



BSR
Quality Planner

 **SAMR** SMARTAGENT
MARKETRESPONSE

s a n o m a

Why?



- There is a need for information about brands that extends beyond just socio-demographic data
- Communication is more powerful when the perception of brands and the perception of media are interconnected; from 'visibility' to 'being seen'
- Segmentation based on moment-based needs, not on target groups; values are derived from needs

We have introduced the BSR Quality Planner because we regularly receive requests for information about our brands that extends beyond socio-demographic data such as age and gender. For example, the magazine brands Libelle and Margriet have almost exactly the same socio-demographic profile, but there are clear differences in terms of value projection. We can now use the BSR model to deepen our understanding in this area.

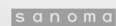
Quality Planning is based on the idea that the perception of brands and the perception of media can be correlated to a greater or lesser degree, and that the extent of that correlation contributes to the power of the message. The resemblance between the brand and the environment in which that brand is advertised increases the clarity of the positioning and the effectiveness of the message. Assessing media in terms of qualitative criteria would be a better indicator of the effectiveness of communication than the reach (the market wants 'being seen' rather than 'visibility'; impact is even more important than reach). The choice of the right advertising message, advertising medium and distribution channel creates a synergistic effect that accentuates the meaning or end value of the brand or product.

Focussing on specific target groups was declared dead around 20 years ago. For increasing numbers of brands/products, there are no longer any immediately identifiable target groups, yet they are still supposed to reach a mass of 'moment-based consumers'. Segmentation should not be based on consistently-behaving consumers but on moment-based needs ('sentimentation'). End values are derived from needs; they are psycho-social goals in life that are pursued with personal strategies (definition: meaningful interconnection or (association) pattern that respondents assign to brands in their descriptions based on fundamental concepts). Examples include independence, harmony, security, control, etc. If we assume that media behaviour is not coincidental and random but is driven by needs and moods and also actively drives moods, then we know that the population of consumers that now uses medium A is 'determined' at this moment by end value X.

How?



- Large-scale study by SAMR: 250 brands have now been assessed by 10,000+ consumers
- 'Try to imagine describing this brand as you would describe a person' (n=120+)
- Results to be analyzed in online tool; all brands and values to be plotted in psychographical BSR model

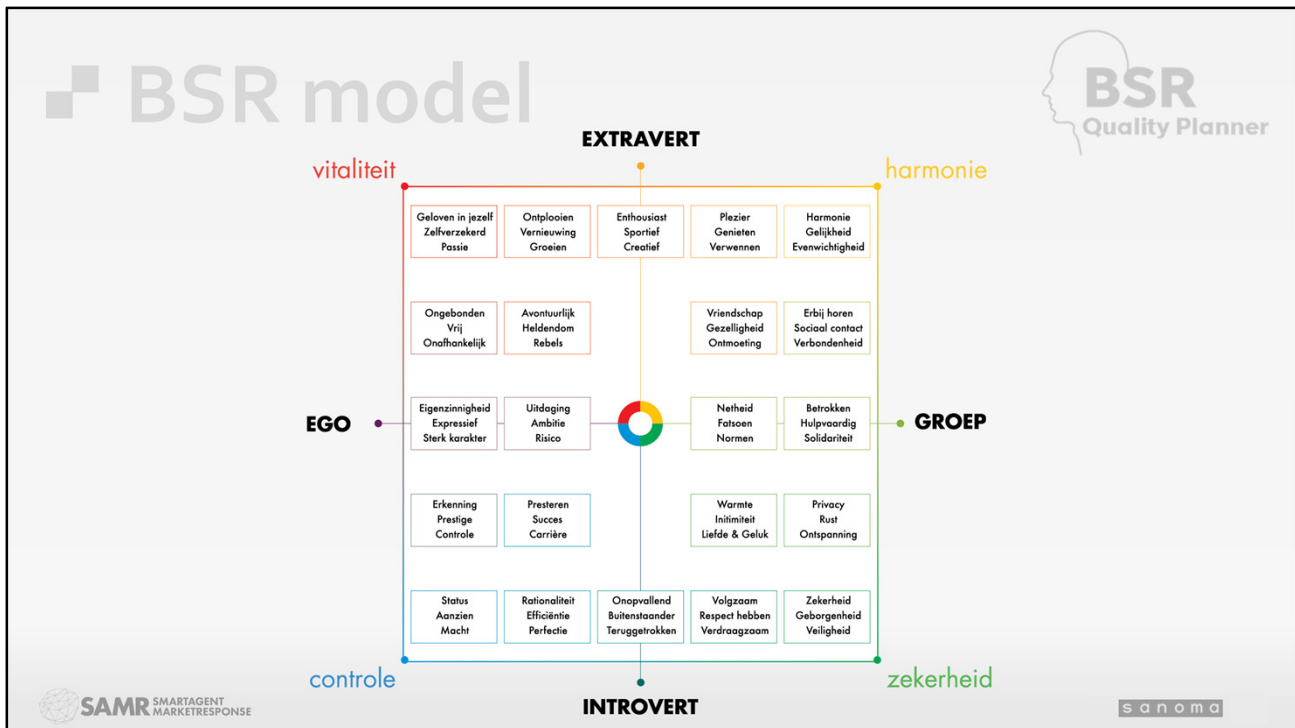


The BSR Quality Planner is based on a large-scale study conducted by market research agency SAMR: 250 brands – both product and media brands – were assessed by a total of 10,722 consumers. This was done using a questionnaire based on the Brand Strategy Research (BSR) model. In the product category of each brand, the researchers measured the brand's position in the BSR model and how the association network of characteristics/values looks for that brand.

For 2 known product brands and 2 known media brands, respondents answered the same three questions about characteristics, values and image-related words: 'Try to imagine describing this brand as you would describe a person' (in a list, a respondent chooses the terms that best describe the brand in question). The first two are used to determine the BSR position of the brand (the characteristic and value questions), while the third is used to add more depth to the brand image.

All brands are assessed by at least n=120 respondents. It is important that everybody who has an opinion about the brand may voice an opinion about the brand, even if these consumers only come in contact with the brand sporadically. This is because the image that fans have of a brand is different to that of people who only know the brand by name. If the focus was only on the image that fans

have, the image of the brand would not be faithful to the true image of the brand in the market. In terms of media brands, it involves an image of all the manifestations of that brand that people are familiar with (magazine, website, app, television, event, etc.).



The BSR model uses psychographical values (=lifestyle, personal traits and attitudes) to divide brands into different segments. These segments are created on the basis of two axes: the sociological axis and the psychological axis. The sociological axis runs between 'ego' and 'group'. This axis shows whether a brand focuses on a person's own values (on the individual), or whether it actually focuses more on the values of the group and projects an inclusive image. The psychological axis runs between 'extravert' and 'introvert'. This axis shows whether a brand is mainly focused outward (extravert, open) or focused more inward (introvert, closed). By crossing these axes, four segments are created. These segments are linked to four words and colours. Clockwise from top to bottom left, they are:

- The red segment (vitality/freedom)
- The yellow segment (harmony)
- The green segment (security)
- The blue segment (control)

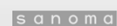
In terms of the score/position, it is not about 'good versus bad', but about values (with no value judgement ;-)).

What?



The practical value is twofold (besides an insight into the perceived values of the measured brands):

- Qualitative media planning: better matches between media brands and product brands, based on the position in the model or the campaign objective
- Inspiration for creation: insights for concept and content development, based on the perceived values assigned to the brands in the model



The survey results clearly reflect the image/perception of our own brands as well as those of the competition and of a large number of advertisers. Furthermore, in the tool we can make matches between media brands and advertising brands, based on the position in the model or the campaign objective (qualitative media planning). We also gained insights for concept and content development on the basis of the values assigned to brands in the model (inspiration for creation).

Quality Planning is based on the conviction that a brand can be strengthened by aligning the advertising space as much as possible to the brand values/perception of that brand (or indeed by making a deliberate mismatch if so desired for the campaign objectives).

BSR Quality Planner

Online tool for analyses

BSR Quality Planner
De BSR Quality Planner heeft als doel om mediaplanning verder te brengen dan selectie op basis van demografische gegevens. Want waar de demografische eigenschappen van verschillende media wellicht overeen komen, verschillen zij wel degelijk op uitstraling en waarden. De Planner is gebaseerd op de overtuiging dat een merk versterkt kan worden door de advertentieruimte zoveel mogelijk aan te laten sluiten bij de merkwaarden van dat merk. Of hier juist een bewuste mismatch in te maken, als dat gewenst is voor de campagnedoelstellingen.

Voor de BSR Quality Planner zijn 250 merken beoordeeld, door maar liefst 10.722 consumenten. Zij hebben dat gedaan aan de hand van een vragenlijst die gestoeld is op het Brand Strategy Research (BSR) model. Aan de hand van de resultaten van dit onderzoek is voor alle merken bepaald welke BSR-positie zij hebben binnen hun branche.

Brand Strategy Research model
Het BSR-model gaat uit van de overtuiging dat er meer nodig is de identiteit van een merk te beoordelen, dan alleen demografische gegevens van gebruikers. Naast deze demografische of gedragskenmerken van gebruikers is het nog veel interessanter om te kijken naar de motieven, waarden en behoeften zoals die worden uitgestraald of ingevuld door een merk. Koopgedrag wordt immers niet alleen bepaald door geslacht, leeftijd of levensfasen van mensen, maar ook door de mate waarin zij hun eigen waarden en behoeften herkennen in (product)merken.

Het BSR-model gebruikt psychografische waarden om merken in te delen in verschillende segmenten. Deze segmenten worden gecreëerd vanuit twee assen: de sociologische as en de psychologische as. De sociologische as loopt tussen 'ego' en 'groep', de psychologische as loopt van 'extravert' naar 'introvert'.

Door deze assen te laten kruisen, ontstaan vier segmenten. Deze segmenten zijn aan vier woorden en kleuren gekoppeld. Van linksboven naar linksonder, met de klok mee zijn het:

- Het rode segment (vitaliteit/vrijheid)
- Het gele segment (harmonie)
- Het groene segment (zekerheid)
- Het blauwe segment (controle)

Woorden die horen bij de verschillende segmenten zijn terug te zien in onderstaand figuur:

EXTRAVERT

vitaliteit harmonie

Geloven in jezelf Zelfverzekerd Passie	Ontplooien Vernieuwing Groeien	Enthousiast Sportief Creatief	Plezier Genieten Verwennen	Harmonie Gelijkheid Evenwichtigheid
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Gebruikers Inloggen

The various analysis modules: 'Positioning', 'Profile', 'Compare', 'Value', 'Information' and 'New brand'.

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The planning tool; the various modules are displayed in the left-hand column, respectively 'Positioning', 'Profile', 'Compare', 'Value', 'Information' and 'New brand'.

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PRODUCTMERKEN

- Auto
- Elektronica
- Energie
- Financiën
- Horeca
- Huidverzorging
- Huishoudelijke ap...
- Kansspelen
- Mode
- Non profit
- Reisorganisaties
- Retail
- Snoep
- Telefonie
- Verzekeringen
- Voeding
- Woninginrichting
- Zuivel

MEDIAMERKEN

- Sanoma - Vrouwen
- Sanoma - Interieur
- Sanoma - Overig
- Anders - Vrouwen
- Anders - Overig
- TV

NIEUWE MERKEN

- Overig

POSITIONERING

PROFIEL

VERGELIJK

WAARDE

INFORMATIE

DATASET

- Totaal
- Man
- Vrouw

Gebruikers Uitloggen

10

Most commonly selected values for Donald Duck ('trusted' and 'happy')

Statement	Donald Duck	NL	Index
Vertrouwd	58%	29%	200
Vrolijk	57%	13%	438
Gezellig	48%	15%	320
Vriendschap	42%	12%	350
Avontuurlijk	38%	9%	422
Creativiteit	35%	19%	184
Levendig	32%	12%	267
Opgewekt	32%	9%	356
Genieten van het leven	31%	21%	140
Traditioneel	31%	15%	207

1 tot 10 van 87 statements

Vorige 1 2 3 4 5 ... 9 Volgende

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'Profile'-module: a ranking of the most frequently-named values, in this case for Donald Duck.

The NL column concerns the average percentage over all brands measured.

In addition to media brands, 18 product groups have now been included in the tool, varying from cars to dairy products.

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Flow
Happinez

10

Flow	%	% NL	Index vs NL	Happinez	%	% NL	Index vs NL	Flow vs Happinez
Eigentijds	45%	27%	167	Eigentijds	34%	27%	126	132
Creatief	44%	15%	293	Creatief	25%	15%	167	176
Genieten van het leven	44%	21%	210	Genieten van het leven	38%	21%	181	116
Creativiteit	43%	19%	226	Creativiteit	31%	19%	163	139
Harmonie	36%	9%	400	Harmonie	41%	9%	456	88
Trendy	33%	17%	194	Trendy	23%	17%	135	143
Geluk	31%	7%	443	Geluk	38%	7%	543	82
Hip	30%	10%	300	Hip	13%	10%	130	231
Steervol	30%	12%	250	Steervol	35%	12%	292	86
Uniek zijn	28%	14%	200	Uniek zijn	22%	14%	157	127

1 tot 10 van 87 statements

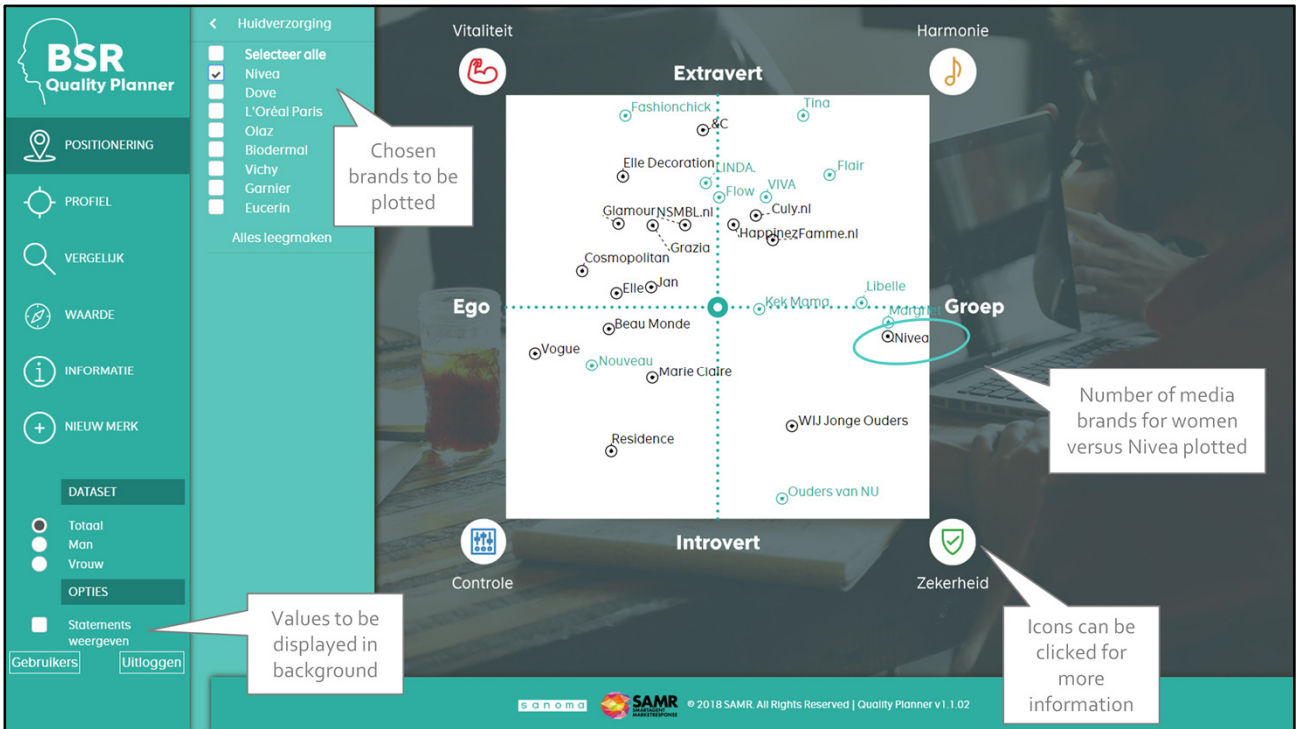
Vorige 1 2 3 4 5 ... 9 Volgende

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Comparison between 2 brands; Flow scores higher than Happinez on e.g. the value 'contemporary'

'Compare'-module: a comparison between two brands, in this case the magazine brands Flow and Happinez.

Ranking by column is possible; it is possible to play with the results this way.



‘Positioning’-module: measured brands can be plotted in the BSR model, in this case the media brands for women plus advertiser brand Nivea. Margriet in particular is a good match for Nivea, but depending on the brand or campaign objective, other media brands can also be chosen.

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Gebruikers Uitloggen

1 Naam 2 Karakterkenmerken 3 Waarden 4 Imagowoorden 5 Plot en Opslaan

Wat is de merknaam?

Nieuwe merknaam:

Volgende →

New: since early 2018 also a 'value entrance'; non-measured brands can be plotted in the model

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'New brand'-module: since early 2018 we also have a 'value entrance' so that non-measured brands can be plotted by choosing the desired values in 5 steps. This can also be used for brands that have been measured; you can compare the actual position in the model with the position based on the desired values.

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- POSITIONERING
- PROFIEL
- VERGELIJK
- WAARDE**
- INFORMATIE
- NIEUW MERK

Gebruikers | Uitleg

New: since autumn 2018, brands can also be ranked by specific value

Label	Statement	%	% NED	Index vs NED
BMW	Design	28%	9%	311
Lexus	Design	27%	9%	300
Peugeot	Design	24%	9%	267
Audi	Design	23%	9%	256
Citroën	Design	23%	9%	256
Renault	Design	20%	9%	222
Kia	Design	16%	9%	178
Mercedes-Benz	Design	15%	9%	167
Mazda	Design	14%	9%	156
Hyundai	Design	11%	9%	122

1 tot 10 van 18 statements

Vorige 1 2 Volgende

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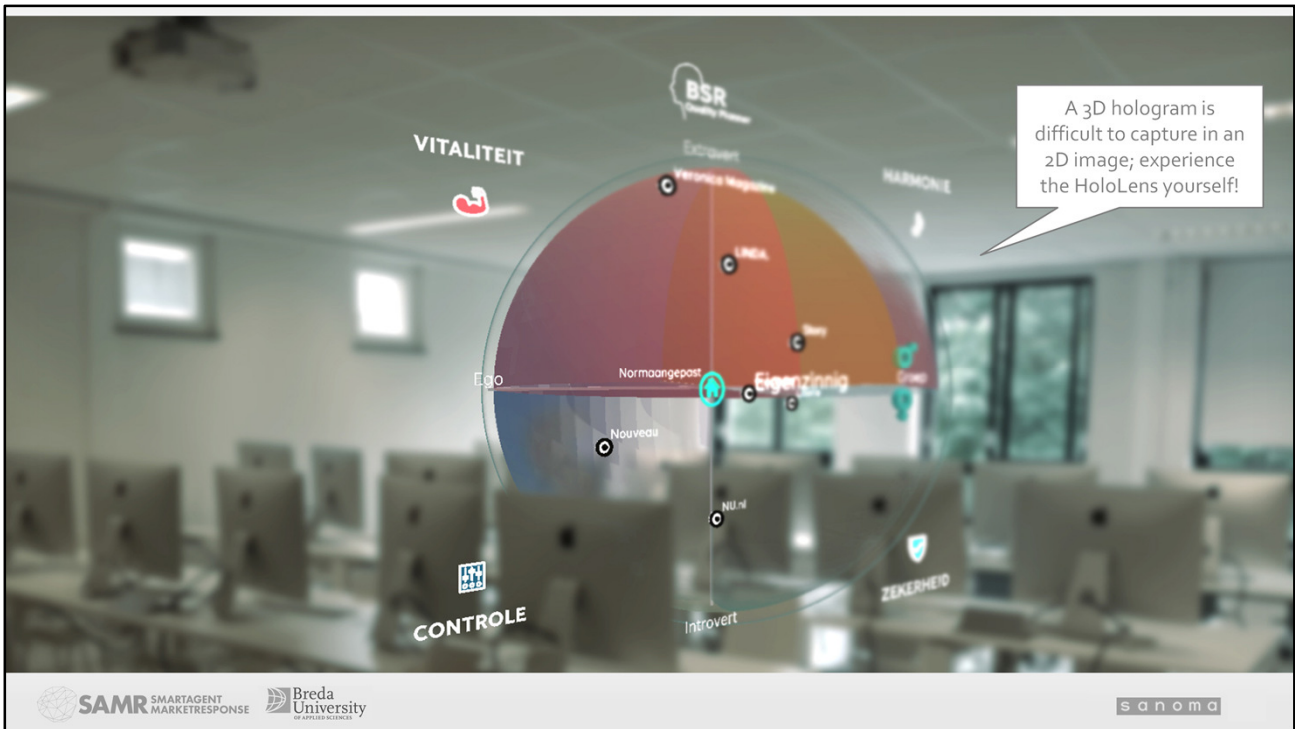
‘Value’-module: since autumn 2018, it has also been possible to rank brands in a category based on a specific value (now, for example, we can show which media brands score highest for ‘trusted’ or which car brands are linked most to ‘design’ – see figure above).

Segmentation model in AR

- The BSR actually has three axes, but they cannot be displayed clearly in 2D
 - Besides the psychological and sociological dimensions, a behaviour-based dimension: from 'quirky' to 'adapted to the standard'
- Augmented reality does make 3D possible – model as hologram, visible using Microsoft HoloLens
- The world's first segmentation model in AR

The model actually has three axes, but they cannot be displayed clearly in a 2D model. The space of BSR Quality Planner can be seen as a 3-dimensional meaningful space that is defined by the terms used to typify the brands. The third axis concerns a behaviour-based dimension: from 'quirky behaviour' to 'standard-adjusted behaviour' (respectful, tolerant, solidarity).

'Virtual/augmented reality' does make it possible to clearly display (and experience) 3D. The Academy for Digital Entertainment (ADE) of Breda University of Applied Sciences has created the BSR Quality Planner in Virtual Reality – as a hologram. It's the world's first segmentation model in AR.



The Academy for Digital Entertainment (ADE) of Breda University of Applied Sciences has deployed hologram technology in order to use and demonstrate the planning tool in 3D. The Microsoft HoloLens can be used to experience the model in 3D while the user still sees the actual surroundings (unlike VR, with AR the space in which the user is active remains visible). The HoloLens is wireless, so the user can easily walk around the hologram. The device is operated using finger gestures, eye movements or voice commands. On a computer screen, other people who are present can watch along with the user.

This is about data visualization. The hologram is difficult to display in an illustration; you need to experience the HoloLens for yourself. It's cool!



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