



A Guide To Better Brand Health Tracking

Featuring Category Entry
Points, Mental Availability,
and Mental Advantage Metrics



Brand health tracking is a way for brands to grasp a continuous measure of important consumer metrics over time (e.g. every week, month, quarter, or year) to inform their business of emerging trends, current brand and competitive performance, and changing consumer perceptions.

However, brand health trackers can quickly become **tedious to maintain** (version control issues), **difficult to analyze** (hundreds of cross-tab data sheets), **rigid in structure** (unable to add new brand-related metrics or remove outdated ones), and **expensive to continue** (traditional research agencies charge a lot of money to maintain brand health trackers). Brands today need actionable, trended insights, in real-time, at an affordable price; to solve for this long list of needs, modern day brands are turning to automated research platforms for effective and actionable brand health tracking insights.

Aside from being rooted in automation and efficiency – solving the many issues mentioned above around traditional brand health trackers, quantilope’s Better Brand Health Tracking (BBHT) approach derives from the Ehrenberg-Bass Institute of Marketing Science, implementing concepts and methods such as Category Entry Points, Mental Advantage analysis, and Mental Availability analysis from the notable Professor Jenni Romaniuk (author of *Better Brand Health* and co-author of *How Brands Grow*).

Throughout this Guide To Better Brand Health Tracking, we’ll unpack how to set up and run a modern day brand health tracker for actionable and clear business recommendations.

Table of Contents

01	Better Brand Health Tracking Metrics	3
02	Better Brand Health Tracking in Action	5
03	Traditional Vs. Automated Better Brand Health Tracking	9

01 Better Brand Health Tracking Metrics

Standard brand funnel metrics (awareness, consideration, usage) have been around for decades. However, these funnel metrics don't always result in actionable insights and can quickly become bulky.

To solve for this, Better Brand Health Trackers (BBHTs) leverage Category Entry Points (CEPs), Mental Availability analysis, and Mental Advantage analysis to deliver KPIs directly related to business growth. As a result, brands

learn what's bringing consumers to shop in their category, and how category shoppers are thinking about their brand (if at all). ***This is ultimately how brands grow.***



1. Category Entry Points

Category Entry Points (CEPs) are the 'triggers' that prompt a consumer to shop in a certain category. For example, 'going on a vacation' is a CEP for buying sunscreen, 'my child getting sick' is a CEP for buying disinfectant wipes for the home, and 'hosting a party' is a CEP for buying bags of chips. Learning and understanding these 'buying prompts' put brands into the headspace of consumers so they can effectively market, brand, and communicate their products accordingly...with the goal of building Mental Availability over time.

2. Mental Availability analysis

Mental Availability analysis is an advanced method leveraged in BBHT that measures how likely and readily a brand comes up in certain buying scenarios (e.g. Banana Boat for sunscreen, Clorox for disinfectant wipes, and Lay's for potato chips). While CEPs get category shoppers into the right buying scenarios, Mental Availability is what influences a consumer to pick up your specific product (and hopefully not a competitor's).

Several specific metrics contribute to a brand's overall Mental Availability:

Mental Market Share (MMS)

A reflection of how present a brand is in consumers' minds with regard to all CEPs and brands. The higher the MMS, the stronger a brand's Mental Availability. It's calculated by dividing the overall number of CEP associations with a brand by the total number of CEP associations across all brands.

Network Size (NS)

The average number of CEPs associated with a brand. The broader a brand's network is in consumers' minds (i.e. the larger the Network Size) the more opportunity to convert category shoppers to customers. It's calculated by dividing the total number of CEP associations with a brand by the number of consumers who have at least one CEP association with that brand (i.e. Mental Penetration).

Mental Penetration (MPen)

The number of consumers that associate at least one CEP with a given brand – meaning the brand has reached the minimum threshold of Mental Availability. Mental Penetration is especially important to analyze for non-buyers of the brand, as these consumers in particular have the potential to grow Mental Availability over time.

Share of Mind (SoM)

The division of all CEP associations for a given focus brand by the total of all CEP associations for all brands among those with Mental Penetration for the focus brand. As competitive brands work their way into the minds of your consumers, the chance that you'll turn your own Mental Availability into actual sales will decline; in other words, you're now competing with other brands for consumers' attention by way of 'sharing' their mental space.

3. Mental Advantage analysis

Mental Advantage analysis is an advanced method in BBHT that measures how strongly brands are associated with different Category Entry Points (CEPs) or Brand Attributes compared to their expected score – taking into consideration the size of the brand and how common a CEP or attribute is for the category. The result of this analysis is a clear and actionable takeaway on which CEPs or attributes a brand should defend, grow, and maintain.

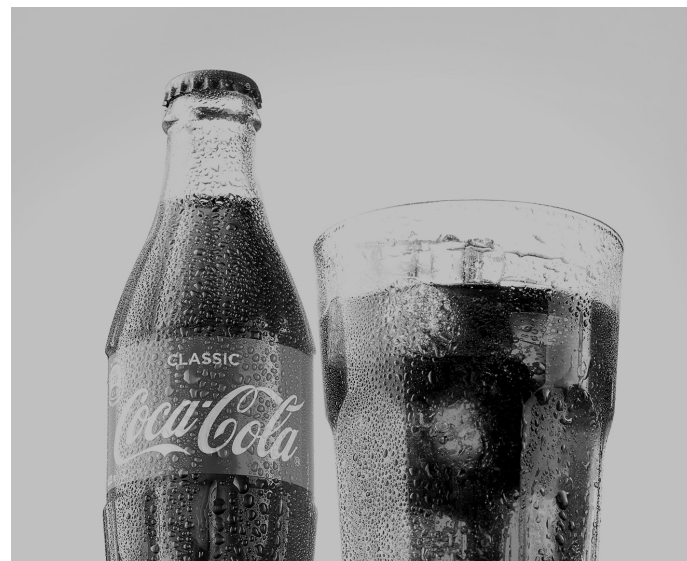
Aside from learning where your own brand should focus efforts, Mental Advantage analysis also points out which advantages or disadvantages *competitive* brands have for various attributes. In the next section, you'll see an example of Mental Advantage analysis taken from quantilope's BBHT study in the soda category.



02

Better Brand Health Tracking in Action

To showcase the BBHT approach, quantilope has set up its own syndicated BBHT study in the soda category that applies three key principles – design for the category, analyze for the buyer, and report for the brand. These principles are important to BBHTs because they should track the overall category – so much so that any brand within the category should technically be able to run the exact same study.



Design for the category, not the brand

With Better Brand Health Tracking, we design for the category at large, not the individual brand level. If you only consider your own brand and its immediate competitors in your study (not the big names and small players) then you end up with biased data; that's not the kind of data you want to be making major business decisions off of.

Designing for the category starts with Category Entry Points. You'll remember from the earlier section that CEPs are the 'triggers' that move passive consumers into active shoppers of your category. A good way to ensure you cover all your bases with CEPs is to follow the 7W framework. This framework guides you into thinking about why, when, and where consumers interact with the category, what they're doing while interacting with it, with whom they're interacting in the category with, with what else is present in the interaction, and how they're feeling about it (a slight exception to the 'w' rule).

For example, this framework looks something like this for the soda category:

Why (motives & benefits)	refreshment, thirst-quenching, cravings
When (timing)	lunch, dinner, snack time
While (co-activities)	dining out, watching movies/sports, picnic, bbq
Where (location)	restaurant, cinema, car, on-the-go
With/for whom (other people)	family gathering, socializing, party with friends
With what (co-purchased or co-consumed categories)	takeout, snacks
How you're feeling	enjoyment, treating myself, relaxing

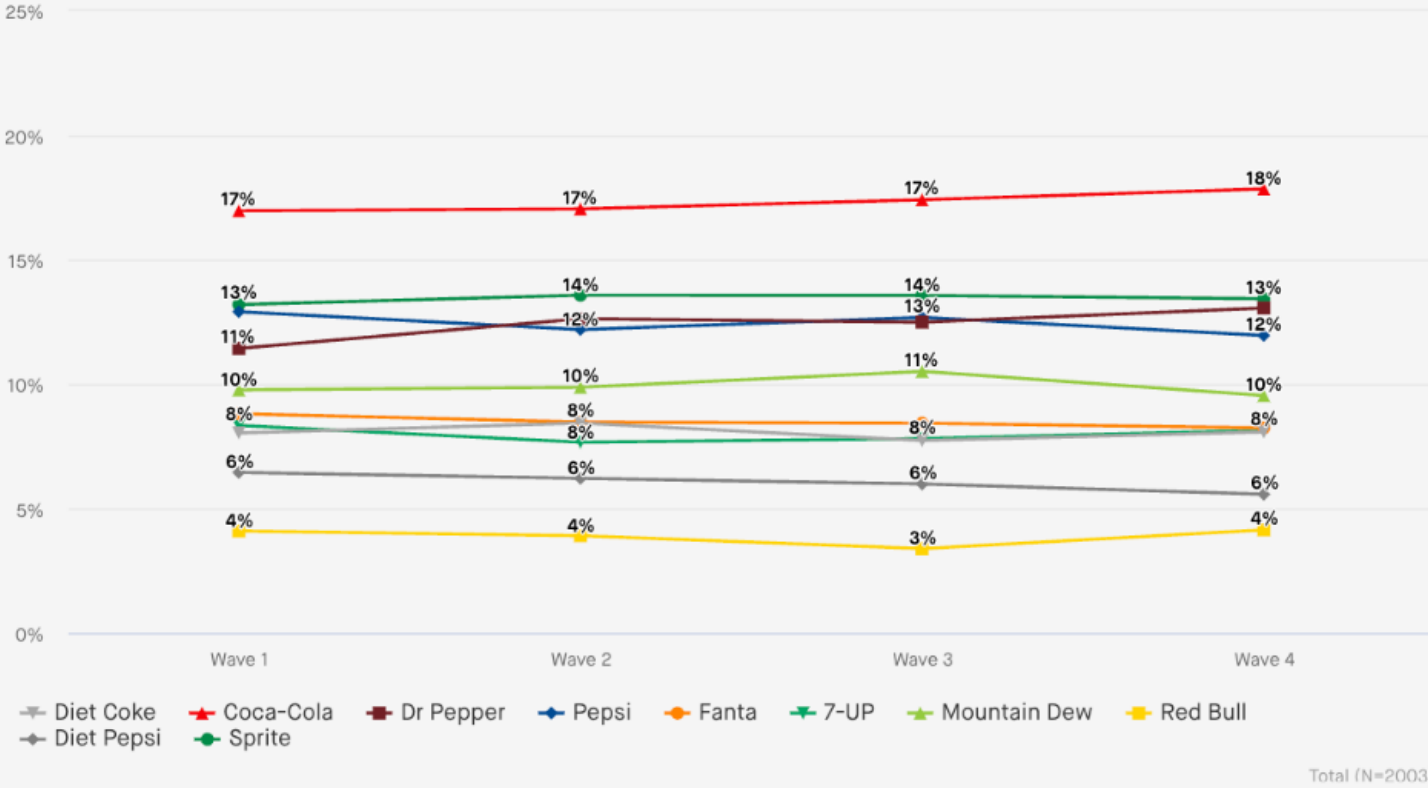
As you can see, any brand within the soda category could use these same Category Entry Points in their own BBHT – which is what we mean by 'design for the category'. Next, we analyze for the buyer.

Analyze for the buyer

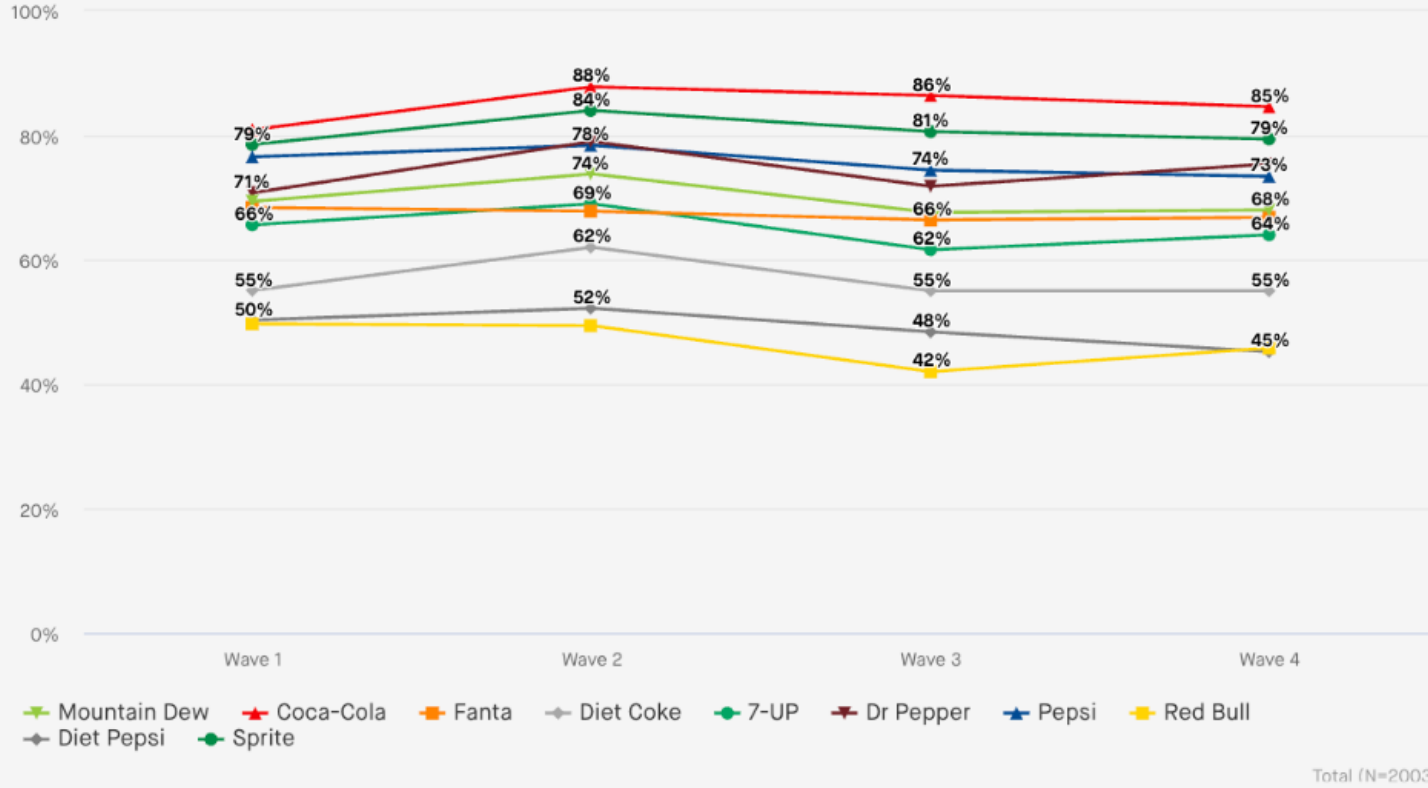
When analyzing for the buyer, we're focusing on buyers' experiences with brands – not necessarily their demographics or life stages. Buyer (and non-buyer) brand metrics create a much more actionable analysis for brands looking to make strategic business decisions; these are the **Mental Availability**

metrics mentioned in the section above (Mental Market Share, Mental Penetration, Network Size, and Share of Mind). These metrics produce trended charts with each new wave, looking something like the charts in our soda study:

Mental Market Share: How 'present' is my brand in consumers' minds?



Mental Penetration: How many consumers have at least some mental availability of our brand?



Additionally, brands can analyze where they (or competitors) have **Mental Advantage**. The metrics in green indicate an advantage for that brand-attribute relationship – an area the brand should defend; red indicates a disadvantage – an area the brand should work on. Metrics between -5pp and +5pp are brand attributes to maintain over time (or eventually build upon to gain an advantage).

Mental Advantages and Disadvantages:



Total (N=500)

Data reflected above is from the most recent wave (January '24). Any value +5pp or higher shows a 'Mental Advantage' for the respective brand-attribute-association; any value -5pp or lower shows a 'Mental Disadvantage' for the respective brand-attribute association.

Analyzing for the buyer creates a great overall depiction of the category you're measuring. You know where you win, where competitors win, and where there is room for opportunity and growth. With this knowledge, you can move onto your final report – focusing on your brand itself.

Report for the brand

When creating your final report, focus on your brand's unique story. This includes painting a picture of current brand buyers as well as non-buyers (as the latter is a group that has the most potential of actually growing your brand). Within quantilope's soda study, Diet Coke is the brand of focus – showing charts among total sample, Diet Coke buyers, and non-buyers of Diet Coke.

While competitive brand data is shown throughout the reporting dashboard, the focal story and headlines are centered around Diet Coke – where they win and where they can grow. As a Diet Coke stakeholder, you can quickly look through the dashboard and get clear, actionable recommendations for future business decisions.

For more on quantilope's BBHT study with focus on Diet Coke, access the [full dashboard here](#).



03 Traditional Vs. Automated Better Brand Health Tracking

Traditional brand tracking is often logistically complex and expensive, making automated platform solutions increasingly attractive. Brands who don't move at the speed of changing trends risk being left behind. Meanwhile, brands who monitor consumer trends in real time and adjust their strategy based on automated tracking insights set themselves up for long-term success.

With quantilope, a brand health tracker isn't something you have to view as a substantial time or cost investment, or a type of project that will run your team dry of budget and resources. We've automated our Better

Brand Health Tracking solution from start to finish to put researchers in the driver's seat, arming themselves with clear, actionable recommendations for their business at the speed they require.



Below are just a few features you can expect from quantilope's BBHT approach:



Automated survey setup

No more waiting around for programming and data processing teams to set up and check your survey. Drag and drop questions into your survey, add advanced methods if you wish, and launch new waves with just a few clicks of your mouse. Use quantilope's AI co-pilot, quinn, for instantaneous inspiration on advanced method inputs (such as dynamic elements in an implicit association test).



Real-time access to insights

Get a jump start on your analysis with real-time data available the moment you launch a new wave of your study. You shouldn't have to wait for fieldwork to wrap up before you get a first look at your data, and with quantilope, you don't have to.



Automated charting and analysis

New data from each wave of your BBHT study is automatically added to each of your existing tracking charts without any manual effort required (that includes statistical testing too). Interested in looking at your tracking data in a new way? Flip between chart visualizations in seconds to find one that works for the story you're building.

In need of added inspiration? Leverage quinn to draft chart titles and a dashboard summary/takeaway – both of which are fully customizable.



Adaptability and customization

Though tracking research can justifiably be thought of as a 'one and done' setup, that certainly doesn't mean the survey is set in stone forever. Over time, there may be questions/modules you no longer need to ask or new ones you'd like to add in. These changes can be made instantly on quantilope's platform – even up to the minute before you launch a new wave. This flexibility ensures you're always capturing relevant, actionable insights without having to set up a new brand health study from scratch.



Metrics directly correlated to business KPIs

Unlike traditional tracking approaches, BBHT methods such as Mental Availability and Mental Advantage provide clear insights into how often a brand comes to mind in specific buying situations and where your brand is most likely to win consumers. Such KPIs can be used to drive business strategies, sharpen a brand's positioning, and inform creative strategies. When tracked over time, this data can be directly linked to business KPIs such as sales and business growth.

Ready to learn more about quantilope's Better Brand Health Tracking solution within the Consumer Intelligence Platform?

Get in touch today for a live demo with our PhD-led Solutions Consulting team, or check out this [on-demand webinar!](#)

Get in touch!

SEND A NOTE TO:

global-sales@quantilope.com

OR VISIT US AT:

<https://www.quantilope.com/contact-us>

www.quantilope.com

