



Distinctive Assets Measurement

A specialist research service from
the Ehrenberg-Bass Institute
of Marketing Science

What are Distinctive Assets and why should you be measuring them?

Distinctive Assets are the non-brand name triggers that remind category buyers of your brand. This includes colours, logos, characters, jingles, fonts, pack shapes, taglines/slogans, and more. Distinctive Assets play an important role in building Mental and Physical Availability and need to be developed and protected over the long-term.

Strengthen your brand equity

Our research evaluates the effectiveness of your Distinctive Asset in strengthening brand perceptions and assesses whether it supports or limits your broader brand strategy. We determine whether your organisation requires a cohesive global approach and whether the asset remains fit for purpose.

Discuss whether the asset differentiates your brand from category conventions or risks appearing outdated. This service also provides clarity in master brand versus sub-brand debates.

Our measurements include inspecting the branding value of partnerships and if your sponsors are maximising your asset's value.

Improve your pack and portfolio

Identify your Shopping Distinctive Assets and evaluate the overall cohesion portfolio. We assess how effectively your Distinctive Asset enable your

packaging to stand out on shelf and in e-commerce environments, and clearly distinguish which on-pack elements function as branding devices versus messaging devices.

Assess whether your packaging is effectively competing against private label offerings and identify opportunities to maximise the impact of your in-store activations. We also evaluate whether your Distinctive Assets are strengthening both Mental Availability and Physical Availability, ensuring your brand is 'easy to mind and easy to buy' across retail environments.

Updating your brand

We provide strategic guidance on updating your brand and packaging, including the selection and development of new Distinctive Asset types. This support spans both new brand launches and the revitalization or refresh of existing assets.

Through our analysis, you can align between your B2B and B2C brand identities, creating a cohesive and consistent market presence.

Our process

1. The first step is to work with you to **identify the assets for testing**
2. Next we **collect data** online or face to face, depending on the sample and geographic location
3. We will collate and **analyse the results**, and **prepare a report** with recommendations
4. The final step is to **present to your team** on the results and what they mean for you. This will draw on the results from your study, as well as our extensive knowledge on how assets are built and used by category buyers

Ready to understand the value of
your assets? Get in touch.

info@marketingscience.info

