

5

Resonance

Liking + recommendation + repeat purchase → Strong emotional bond

Analytical flexibility

These indicators are custom-built according to the study's objectives.

They help answer a wide range of questions:

- Which brand has the strongest share of mind in my market?
- Which brands are considered but not yet purchased?
- Does my awareness capital translate into actual purchases?
- Which population segments are closest to my brand?
- How does my resonance evolve from wave to wave?

Each indicator can be calculated overall and by sub-group (region, age, socio-professional category, users vs. non-users) for a detailed reading of the issues.

Uniqueness & Richness of brand image

Two complementary scores derived from image associations - Aaker (1991), Keller (1993)

Uniqueness Score

Measures how specific an image is to a given brand

How does it work?

For each image tested, we calculate the proportion of respondents who associate it with a single brand vs. several. The more exclusive an image is to a brand, the higher its uniqueness.

Interpretation

- High score → image strongly and distinctively associated with the brand
- Low score → image shared with competitors, not very differentiating
- Key indicator of visual distinctiveness (brand distinctiveness)

Richness Score

Measures the breadth and diversity of a brand's visual universe

How does it work?

We aggregate all images showing significant uniqueness for the brand. Richness is therefore the number (or share) of distinctive images the brand owns within its visual universe.

Interpretation

- High score → dense, varied and coherent visual universe (well-developed brand equity)
- Low score → poor visual repertoire, few signs unique to the brand
- Rooted in brand equity models (Aaker, Keller)

Uniqueness of an image *i* for brand *M*

Uniqueness(*i*,*M*) = % of respondents associating *i* with *M* alone

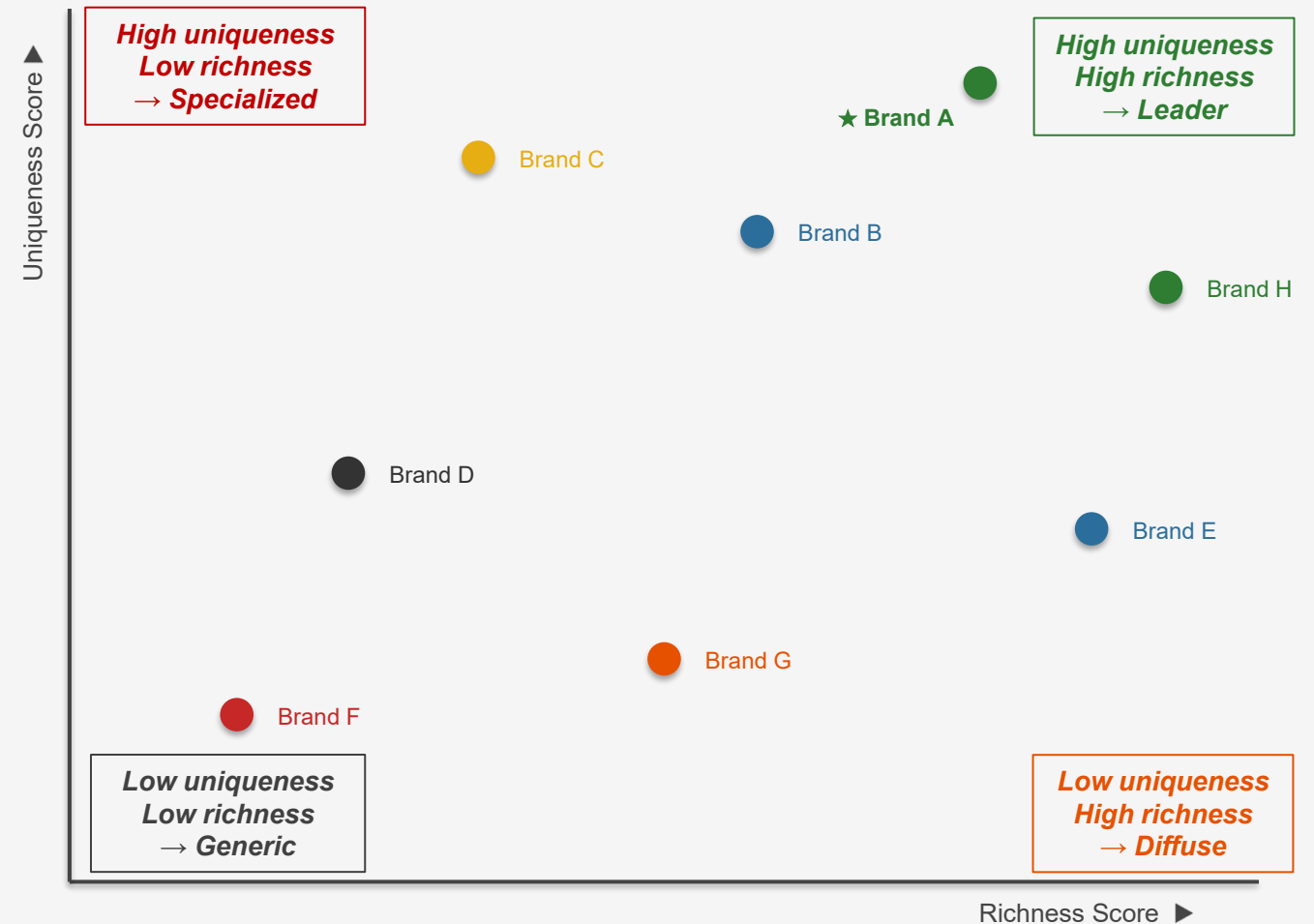
divided by % total associating *i* with at least one brand
→ Score ranges between 0 (shared) and 1 (exclusive)

Richness of brand *M*

Richness(*M*) = \sum Uniqueness(*i*,*M*) for all images with Uniqueness(*i*,*M*) > threshold (e.g., 0.30)

→ The lower the threshold, the higher the score

Uniqueness × Richness Map - 8 fictional brands



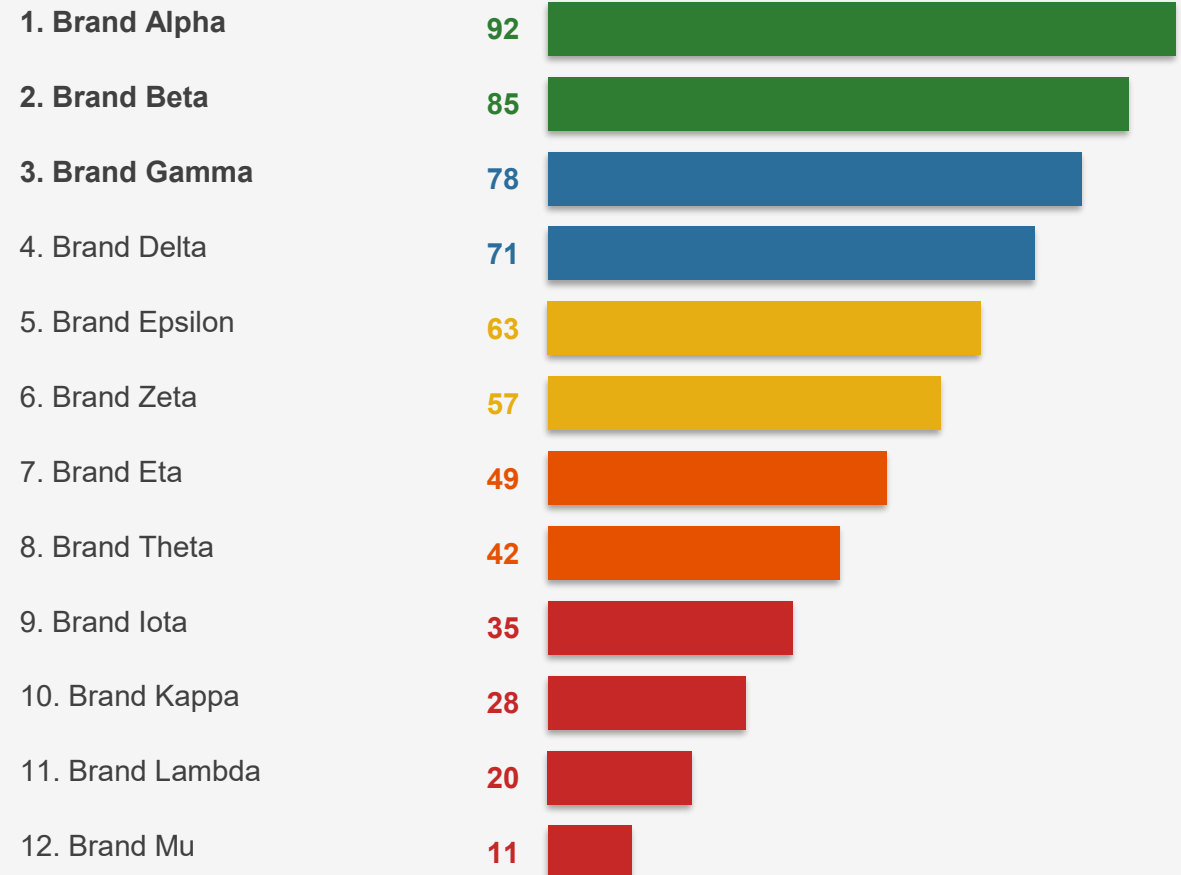
How the score is built

Brand Power is a composite score built using Linear Discriminant Analysis (LDA). The model combines the collected indicators to produce a synthetic, directly comparable score for each brand.

Variables included in the LDA model

- Unaided awareness rate (top-of-mind + cumulative)
- Aided awareness rate
- Overall liking score (e.g., top-2-box or rating out of 10)
- Recommendation rate (NPS score)
- Recent purchase / usage rate (e.g., last 12 months)
- Uniqueness × Richness score (brand image)

Brand Power Ranking - 12 fictional brands



Fictional data - for illustrative purposes

Definition

A “Brand Friend” is a respondent who combines strong signals across several dimensions: they know the brand, like it, recommend it and have purchased it recently. This binary variable (Friend = 1 / Non-friend = 0) is built by Stat & More using an LDA model or decision rules, depending on the study's objectives.

Construction

- Discriminant Analysis or threshold scoring rules
- Weighted combination: awareness × liking × recommendation × purchase
- Threshold calibrated on the sample's empirical distribution
- Validated on sub-groups to check robustness

Typical profile

- High unaided awareness rate (top-of-mind)
- Liking score ≥ 8 (top-2-box)
- Positive NPS (Promoter or engaged Passive)
- Confirmed purchase within the last 12 months

Marketing uses

- Identify geographic or demographic strongholds
- Build lookalike audiences for digital targeting
- Estimate recruitment potential by area
- Longitudinal tracking of the Brand Friends base

Context & Objectives

A major retail player wants to measure the brand performance of 20 dairy product brands (yogurts, dessert creams, cheeses...) among a national consumer panel.

Brands tested:	20 dairy product brands
Sample:	n = 1,200 consumers, aged 18-65
Fieldwork:	CAWI - 12 minutes questionnaire
Period:	Annual wave (N vs N-1 comparison)
Segmentation:	Age, gender, region, socio-professional category, buyer / non-buyer

Calculated indicators

- Spontaneous + aided awareness
- Uniqueness / Richness score
- Brand Power (LDA)
- Friends of the Brand (binary)

Key results - Top 8 brands (out of 20)

Brand	Unaided aw.	Aided aw.	Overall liking /10	Power
Brand Alpha	61%	91%	7.8	92
Brand Beta	48%	88%	7.5	85
Brand Gamma	39%	85%	7.1	78
Brand Delta	32%	79%	6.8	71
Brand Epsilon	24%	72%	6.4	63
Brand Zeta	18%	65%	6.1	57
Brand Eta	12%	58%	5.7	49
Brand Theta	8%	51%	5.2	42

Fictional data - for illustrative purposes. Results for 8 out of the 20 tested brands.

💡 Brand Alpha holds a significant lead in spontaneous awareness (+13 pts vs Brand Beta), but its image uniqueness score reveals a vulnerability as Brand Gamma rises.

Brand Friends - Top 5

% of the sample classified as a brand "Friend"

Brand Alpha



Brand Beta



Brand Gamma



Brand Delta

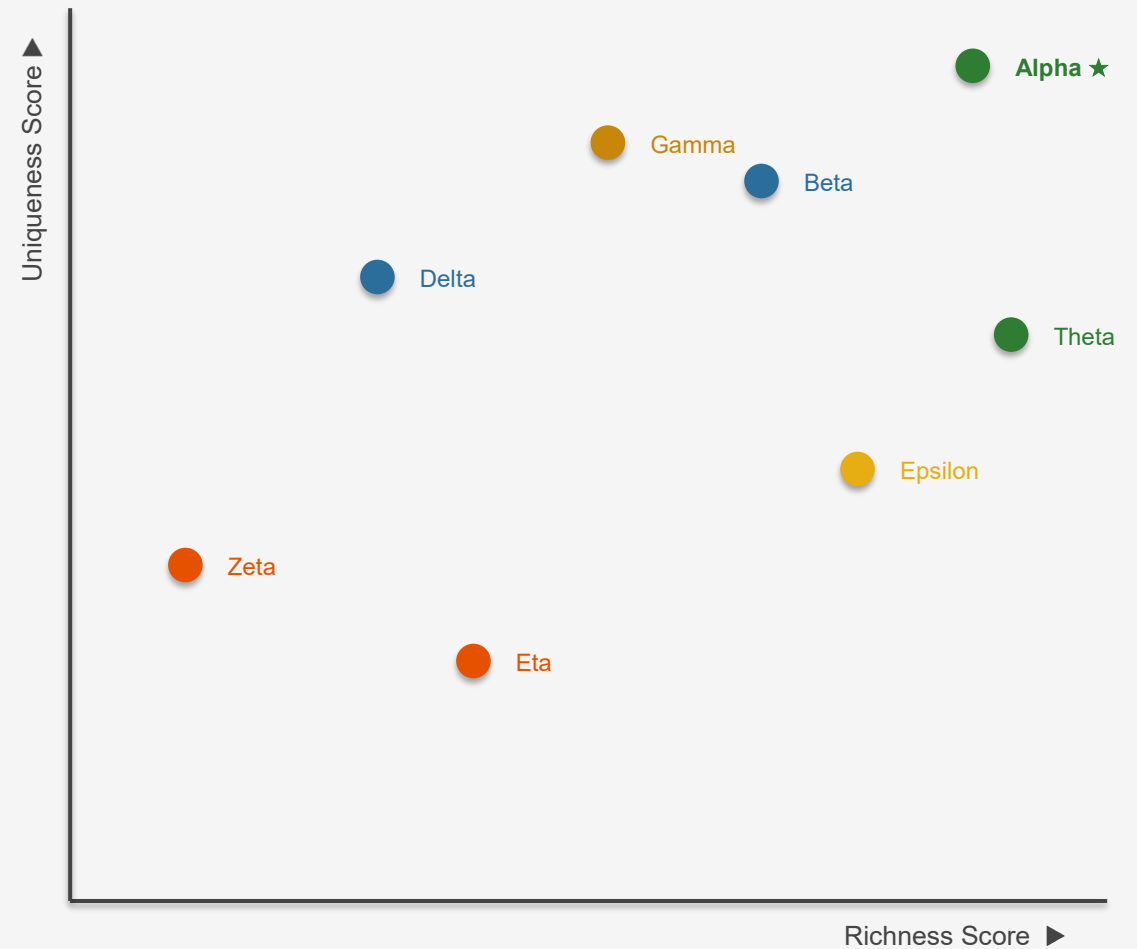


Brand Epsilon



Brand Alpha's Friends represent 34% of the sample, accounting for 61% of purchase volumes.

Uniqueness × Richness Map - Dairy products sector



Context & Objectives

A banking group compares the brand performance of 15 financial institutions (banks and insurers) among 800 financial directors and SME/mid-cap executives across 5 European countries.

Tested brands:	15 banks & insurers
Target:	CEOs, CFOs, SME/mid-cap executives
Countries:	France, Germany, Italy, Spain, Poland
Sample:	n = 4,000 (800 per country)
Fieldwork:	CAWI - 15 minutes questionnaire

B2B specifics

- Questions on the primary vs. secondary banking relationship
- Awareness tested on 2 dimensions: group brand + product brand
- Institutional trust measured in addition to image

Top 8 institutions - B2B Brand Power

Institution	Unaided aw.	Trust	Overall liking /10	Power
Bank A	58%	8.1	7.9	88
Insur B	47%	7.8	7.5	82
Bank C	38%	7.5	7.2	74
Finance D	31%	7.1	6.9	68
Insur E	22%	6.8	6.5	58
Bank F	17%	6.5	6.2	51
Finance G	11%	6.1	5.9	43
Insur H	8%	5.8	5.5	35

Fictional data - for illustrative purposes. 5 European countries.

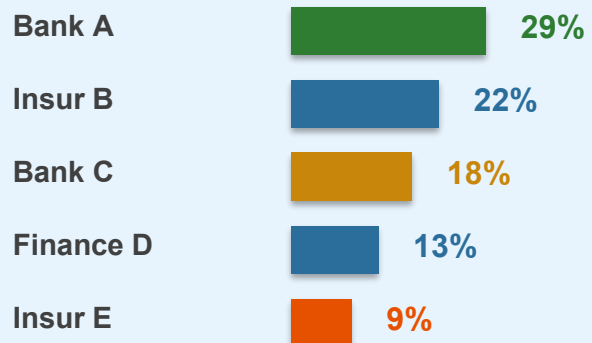
💡 Bank A dominates in spontaneous awareness, but Insur B is close behind on trust (+0.3 pts). Cross-country variability reveals national strongholds to leverage.

Brand Power by Country - Top 5 institutions

	Global	France	Germany	Italy	Spain	Poland
Bank A	88	91	79	85	82	92
Insur B	82	78	88	80	84	76
Bank C	74	76	80	71	68	72
Finance D	68	65	72	70	66	58
Insur E	58	55	60	62	54	50

Green ≥ 85 | Blue 70-84 | Gold 55-69 | Orange < 55 - Fictional data

Friends of the Brand B2B



Reading the multi-country results

- Insur B outperforms in Germany (+6 pts vs. Global) - a stronghold to consolidate
- Bank A dominates in Poland (92) but slips in Germany (79)
- Cross-country variability reveals differentiated investment priorities
- Country-level segmentation is essential before any pan-European campaign

Points of caution & Comparability limits

What every study sponsor should keep in mind before interpreting the results

Cross-country variability

- Rating scales vary culturally: for example, Nordic respondents rate more harshly than Mediterranean ones.
 - Unaided awareness depends on the maturity of the local market: a brand that leads in France may be unknown in Poland.
 - Image associations are not always transferable from one culture to another (color symbolism, social status, etc.).
- Always analyze results country by country before any global aggregation.

Comparability between waves

- A change to the questionnaire (wording, question order) can break comparability with the previous wave.
 - Sample size and composition must remain stable for changes to be interpretable.
- Lock down the questionnaire and quotas from the first wave onward.

Selection bias & halo effect

- Respondents who know a brand well tend to attribute more favorable associations to it (positive halo).
 - Highly well-known brands attract a larger volume of respondents, biasing unweighted averages.
- Weight results by aided awareness rate before comparison.

Limitations of the LDA model

- The model assumes a linear relationship between variables: to be checked before validation.
 - A sample that is too small per sub-group (<150) makes the Friends score unstable.
- Always validate the model on a test sub-sample before delivery.

Operational benefits



360° view of your brands

Awareness, image, behavior and loyalty in a single, consistent framework.



Investment prioritization

Identify brands to support vs. those to reposition or rationalize.



Competitive benchmark

Benchmark against 15-25 brands on the same indicators, wave after wave.



Refined targeting

Build marketing audiences from Friends of the Brand profiles.



Cross-country decisions

Compare performance while accounting for cultural biases = reliable results.

Stat & More Deliverables, on request

PowerPoint Report

Annotated results, recommendations, HD visualizations - client branding available on request.

Excel results file

Scores by brand and sub-group, changes vs. wave N-1, cross-tabulations.

Perceptual map

Uniqueness × Richness positioning of all tested brands.

Brand Power ranking

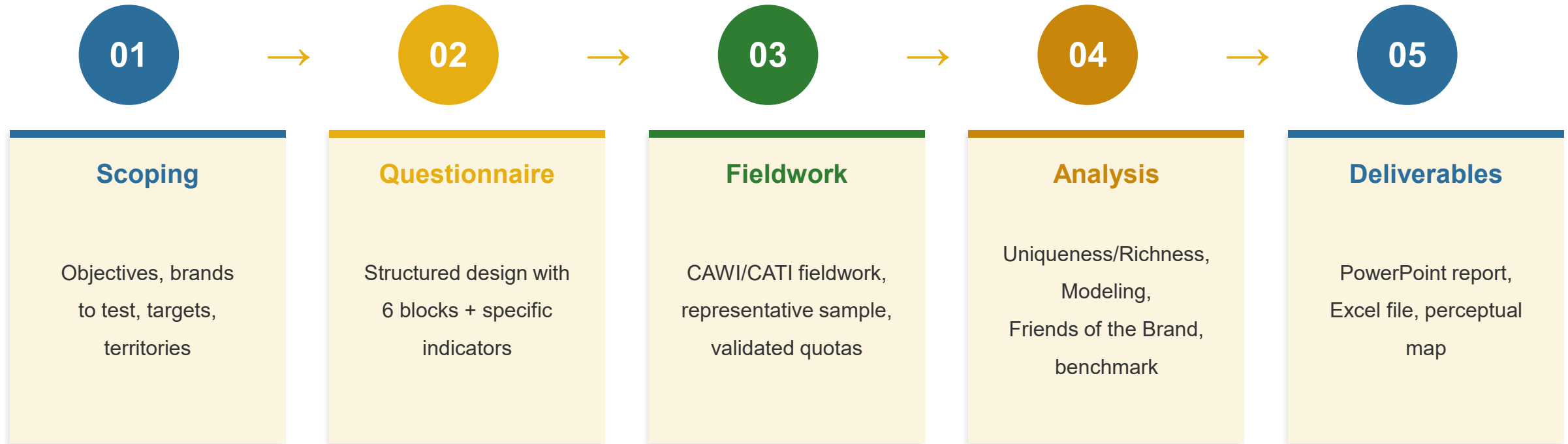
LDA score by brand, rank, confidence interval.

Friends of the Brand file

Individual-level database with the binary Friend/Non-friend variable, ready for targeting.

Methodological note

Description of the indicators, the LDA model, and interpretation caveats.



Stat & More - expertise in predictive modeling and scoring for over 25 years

Awareness · Image · Uniqueness · Richness · Brand Power · Friends of the Brand · Multi-country benchmark
Tailored approach - turnkey deliverables - longitudinal comparisons

Benoit Riou

Title

Founder and Managing Director, Stat & More

Expertise

Data Mining, Data Processing, Multi-sector

Education

ONIRIS Engineer - Specialization in Decision Support
Sciences & Methods

Founder

Stat & More founded in 2013 - Le Mans

Professional background

- 1998 - Sensory analysis - preference mapping & typologies
- 2000 - Synovate: data processing department & IT department
- 2005-2011 - Head of Science Synovate - 50+ statistical innovation projects, then Director of Operations
- 2011-2013 - Deputy Managing Director, Ipsos Observer
- 2013 - Founded Stat & More in Le Mans and work with a network of independent experts

Stat & More by the numbers

- +25 years of experience in data valorization, including typology and segmentation
- Multi-sector: finance, FMCG, healthcare, services, industry, institutional ...

Contact

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