BERA.ai

Leading telecom provider links brand equity to business outcomes using BERA.ai

One of the country's leading satellite television and telecommunications providers encountered several challenges prior to partnering with BERA.ai, including commoditization, price wars, and an inability to use its brand as a tool to win customers. Additionally, the company was locked in an old, established category with no way to differentiate from competitors. It was also stuck trying to gain a clear picture of its brand's standing from ineffective, legacy vanity brand equity metrics, and its brand tracker didn't give any answers to help course correct.

The senior manager of the consumer insights team knew that they had to do something to fix the brand. However, the team didn't have any metrics to tell them if they were doing well or not as they were only measuring consideration and awareness.

Results

Tracked brand equity more frequently with deeper insights

Gained approval for more brand spending based on hard data

Addressed a brand challenge that has plagued the satellite TV industry for years

Choosing BERA.ai to help

The consumer insights team hit a wall with a previous brand tracking company they worked with at the time when it came to getting in-depth analytics. *"In one meeting they said they can't link brand to business, so I knew that it was time to find a new partner,"* said the manager.

"After going through a process and looking at a dozen potential partners, BERA.ai was the one that demonstrated a simple tool and had historical data on our organization and its brands already, and was monitoring the entire brand landscape across the US," he explained. He also noted that the most important factor was the ability to provide the organization with

forward-looking brand equity insights, which enabled the team to know what it could do to improve its BERA Score and ultimately business outcomes. The biggest issue the team had to solve was to reverse the trend of declining business. They knew brand was a factor, but had no concrete way to tie it back to the decline.

Once the team made it clear that brand was a major factor, it became obvious that the rest of the organization needed to align on improving brand through each of their separate functions, from customer service and performance marketing to advertising and media buying. All of these teams needed to align around the brand strategy to help drive the business forward.

> "
> *We see **when** we dial up or down the amount of impressions that we're investing in our TV ads and see **how** that impacts our brand equity.*
> "

Going beyond just a scorecard

As noted above, the organization looked at more than a dozen different brand equity solutions before settling on BERA.ai. One of the deciding factors was that BERA.ai does not just provide a scorecard on your brand; **it enables the consumer insights team to go deeper into the analytics and work with complex methodologies to get a true understanding of its brand equity, which is measured by the proprietary BERA Score, and what drives it.**

The ability to align the equity metrics BERA.ai tracks to each of the brand's business units also proved to be a key factor in the decision making process, as the company owns a large portfolio of different brands. For example, consider Familiarity and Uniqueness, two of the KPIs that are used to calculate the BERA Score. **Familiarity**—the KPI that reflects the breadth of knowledge consumers have about a brand—is more important to a smaller, growing brand, whereas **Uniqueness**—the KPI that measures the degree to which the brand is perceived as being competitively differentiated—is critical for an established brand in a crowded category.

One of the advanced methodologies the consumer insights team used enabled the team to tie TV ad spend to brand equity. *"We see when we dial up or down the amount of impressions that we're investing in our TV ads and see how that impacts our brand equity,"* said the manager.

Tying brand equity to business outcomes

The benefit of going beyond quarterly tracking and looking deep into the data is that it helps the consumer insights team's supervisor—and in turn, that person's supervisor—to convince the CFO and those in charge of finances that the organization should continue to invest in the brand. The analytics and consumer insights teams had tried to do that for years, yet never had the right tools or data on their side. The team is now able to have these conversations with finance leadership because they've worked with BERA.ai to understand how business outcomes are impacted when they move brand equity. "This week I sat with the president of our company and the CEO of one of our subsidiaries and was able to explain how increasing our BERA.ai Score by one point would impact activations, and how if we move uniqueness by one point how it would impact subscriptions," said the consumer insights manager. "This is really hard to do and I don't think any other partner besides BERA.ai would have given us the ability to do that."

The consumer insights team gained the ability to find brand metrics that are tied to the business outcomes, which in turn earned them credibility with the CFO. The team is now able to set the right levels and allocations of marketing investments across the business because they know the financial rewards they can expect.

Building emotional positioning

The organization identified certain emotional positioning attributes that it can lean into as a brand to move its future brand equity and business outcomes. These attributes help strengthen the company's messaging, positioning, and how it advertises. "If you look at one of our positioning and messaging plans for the year, you'll see the big idea, the pillars, and then those attributes," said the manager. "All of our marketing planning is foundationally driven by what we've learned from BERA."

Those learnings aren't just relegated to the marketing and consumer insights teams. BERA.ai insights have been distributed across the company to take that emotional positioning and share it with other parts of the organization. "Marketing has a very big role in controlling the positioning, and messaging of the brand and the investment behind it to build it, but if someone is interacting with a sales agent, or a technician coming to their house for an installation, or someone in customer service, that could all impact the perception of our organization," he said. "The roadshow helps the other departments to understand what the organization is trying to represent in the marketplace and who it's trying to be from a personality perspective, and the reception to these ideas has so far been great."
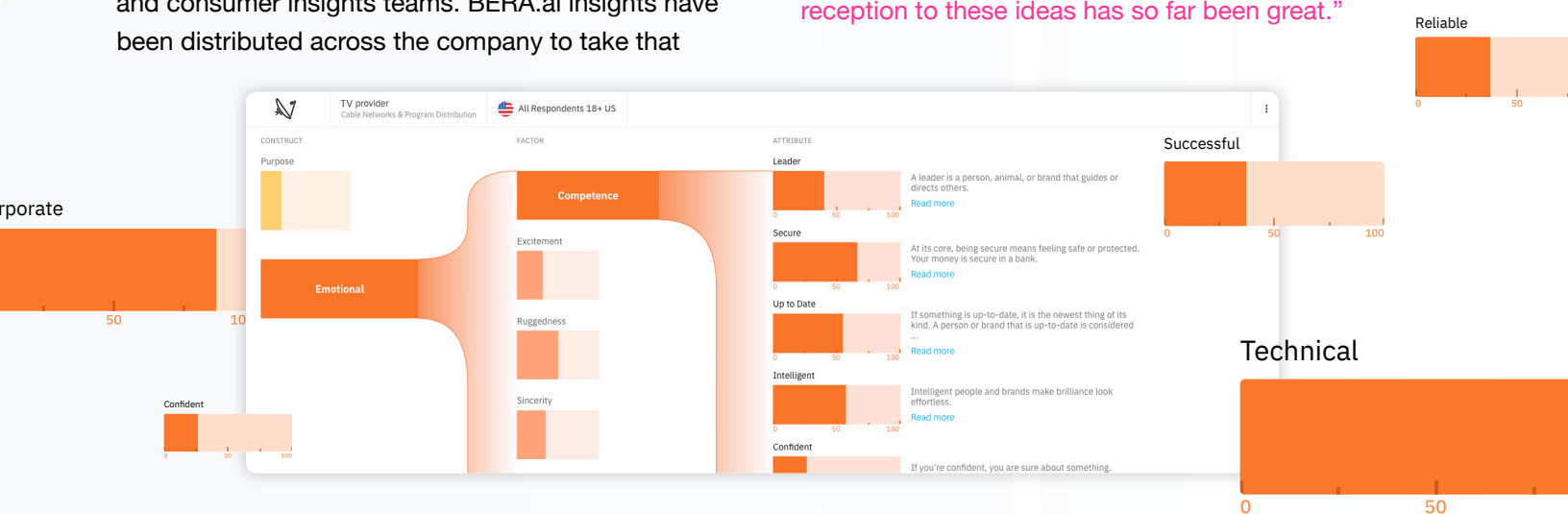
Keeping a finger on the pulse of brand movement

The consumer insights team looks at monthly reports from BERA.ai to see how the brand is moving so they can keep a pulse on why it may move up or down. In addition, they also look at their category and how other categories may influence their brand. For example, they have conversations about what's happening in the world and how these events could impact any number of brands, both in and out of their category.
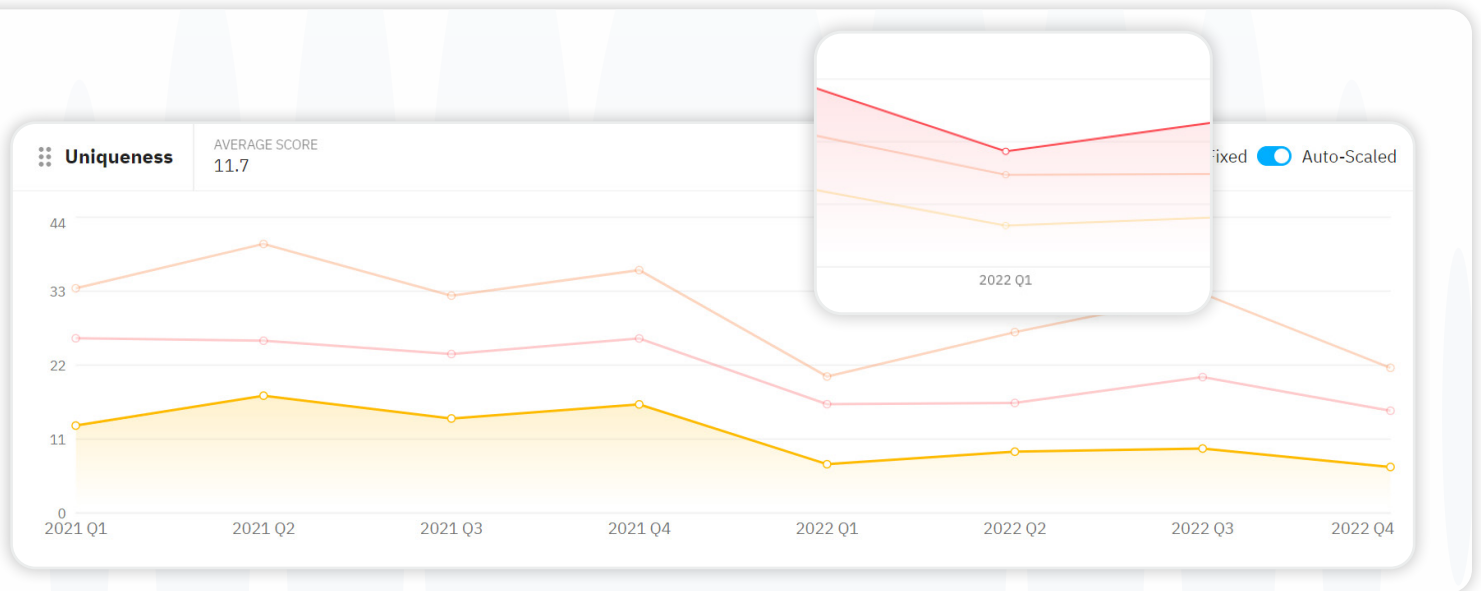
Addressing their portfolio's brand equity

Each of the organization's brands faces different challenges. For example, the company has been around for 20+ years and its category—traditional pay TV and satellite TV—is declining. It has reasonably high awareness in a crowded space that also has an influx of competitors. The investment in brand equity is meant to reinforce strengths and understand consumer perceptions to facilitate better decision making.

The streaming TV side of the business faces a different challenge. The subsidiary does not have high Familiarity, so it focuses on explaining why the brand is meaningful and unique as a means of growing that measure. "One of its strengths is that it's presumably the most configurable live TV service on the market, but with that strength comes confusion because it's not a tier-level package you get with cable," explained the consumer insights manager. The subsidiary does not have high familiarity, so it focuses on explaining why the brand is meaningful and unique as a means of growing familiarity. "It's a different challenge because most people can tell you what the brand is, but if you ask them to tell you about it, they'd need a little experience with it to articulate what we are as a brand and what we provide."

Finding the *right* partnership opportunities

Another brand in its portfolio partners with many other companies in the same category. The consumer insights team uses BERA.ai to determine **which of those providers would make the best fit as a partner for the brand.** "The thing that we look at most closely is shared equity: how are we similar, how can they help us with our brand perception, and how can we help them," said the consumer insights manager.

He explained that the parent organization's partnership teams use BERA.ai data to demonstrate the different brand perceptions of the brand, its portfolio brands, and its prospective partners, helping them to see how a partnership can elevate those perceptions. The marketing team also uses this data to form partnerships with creative agencies. Part of the marketing team is focused on building relationships in small towns across the country, as their core audience is located mainly in rural America. "We've taken BERA.ai data and looked at scoring someone from our rural audience to see how those scores have moved, and then figured out what creative agency works with this brand," said the consumer insights manager. "So even from an internal partnership and creative agency partnership perspective, we can identify what actually moves brand perceptions within small town America."

> *What we looked at most closely is shared equity:* **how are we similar, how can they help us with our brand perception, and how can we help them.**
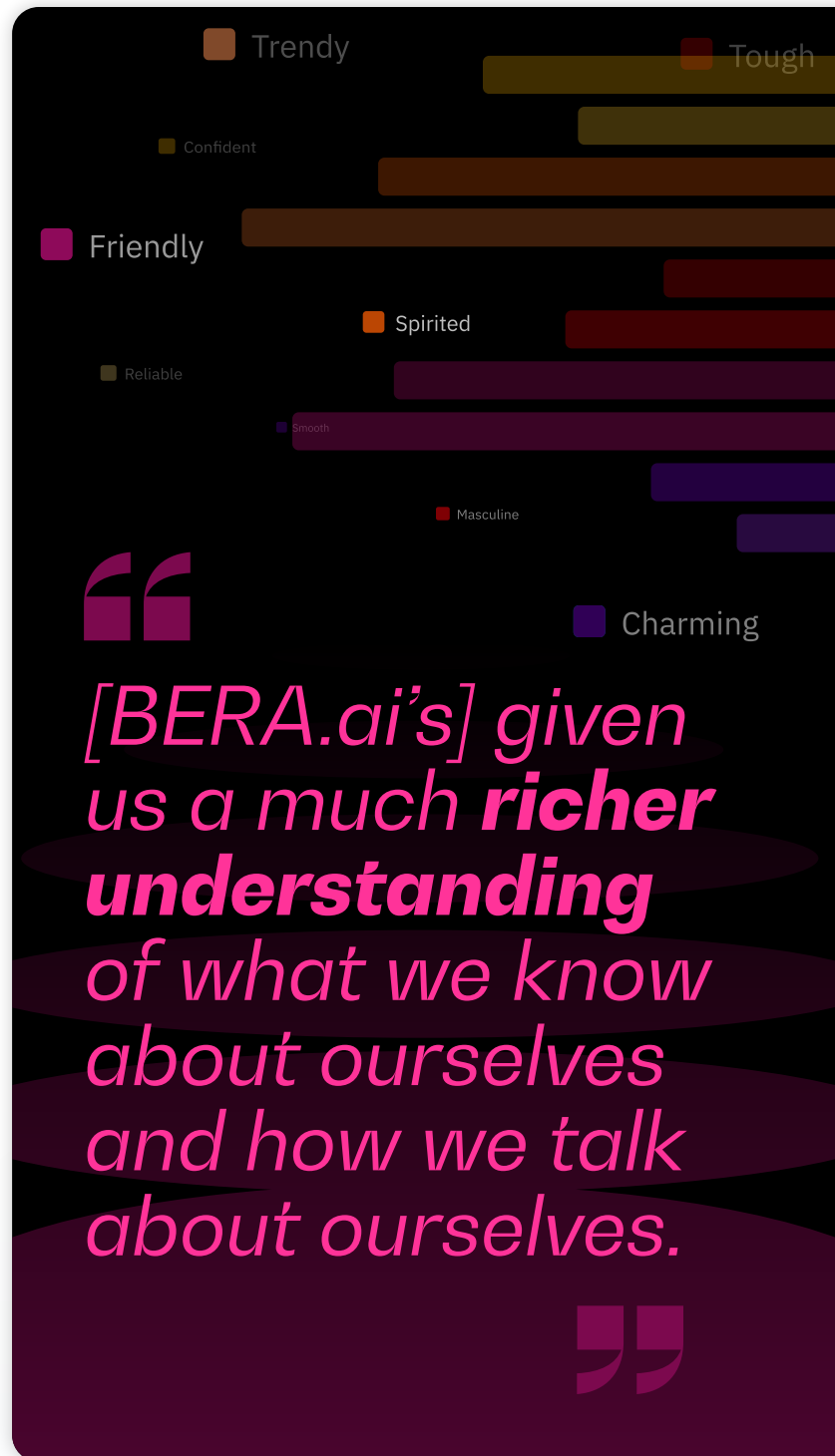
Looking ahead to media mixed modeling

The consumer insights team still has more they want to accomplish to improve the brand's equity. One of these projects includes working with the media mixed modeling (MMM) team to further integrate brand insights. While the MMM team won't necessarily replace what they do, they will have more knowledge about enhancing brand equity to influence sales and how their choices in media allocation impact brand. "It's a game changer, because I don't think anyone can do it like BERA.ai does, and it will definitely make us smarter," said the manager. "We are able to do more with BERA.ai than we could ever do before, and I only see that strengthening in the future."

Final thoughts

The consumer insights manager explained that what his team has learned from BERA.ai about the organization's emotional positioning has become **a foundation of their GTM strategy.** "It's given us a much richer understanding of what we know about ourselves and how we talk about ourselves," he said. "I think we'd be just a lot more behind where we are now and making less smart decisions without BERA.ai"

The organization has seen actual value and growth within its brand after partnering with BERA.ai. One of the attributes the consumer insights team tracks is one that represents a challenge that the satellite TV industry has been trying to overcome for years. "When we look at audiences that we want to reach in our TV advertising—essentially consumers that are considering our brand but don't have any experience with us—we're actually seeing positive movement year over year within that attribute," he said. The organization now understands how to overcome these perceptions with messaging and it's something they've seen growth in. "Our head of brand saw a chart recently and his eyes just lit up because it's just amazing to see that the efforts we're putting into the market are actually making a difference in those perceptions. It's almost like trying to push a boulder up a hill and we're actually making progress doing that."

Trendy
Tough
Confident
Friendly
Spirited
Reliable
Smooth
Masculine
Charming

> [BERA.ai's] given us a much *richer understanding* of what we know about ourselves and how we talk about ourselves.

BERA.ai

Our Brand Intelligence Software is powered by the world's largest syndicated brand equity data stream that automates the real-time collection, analysis, and measurement of **130+** consumer-based metrics, across **4,000+** brands in **200+** sectors globally.

With BERA.ai, brands can discover which metrics determine their brand's equity, see which audiences offer the best brand growth opportunities, and how to activate the right brand positioning strategy to make smarter brand decisions, grow financial outcomes, and drive Brand to Business™ impact.

Request a brand assessment

Identify the drives that will grow brand love, the winning positioning strategy.

Data driven positioning strategy

Understand the stated emotional and behavioral attributes that make up the core of each brand. BERA tracks 80+ positioning metrics across Purpose, Emotional, Functional and Experiential.

Understand Brand Equity Levers

BERA tracks consumer perceptions across all five product or service meet consumer needs), Pric Promotion (how relevant and meaningful is a brand product or service available when and where the brand contribute to positive perceptions of perform how investments perform on each lever relative to