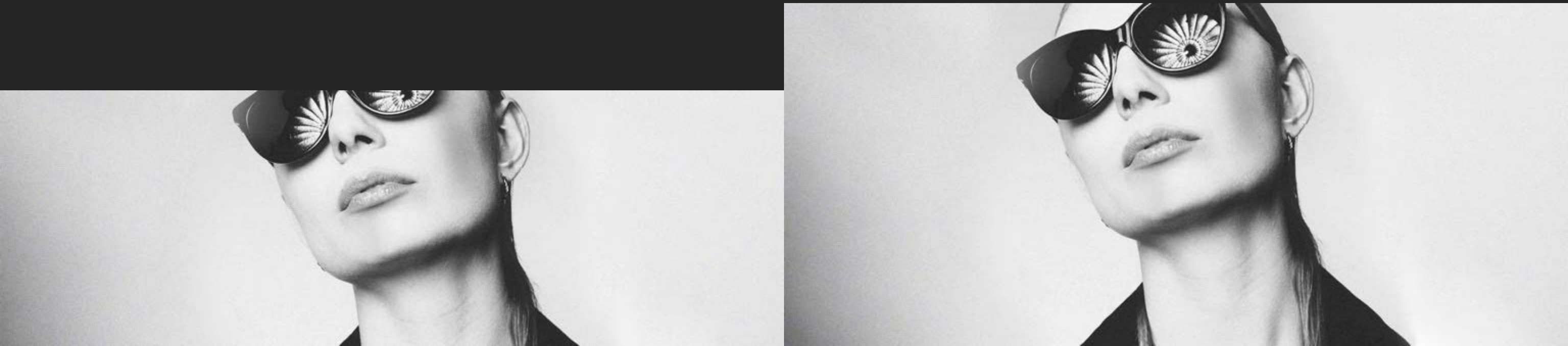


Zeitgeist Research

Brand Tracking Z-IQ

Case Study

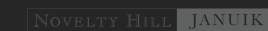
ZEIT GEIST
R E S E A R C H



B2C and B2B

We don't like to brag... but you should know that the **most trusted brands** in the industry have chosen us.

About 60% of our business is B2C and 40% B2B.



01

THE PROJECT

Our Client + Key Challenge

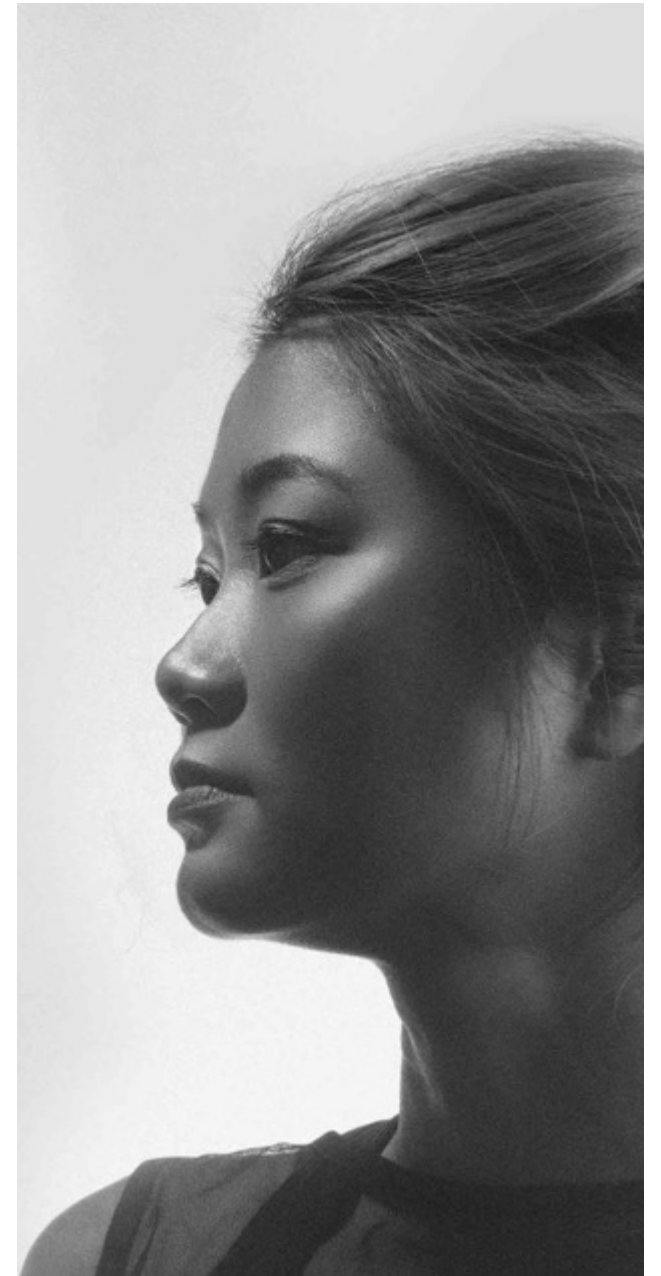
Online Retailer

Our client is an apparel retailer in a very competitive market. Their brand competes with brick-and-mortar stores as well as other online retailers such as Amazon. They focus on providing stylish apparel at low prices to compete with big box and discount retailers.

Key Challenge

With increasing competition from online retailers, our client repositioned its brand to target a wider audience and for the first time introduced men's apparel in order to capture additional market share.

With this pivot, the CMO sought to develop a brand health tracking program to monitor performance over time.



Approach

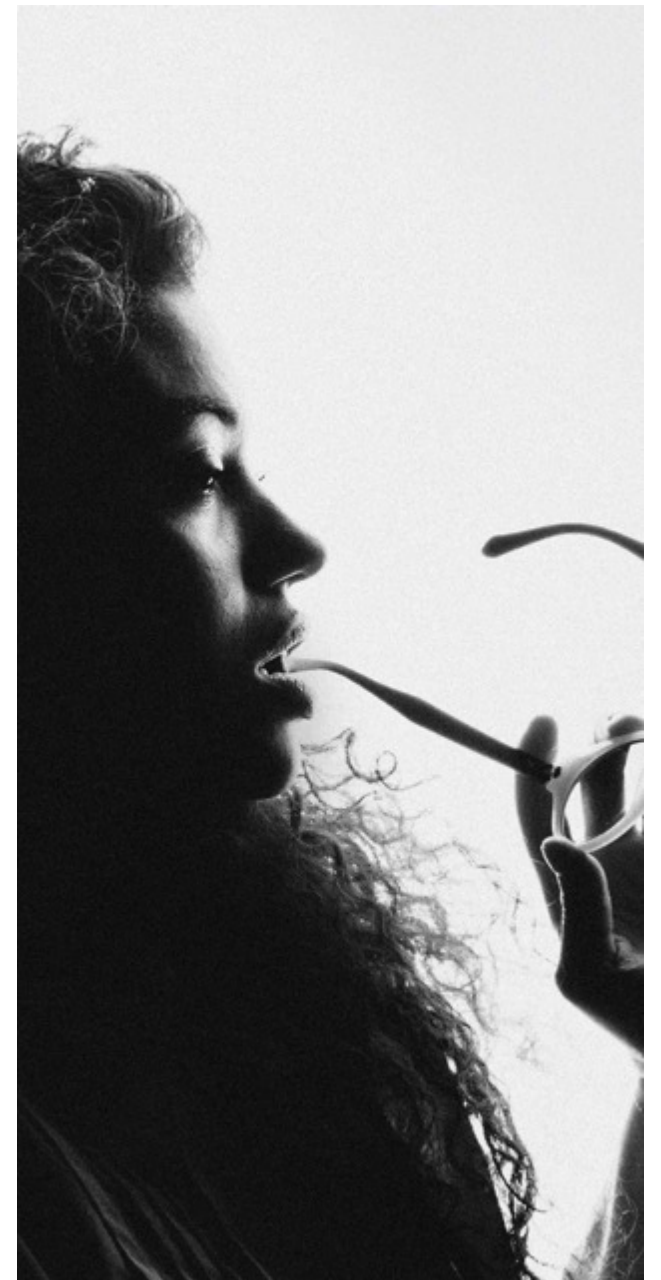
Brand Tracking Survey

Our client was in the middle of repositioning its brand and needed a way to track the brand's health and monitor early warning indicators to understand what is changing and, more importantly, what to do about it.

Our challenge was to translate the brand positioning into a sharp measurement tool to continually assess the brand perception among target consumers and provide actionable insights to the client team.

Working with our client, we developed a custom Brand Tracking survey and reporting structure that provides a high-level dashboard so the CMO can easily track key metrics along with deep dives to help the marketing team monitor and react to how the brand is performing.

In addition we conducted a regression analysis to understand key drivers of consideration and applied our brand affinity scoring for easy cross brand comparisons.



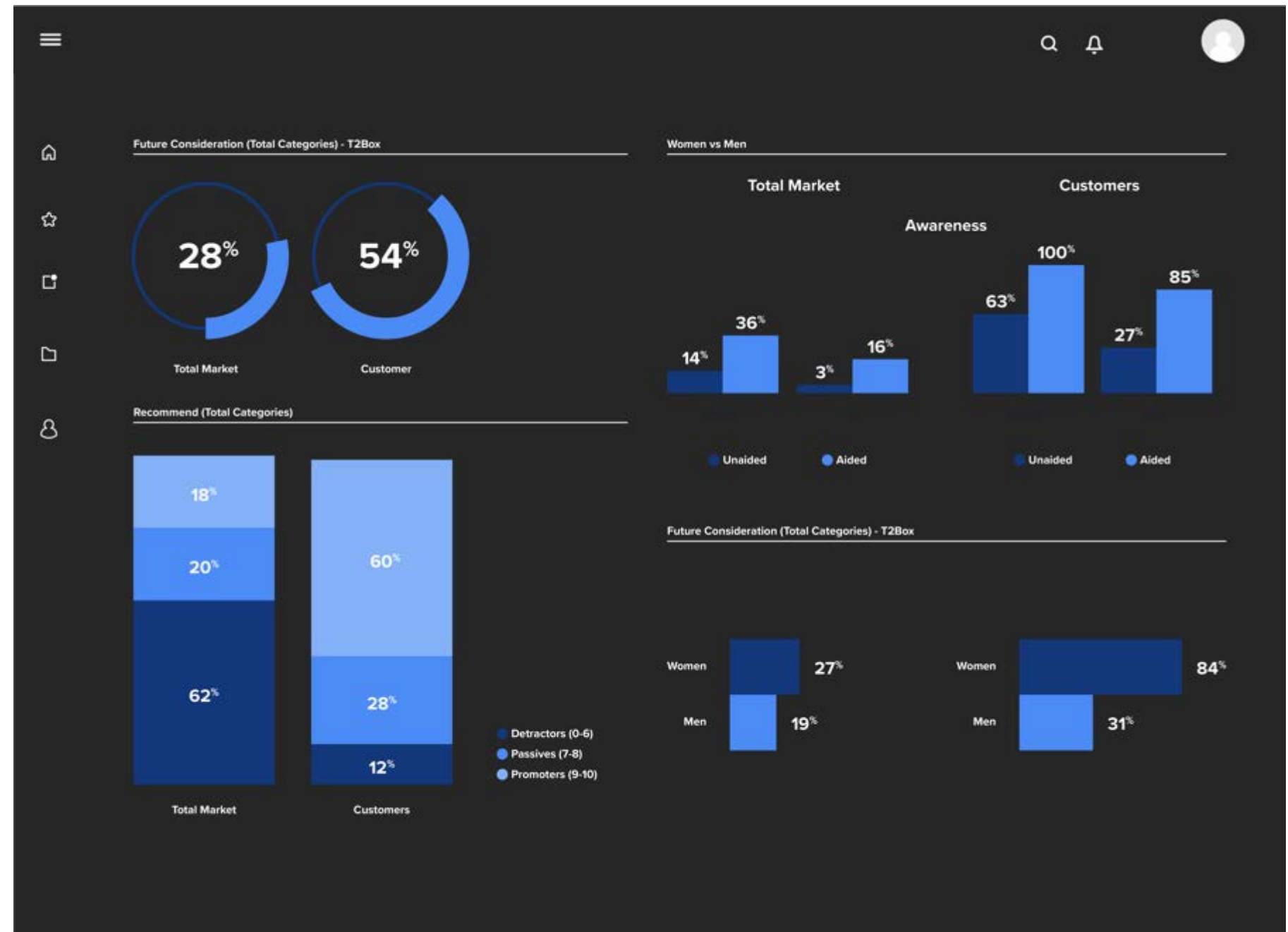
Our Findings



High-level insights within easy reach.

A custom-designed dashboard allowed the CMO to track key metrics related to the brand repositioning on a month-by-month basis.

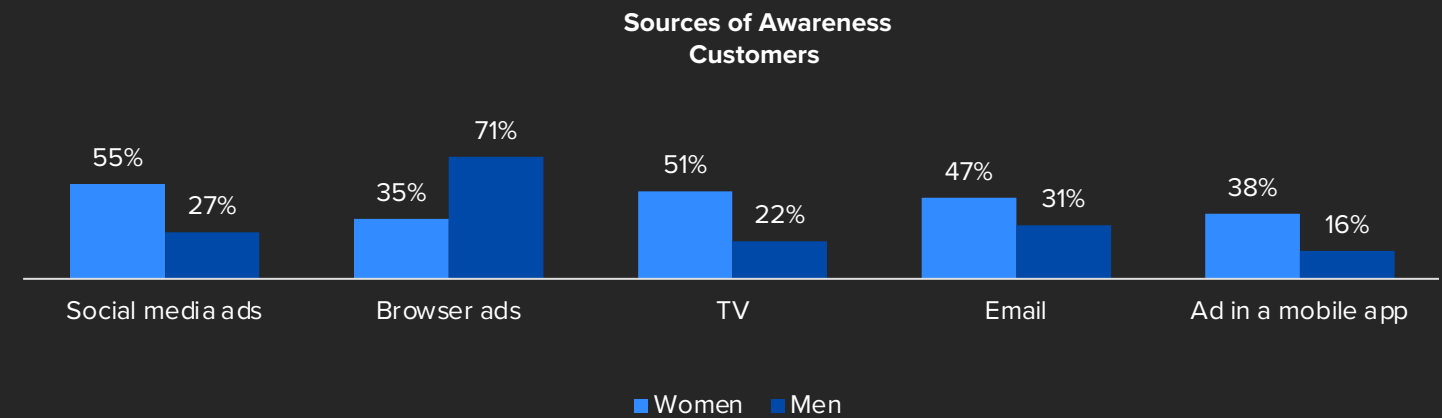
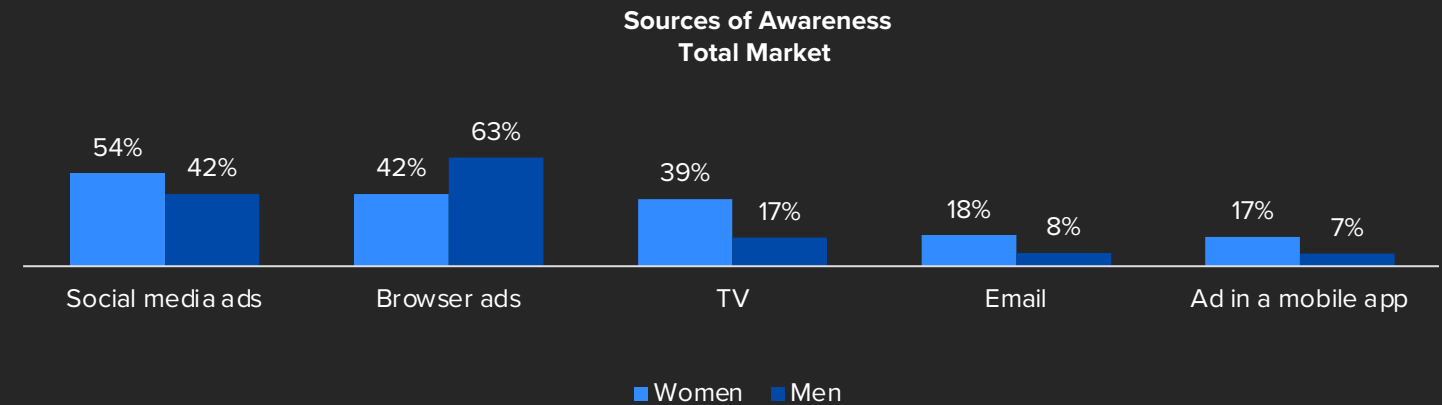
While awareness was strong among customers, the brand was still not reaching new male customers.



The targeting strategy is driving awareness in men.

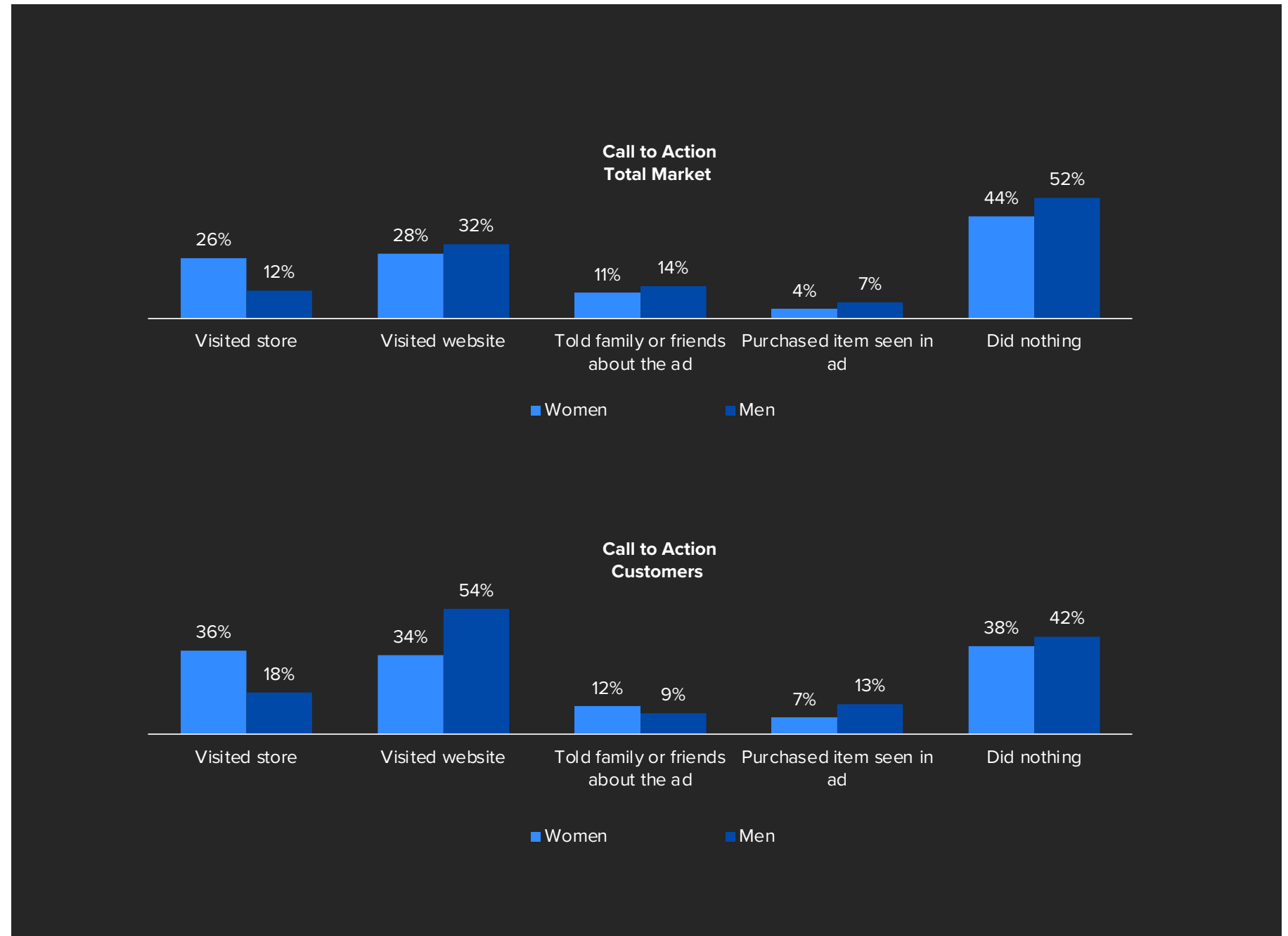
Browser ads placed on websites with male audiences (ESPN, Deadspin, NewArena) and on Twitter are working to drive awareness in men.

Email and mobile app campaigns perform well with customers but not with non-customers and should be revised, or the money should be diverted to better-performing channels.



Messaging efforts are driving website visits and purchases in male demographic.

Post-exposure purchases are significantly higher in men compared to women, demonstrating that male-oriented messaging is working.



Key driver analysis revealed some surprising reasons men consider retailer.

Not surprising, free shipping is an important key driver to consider our client's brand. Who doesn't want free shipping?

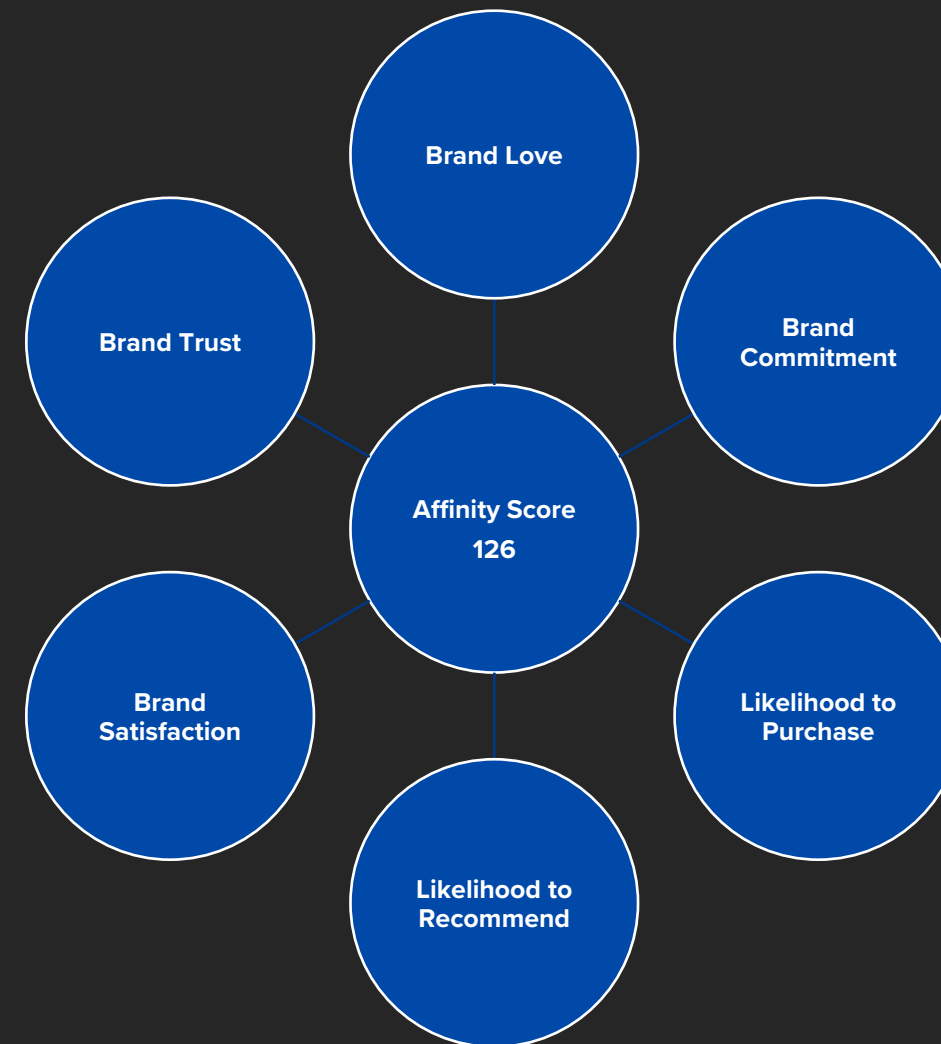
However, a style guide was even more important for this apparel segment, revealing some "Fashion-Angst" supported by the fact that "Not-being-judged" rose to the level of a secondary driver.



Brand Affinity Scores

Brand Affinity is a composite score that captures the effect of multiple brand impact metrics together.

Using our affinity scores, we were able to compare our Client's brand across key competitors with one single metric.



Our Recommendation



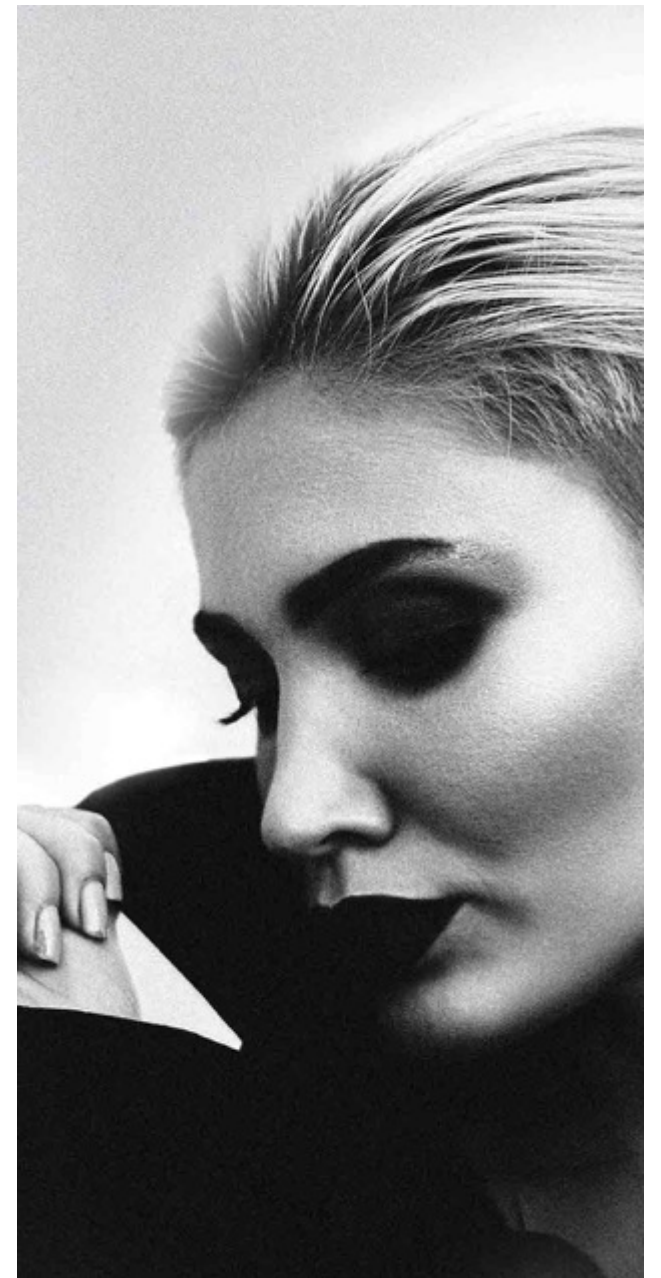
Our Recommendation

Brand repositioning is working but tracking should continue.

Our client was in the early stages of a brand repositioning strategy designed to bring in male customers and ensure that the brand could compete against the growing threat of online apparel retailers. Wanting to keep their finger on the pulse of the brand, our client commissioned a monthly brand tracker.

Our research found that the repositioning and associated ad campaign was working to drive awareness and purchase behavior in both women and men.

Because of the monthly cadence, we were able to provide near-time data, allowing the client to adjust and refine their brand strategy to meet the needs of their customers.



02

ZEITGEIST RESEARCH

WHO WE ARE.

The Company

Zeitgeist Research is a virtual, boutique, full-service research company working with Fortune 500 companies, ad agencies, and start ups.

Zeitgeist Research works with clients from a wide range of backgrounds, about half of all projects are B2B and half are B2C.

The Founder

The company was founded in 2012 by Dr. Manfred Bluemel, Ph.D., who was head of consumer insights at [Amazon](#) for eight years where He was inspired by Jeff Bezos' philosophy of customer obsession. And it shows: Zeitgeist's current NPS is 92!

The Z-Team

Other Z-Leaders are Dr. Bill Sallas, Ph.D., our behavioral psychologist leading the qualitative team and Kelley Raleigh, former Director of Insights at Samsung, Dannon, and PepsiCo and head of the quantitative research team at Zeitgeist.

WHY WORK WITH US?

Experience

All your research projects are managed by senior research professionals who each have **10+ years** of experience.

As a result, our reports are strategic and tell a story.

Quality

Our customer obsession and relentless feedback loop as well as our strategic reports have earned us an **NPS of 92**, reflecting the quality and service level we deliver.

Fast

If you need results in days, not weeks, our Basic or Accelerated research solutions are your answer.

Fully customizable Bespoke projects can be turned around in three weeks.

Innovative

We provide several advanced methodologies, from advanced analytics to neuro-science, for you to choose from that fit your budget.

Variety of Research Solutions

Our full-service Research Solutions offer products and approaches at every price level and sophistication.

Affordable

We deliver high-quality research at a fraction of the price with full cost transparency.

There are no games at Zeitgeist Research. Our detailed line-by-line item pricing, allows you to scale the project up or down to fit your budget.

TYPE OF RE- SEARCH

Advertising

- Ad Concept Testing
- Ad Creative/Copy Testing
- Ad Effectiveness
- Message Testing

Brand

- Awareness, Attitudes, and Usage (AA&U)
- Brand Tracking
- Positioning
- Personas
- Segmentation
- Value Proposition

Acquisition and Retention

- Customer Satisfaction
- Decision Journey/Path-to-Purchase
- Logo Testing
- Name Testing
- Packaging
- Product Concept
- Target Market Sizing and Definition
- Win/Loss Analysis

Employee Surveys

- Employee Satisfaction
- Discrimination Assessment

METHO- DOLOGY

Qualitative

- Focus Groups
- In-Depth Interviews (IDIs)
- Online Bulletin Boards
- Shop-Alongs
- Intercepts
- Ethnography
- Eye Tracking

Qual. Neuro-response

- Facial Coding

Quantitative

- Online Surveys
- Phone Surveys

Advanced Analytics

- NLP Sentiment Analysis
- Key Driver Analysis/Regressions
- MaxDiff
- TURF
- Conjoint, etc.

Quant. Neuro-response

- Intuitive Associations



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Thanks for taking the time to learn more about Zeitgeist Research.

Stop Guessing. Contact Us.

info@zeitgeistresearch.com