



Crisis Brand Tracker

Rapid cadence (weekly, bi-weekly, or monthly), point-in-time tracking to monitor key brand health metrics and changing consumer behavior at the speed demanded during a crisis period to inform critical business decisions.

Rapid Response Brand Performance Assessment

Today's dynamic marketplace demands dynamic strategies. This demand is only compounded by the velocity of change during a crisis. Following a major event, it is critical to identify what consumer behaviors are temporary versus lasting in order to proactively shift strategy to align with market needs. Effectively mitigating the risk of a crisis stems from the power to pivot quickly.

The unpredictable onset and residual effects of in behavior, and evolving consumer

attitudes early and often throughout a crisis period allows brands to shift short-term strategy and evolve long-term direction. Brands should never have to choose between confidence and velocity. In today's climate, it is more crucial than ever to monitor the performance of your brand and key competitors frequently, efficiently, and without breaking the bank, so you can focus on what matters: making critical business decisions to pivot at the speed a crisis demands.

How the GutCheck Crisis Brand Tracker Works

GutCheck's Crisis Brand Tracker is built to be deployed at a rapid cadence to measure evolving brand and category performance through expedited set-up, fielding times, and reporting. By delivering critical results within days on brand health metrics and changing consumer behaviors, this methodology allows you to obtain the insights necessary to make informed business decisions and move forward with clarity and confidence.

Focused Insights That Drive Action

Critical Brand Measures

Get a comprehensive view of your brand funnel, conversion scores and how key performance measures compare to the category to keep a real time pulse on marketplace dynamics.

Consumer Attitudes and Behaviors

Determine how consumer attitudes and behaviors are changing wave-over-wave to identify what shifts are temporary versus permanent pre, mid and post-crisis.

High Impact Reporting

Wave-over-wave trending of critical brand health indicators to isolate areas of highest impact during a crisis.

At Speed

4-5 business days from recruit to report to arm key stakeholders with the insight needed to make critical business decisions at speed.

Key Questions We Answer

- How has the onset of a pandemic impacted the brand health of our organization and how are we performing relative to the category during this time?
- There has been major consumer backlash against a product/campaign. What impact is this negative attention having on the brand health of our organization?
- One of our key competitors is under investigation. How is this negative attention impacting my competitor's brand health, and how does this (if at all) transfer to the brand health of our organization?
- We are entering a period of global/national economic recession. What impact is this changing environment having on consumer consideration of our brand/organization?
- What impact has X event had on consumer behavior and how are consumer attitudes and habits changing?

Case Study

Fast Growing Beverage Brand Shifts Strategy to Better Address Consumer Needs During COVID-19

One of GutCheck's fastest-growing, niche client brands anticipated a decline in critical brand health metrics at the onset of the Coronavirus pandemic. Key stakeholders recognized a need to implement a solution to quickly and efficiently track brand performance metrics throughout the onset, peak and ultimate deterioration of the pandemic.

Prior to the onset of the pandemic, the client brand released an extension for their top performing beverage line and accompanying marketing campaign that they anticipated would increase brand awareness and consideration. The organization was particularly concerned that with the shift in shopping behavior, consumers would be hesitant in consideration and purchase of a new brand during a crisis period.

Results

The client leveraged **GutCheck's Crisis Brand Tracker** to implement weekly tracking over a 3-month period prior to the Coronavirus peak. GutCheck's high-impact reporting revealed that with increased demand for market leading brands, awareness of the client brand increased significantly wave-over-wave however, consideration decreased after the first 3 weeks. Additionally, the team discovered Overall Satisfaction trended downward after three preliminary waves.

The team was able to complement their tracker with quick-turn qualitative research to explore consumer perceptions of the brand's marketing platform and identified their current marketing communication, focused on enjoying their products in a group setting, was not resonating with consumers. The team was able to quickly shift their social media strategy to ensure their messaging was resonant and empathetic to the current climate – focusing on virtual group settings rather than the in-person social dynamic previously highlighted.





www.gutcheckit.com

As the pioneers of agile market research, GutCheck equips the world's innovators with insights that drive confident decisions at critical inflection points. Their experienced researchers work as an extension of your team to unlock empathic insights that provide actionable outcomes – with a refreshingly human approach in a hyper-digital world. For more information, visit gutcheckit.com.

877-990-8111
info@gutcheckit.com

FIND US ON

