

MEASURING BRAND EQUITY

Case Study



The UK Charity Sector

For many people, awareness of the work that charities do begins at a young age. School-based collections and sponsored activities give an early introduction to the idea of donating time and money to others.

The effect, it seems, stays with us. According to the Charities Aid Foundation, the UK is the most generous nation in Europe, and there are around 170,000 registered charities in England and Wales alone. Donating money is the most popular form of charitable giving, with 61% of the population doing so in 2016, with medical research being the most common recipient. Donating goods is also popular, with 56% giving to charity in this way during the same year.

Despite recent political uncertainties, charitable donations remain reasonably stable, although this means that charities must work hard to raise awareness and attract their share of all this generosity. There are many factors that can help or hinder a charity's efforts, but just as in the commercial world, brand equity plays a vital role in the success, or otherwise, of this task.



Measuring Brand Equity

It's no secret that there's more to a brand than its logo. Each time we encounter a brand – by seeing it, hearing about it or experiencing it – we build up a sense of what that brand is about. Some brands make us feel good. Others... don't. But our perception matters because it affects our readiness to buy. We call this Brand Equity.

At Vision One, we know that understanding brand equity is only half the story. The other half is knowing how to improve it. But you can't do one without the other, and that means measuring brand equity in order to take the next step. There are a number of popular charities in the UK, many running high profile national campaigns, with Cancer Research UK topping the list when it comes to its fundraising income. In this case study, we look at how its brand equity compares with some other well-known names.

The Brand Equity Wheel

Getting to the heart of brand equity means taking a spin round this wheel of fortune.

1. The brand pyramid

Brand awareness is just the start of a customer's journey. This pyramid shows how many are taking the steps towards true loyalty.

2. Brand stature

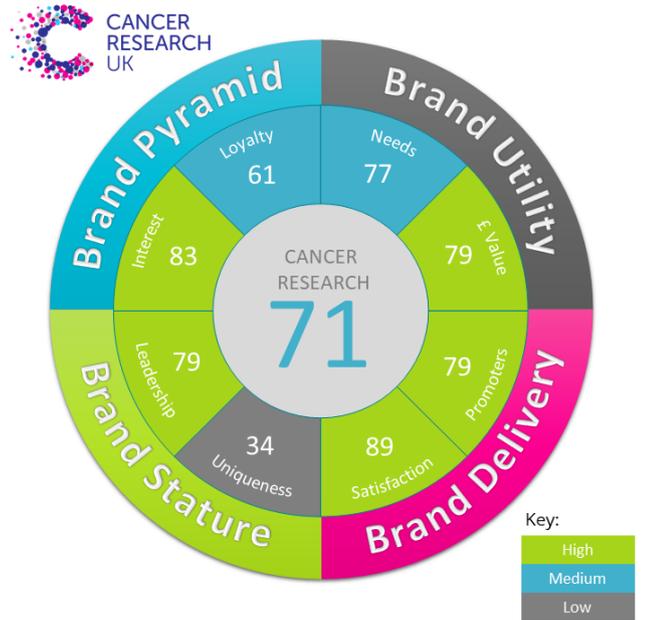
Is the brand perceived to be a leader or follower? Is it unique or a "me too"?

3. Brand delivery

Promising much without delivering is a recipe for a sinking satisfaction score.

4. Brand utility

Arguably the most important factor, this shows how well a brand meets market needs and its ability to command a price premium.

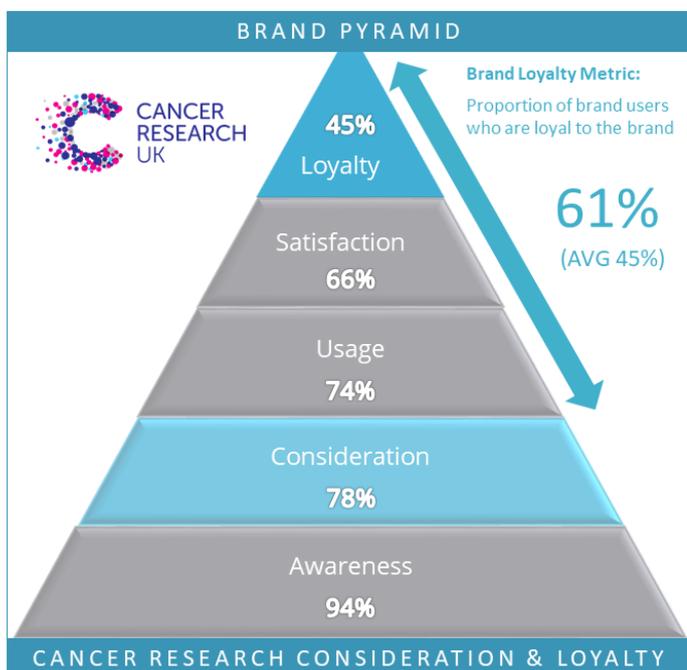


Charity Brand Equities

Put simply, Cancer Research UK raises far more money than any other British charity, so it should come as no surprise that its brand equity is very high. The British Heart Foundation and British Legion also score well, but Cancer Research UK's perceived position as a leader, along with people's sense of satisfaction with the brand, help put it in front.



Brand Pyramid



The brand pyramid is made up of 5 key metrics

- * Awareness
- * Consideration
- * Purchase
- * Satisfaction
- * Loyalty

Every brand has a unique brand structure, and comparing these scores with key competitors helps to identify future opportunities.

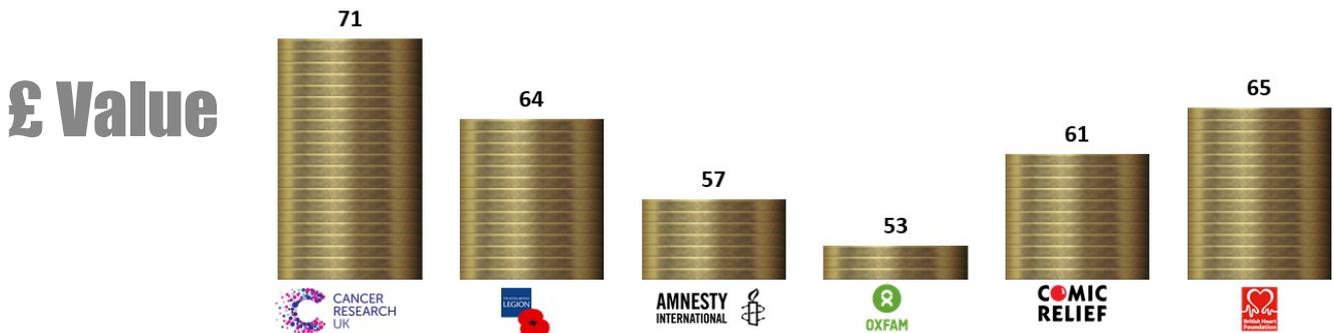
Cancer Research UK has huge brand awareness reflecting its position at the top of the charities sector. A large proportion of those who are aware of the charity have also engaged with it, although brand loyalty is perhaps not as high as might be expected. This shows that even for such a successful organisation, there are still plenty of opportunities for growth.

Meeting Rational & Emotional needs

Brand values vary considerably between the charities, with Cancer Research UK scoring highest overall and being recognised for its sense of optimism in particular.

Comic Relief, the British Legion and the British Heart Foundation are in joint second place, though all for different reasons. Comic Relief's TV-focused campaigning puts the emphasis on entertainment, while the British Legion is recognised for its powerful visuals and the British Heart Foundation for its therapeutic qualities.

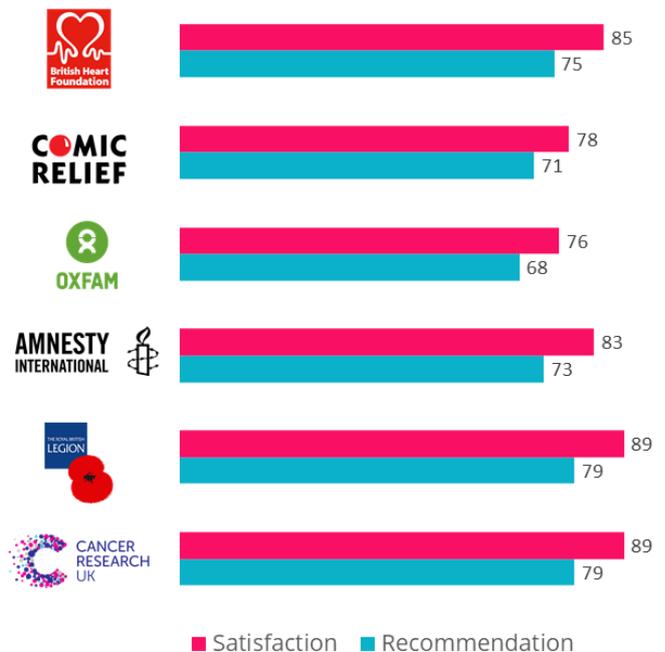
BRAND VALUE SCORES		Top	2nd	3rd	4th
AMNESTY INTERNATIONAL	51	Therapeutic	Aesthetics	Integrates	Optimism
COMIC RELIEF	61	Entertaining	Connects	Quality	Longevity
THE BRITISH LEGION	61	Aesthetics	Organizes	Connects	Belonging
CANCER RESEARCH UK	77	Optimism	Communicate	Therapeutic	Quality
OXFAM	54	Therapeutic	Longevity	Optimism	Organizes
BRITISH HEART FOUNDATION	61	Therapeutic	Optimism	Self-Actualization	Transforms



Charities are unlike commercial brands in that those who donate don't expect a product or service in return. However, brand equity still has an impact on the sums that people are prepared to give. As in other categories, Cancer Research UK scores very highly, suggesting that people giving to the charity are prepared to donate more than they would to other causes. Compared to other charities in this group, Oxfam and Amnesty International attract the lowest price premiums reflecting the more functional perception of these brands.

Brand Delivery

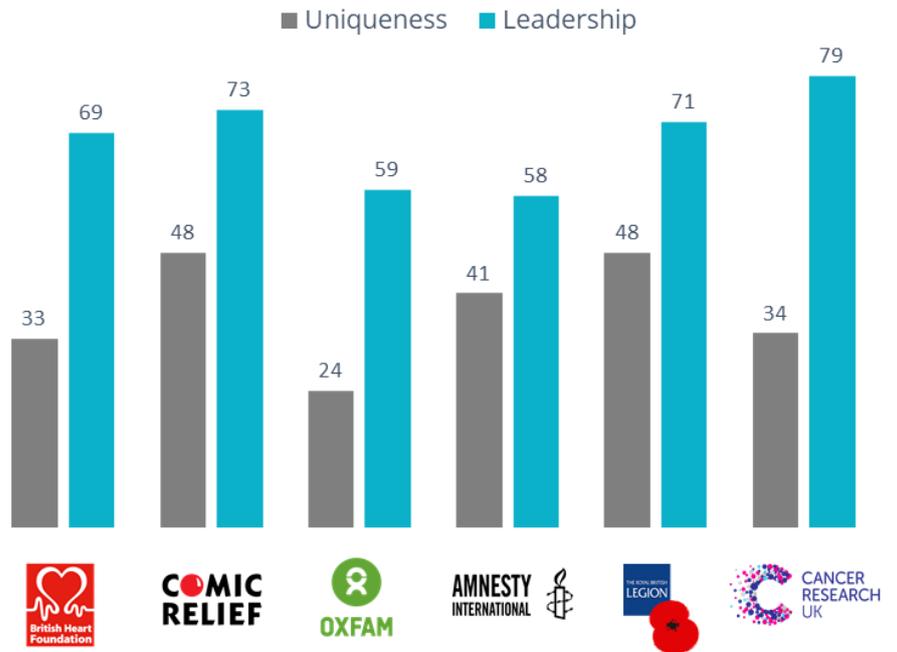
Charities rely on public trust in order to attract donations, and a brand that doesn't deliver satisfaction is unlikely to be able to raise significant sums. Recommendations are also important to help spread the word about a charity's work. In this category, all the charities score well, with Comic Relief and the British Heart Foundation coming out on top. However, both Cancer Research UK and Oxfam are very close behind, suggesting that they are all effective at presenting their case to the public.



Brand Stature

There are two components to brand stature. Brand uniqueness reflects the brand's ability to stand out from the crowd, while leadership is the extent to which the brand is seen to be leading the market.

In this category, none of the brands are seen to be particularly unique, though Comic Relief and the British Legion come out best. However, there's no arguing with Cancer Research UK's position as a leader. This factor is one of its major strengths.



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