



## Monitoring & evaluation of regional branding

6th of October 2010

# What is (brand) monitoring?

## ➔ Definition of monitoring

- To observe a situation for any changes which may occur over time

## ➔ Definition of brand monitoring

- To evaluate a brand during a longer period of time

# Why brand monitoring?

## ⇒ Measuring = knowing

- Current perception of brand image
- What is the gap between the current and the desired image?
- What needs to be done? What do we have to focus on to build a stronger brand?
- Tool to convince stakeholders to make long lasting efforts
- Importance of monitor at start ('zero measurement') and annual monitoring ⇒ possible to measure progress and to define actions

# Target groups & stakeholders

## ➔ Target groups

- Inhabitants
- Visitors
- Companies
- Investors

## ➔ Stakeholders

- Target groups + public authorities

# How monitoring?

## ➔ Some different techniques

- By telephone - CATI (Computer Assisted Telephone Interviews)
- Online - CAWI (Computer Aided Web Interviewing)
- Face-to-face interviews
- Focus groups and panels
- ... or a combination

# What to question?

## ➔ Some examples of themes

- Awareness (spontaneous / aided)
- Knowledge of visual identity and baseline(s)
- Delivering brand promises
- Evaluation of campaign(s) (likeability, recognition, ...)
- Importance of (regional) branding
- Support (for region) to undertake actions in order to build the brand
- ...

# What to do with the results?

## ➔ Results and ...

- Communication of results
- Budget (re)allocation
- Optimisation of campaign(s) and planning
- ...