



Creating a Brand Health Grid

Tutorial

Time: 20 minutes
Skill level: High
Editions: Professional

Learning objective(s)

- ⇒ Creating binary variables.
- ⇒ Creating Two Dimensional – Binary questions.

Illustrative problem

A *brand health grid* is a type of table comparing a series of brands on a variety of different metrics. While the example presented below is a brand health grid, the basic approach demonstrated here is applicable for numerous problems.

Pre-requisite Tutorial(s) and How To(s)

Tutorial Creating a Complicated Filter.pdf

Activities

1. Open Tutorial 10a.Q, which will be in `c:\Program Files\Q\Examples` (unless Q has been installed in a different location on your computer).
2. Through a process of copying, pasting and editing copied variables, create the following nine variables at the top of the project:

	Name	Label
1	awTelstra_2	Awareness: Telstra
2	awOptus	Awareness: Optus
3	awVodafone	Awareness: Vodafone
4	q20q6_2	I like them: Telstra
5	q20q4_2	I like them: Optus
6	q20q8_2	I like them: Vodafone
7	cuTelstra_2_2	Current: Telstra
8	cuOptus_2	Current: Optus
9	cuVodafone_2	Current: Vodafone

Figure 1. Variables needed for brand health grid

TIP: Ensure that your spelling is accurate and consistent. Q recognizes and names variables based on patterns in the data. Spelling and punctuation inconsistencies make it difficult for Q to find naming patterns. Always check that Q has not made an error labeling the rows and columns of two dimensional tables.


3. Select the variables and set a new question called `Brand Health Grid` of type **Two Dimensional – Binary**. Click **Yes** to the warning message and **OK** when the **Two Dimensional Variable Layout** dialog box appears.
4. **Check** that the **Count This Value** options have been correctly checked.
5. Click on the **Tables** tab and view your newly created question. You now have a brand health grid!
6. Play around until your table looks like Figure 2.

%	Optus	Telstra	Vodafone	NET
Awareness	90	87	82	98
I like them	49	37	50	88
Current	38	26	28	92
NET	93	90	86	99

Figure 2. Brand health grid

The shading of the cell sizes in the grid highlights statistically significant differences in brand health between the brands. Focusing just on the blue numbers, it highlights that Optus had, at the time of the study, a significantly higher conversion to customers than the other brands, Telstra suffered from a negative brand perception and Vodafone has relatively positive brand image.

Although the significance tests identified the key patterns, the significance tests ignore the causality inherent in a brand association grid. That is, they fail to take into account that somebody can only like a brand that they have heard of. The consequence of this is that, for example, even though Optus has the highest awareness, it is shown as having a significantly lower awareness, because the awareness is relatively low given the high scores Optus has for both "I like them" and "Current". For this reason, most researchers when viewing brand health grids think in terms of *conversion* scores, looking at, for example, the ratio of positive brand attitude to awareness, and the ratio of current customers to positive brand attitude.

The most straightforward way of doing this is to press the  button in the toolbar at the top of Q, paste the table into Excel, and manipulate the data using Excel to

produce a table like Figure 3.

Brand health	Optus	Telstra	Vodafone
	%	%	%
Awareness	90	87	82
Like	49	37	50
Customer	38	26	28
Conversion scores			
Like/Awareness	55%	43%	61%
Customer/Like	77%	70%	56%

Figure 3. Brand health grid with conversion scores

Note that Vodafone has the best conversion from awareness to liking and Telstra has the worst conversion, while Optus has the best conversion from liking to being a customer, and Vodafone has the worst (this could also be a causality problem, with the companies differing levels of customer satisfaction affecting the measure of brand attitude).

Q has been designed under the assumption that some researchers will want to construct brand health grids and similar types of tables from various different questions in a study. For this reason, Q takes a very tolerant approach to inconsistencies in the variables' labels. For example, "Telstra" could be represented in two different ways, such as "Telstra" and "Telstra (Mobile Net)". This would not cause an error because Q wouldn't even notice the inconsistency. It would assume that you had organized the data the appropriate way and only evaluated the minimal amount of information necessary to work out how many rows and columns were needed and what their names might be. While this would be beneficial in this case, in other instances it can cause major problems if the researcher using this process is careless. For example, if you were inconsistent in the order with which different brands are shown, Q would likely not even notice this and the resulting table would be mislabeled.

Way(s) of doing this more efficiently

- ⇒ Creating the variables as **JavaScript Formula** and using **Use as Template for Replication** to automate the writing of the variables.
- ⇒ Constructing the conversion scores within Q, presenting the whole table as **Two Dimensional – Numeric**.