

# Haircare giant uses BEP to boost brand equity 8.3%

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FMCG adopts the new standard for brand equity monitoring



## Business challenge:

**Taking smarter, faster action  
in a highly competitive and  
shifting Hair Care market**



Monitor and understand drivers of brand equity  
– for your brands and your competitors  
**WITHOUT DOING A SINGLE SURVEY**

## Business Questions

- Is my brand strengthening its equity vs competition?
- How do I accelerate/reverse the trend?
- Which of my competitors are declining and why?
- How do I stack-up against ALL the brands?
- Can I have an “Always On” system that monitors all this every month without spending a fortune?
- How do I create equity-driven market share growth?



The Hair Care market is fierce, with giants holding strong and disruptors rising.

A leading FMCG client was stagnating and needed a fast turnaround.

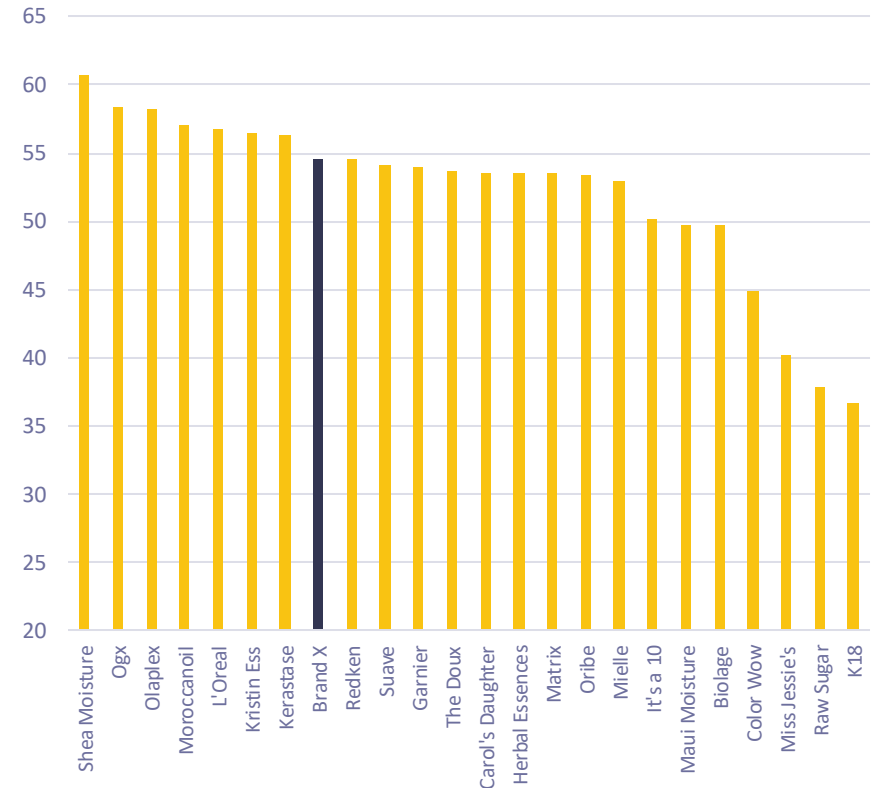
With limited budget and time, traditional surveys weren't an option. They needed deeper, action-driven insights beyond those from a normal survey.



# brand equity pulse

Enter i-Genie's BEP: the new standard for faster, better, cheaper brand equity tracking

Brand Equity Pulse Score: Hair Care US (sample brands)



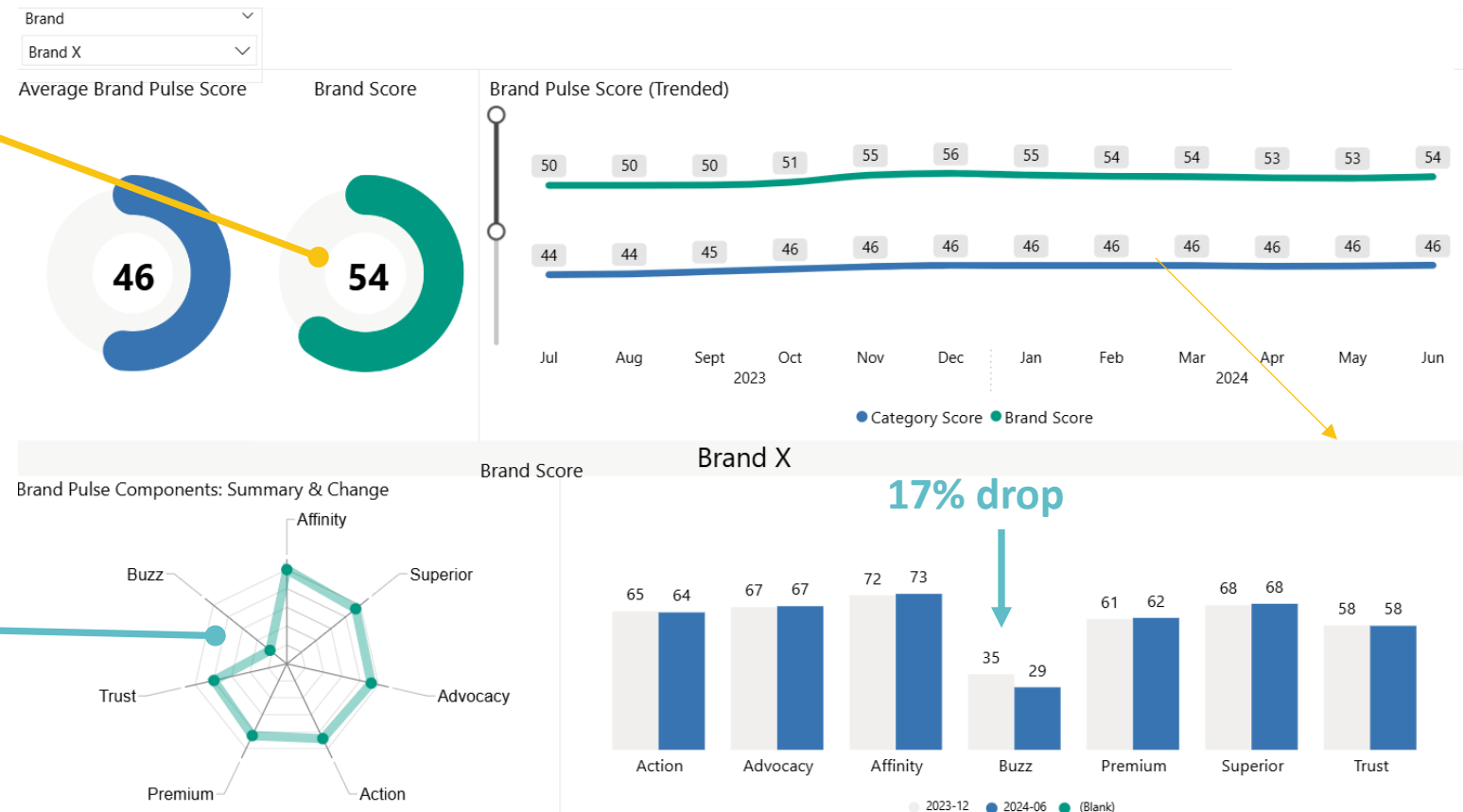
# Within minutes of logging in, our client confirmed their stagnation hypothesis

With just a few clicks, our client was able to test their brand stagnation hypothesis

In their brand overview, they saw that despite outperforming the category average, brand equity remained stagnant

They were also able to see the drivers of brand equity and could see that their Buzz had dropped significantly – 17%.

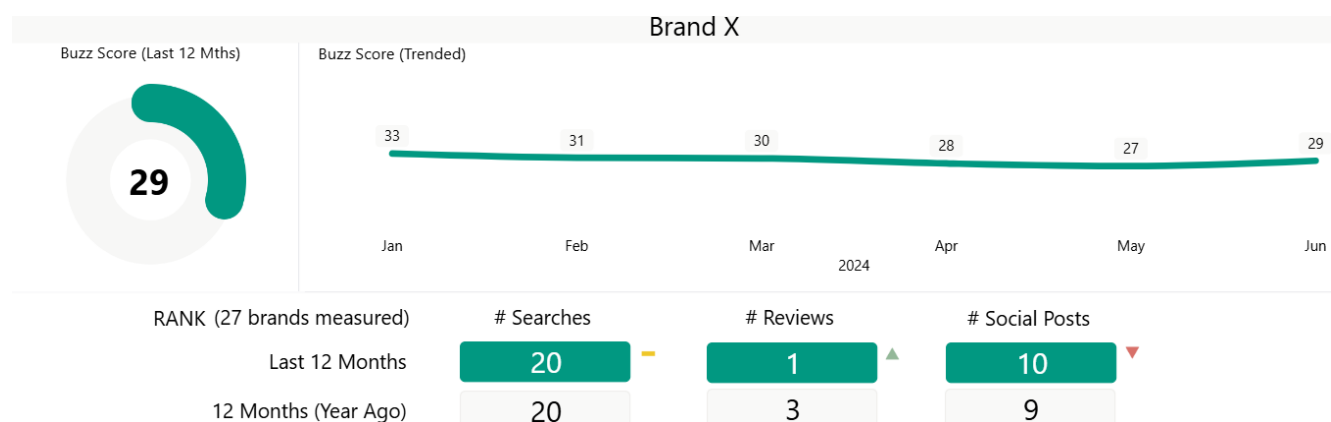
## Hair Care US: client Brand Equity Pulse Score brand breakdown view



# Getting to a clear diagnosis in just a few clicks

- Seeing their Buzz had dropped, our client deep-dived into what was happening
- Buzz, i-Genie's salience metric, measures share of voice across eCommerce reviews, searches and social platforms
- They could see that the decline in Buzz was due to a decline in social posts and stagnant, low, searches – despite an increase in reviews

## Client brand: Buzz performance by month and by data source



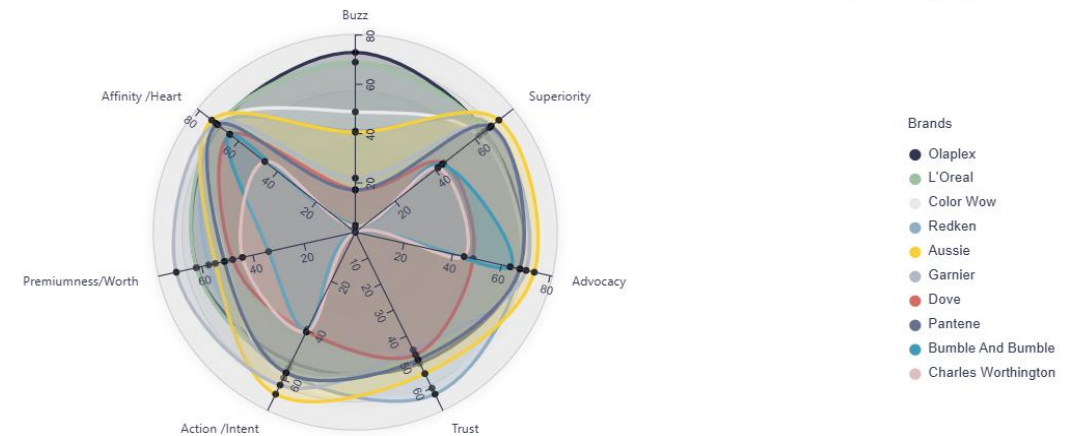
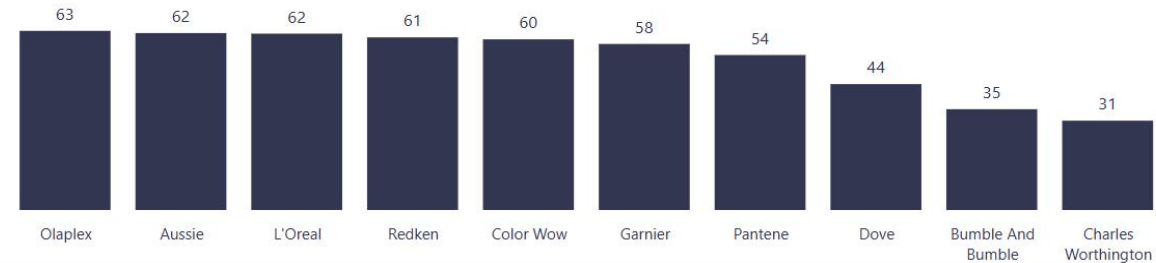


# Getting to a clear diagnosis in just a few clicks

- Our client looked at the part Buzz plays in brand equity for the whole market
- Exploring the tool, our client uncovered a key trend – top brands win on Buzz
- Moreover, an interesting datapoint emerged – top brands were doing very well on Trust
- Trust is i-Genie's measure of consumer perceptions of a brand's trustworthiness and heritage

## Hair Care US: BEP scores and dimensions breakdown by selected brands

Brand Pulse Score



## Our data gave our client inspiration for a clear action plan on how to re-invigorate their brand

- The biggest boosts to brand equity were identified – Buzz and Trust – by analysing the top players vs. market
- This enabled our client to devise a plan:
  - Launch a buzz-driving campaign that sparks online and social engagement
  - Leverage brand heritage in the campaign to encourage consumers to discuss their Trust in the brand
  - Give consumers a clear call to action to search for the brand, too

### Hair Care US: BPS components, analysed by dimension for understanding what gives the biggest boost

	Buzz (avg.)	Superiority (avg.)	Advocacy (avg.)	Trust (avg.)	Action (avg.)	Value (avg.)	Affinity (avg.)
BEP - All Brands	16	51	49	34	43	45	58
Top 5 brands	46	68	71	55	60	58	73
Ratio	2.88	1.33	1.45	1.62	1.40	1.29	1.26



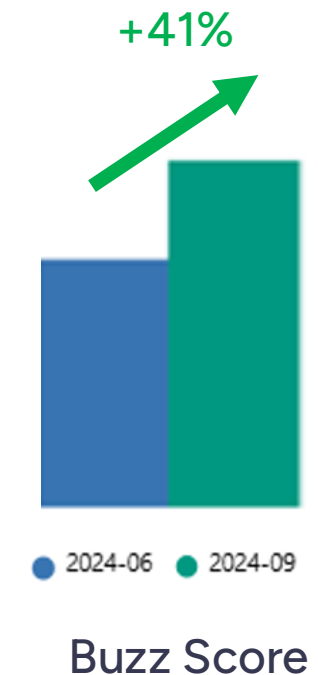
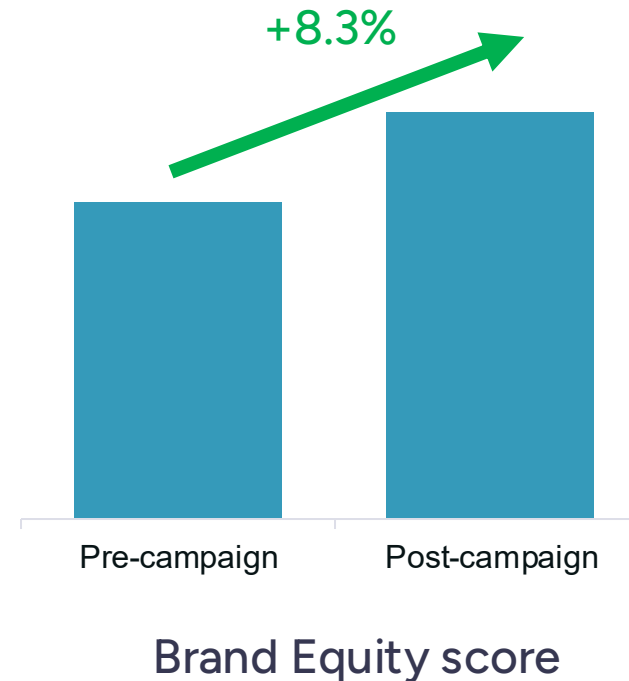
## The result: an 8.3% increase in Brand Equity post-campaign – in just 3 months

The impact was visible immediately after their campaign began. In just 3 months:

- Brand equity was up – an 8.3% increase
- A 41% increase in Buzz, up 12pts to 41, reversing negative trend
- Trust score uplift of 4%

**Brand equity score has a 0.75 correlation with market share 4 months out!**

The impact of an i-Genie informed marketing campaign was immediately clear



## What i-Genie customers say about us...

"We have enjoyed pioneering with i-Genie using their innovative cutting-edge tech tools, enabling fewer primary surveys to get to the hear of what consumers want and need. Their collaborative, responsive working style means that they are an extension of our team. Always eager for feedback and where possible adjust and customize to help us drive our business forward."

CMI & Analytics Director



# FASTER & CHEAPER & BETTER

## Faster

- Monitor brand equity in near real-time, so you can react and adapt marketing spend
- Align social and review signals all in one place without additional data engineering
- Track all competitors, before they become imminent threats

## Cheaper

- Costs 3-6x less than surveys
- Provides access to all your brand managers for a fixed price
- Leverages social and review investment across other i-Genie products
- Provides Presto, our GenAI to drill down without custom internal requests



## Better

- Uses 1,000x+ feedback of limited surveys
- Tracks all competitors, not just 10-12, with unlimited attribute tracking
- Analyzes 7 key pillars vs. traditional 3
- Measures 2-year history immediately
- Synthesizes key equity drivers with AI

**Are you ready for  
faster, cheaper, better  
brand equity tracking?**

**Contact us at [info@i-genie.ai](mailto:info@i-genie.ai)**