

Brand Measurement and Success Metrics Framework

1. Brand Objectives

- Increase overall brand awareness
- Improve customer perception and brand sentiment
- Drive customer loyalty and retention
- Enhance market position against competitors

2. Key Metrics & KPIs

| Category | Metric/KPI | Description |
|------------|--------------------------|--|
| Awareness | Brand Recall | Percentage of target audience that remembers the brand |
| Awareness | Brand Recognition | Ability of customers to identify brand elements (logo, name, etc.) |
| Perception | Net Promoter Score (NPS) | Likelihood of customers to recommend the brand |
| Perception | Brand Sentiment | Positive, negative, or neutral sentiments in customer feedback and social mentions |
| Loyalty | Customer Retention Rate | Percentage of customers who return over a set period |
| Loyalty | Repeat Purchase Rate | How often customers make repeat purchases |
| Equity | Share of Voice | Brand share in conversations/mentions within the industry |
| Equity | Brand Value | Estimated financial value attributed to the brand |

3. Data Sources

- Customer surveys and interviews
- Market research reports
- Social listening platforms
- Sales and CRM data
- Web and digital analytics

4. Reporting & Review Cycle

- Monthly KPI tracking and dashboard updates
- Quarterly brand performance reviews
- Annual strategy refinement and goal setting