



# BrandTraker



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**BrandTraker** is a survey that InfoPro has been conducting since 2013. It assesses the Brand Health of banks by tracking their brand image, reputation, and perception of their communication over time. BrandTraker also measures pre and post advertising effectiveness. BrandTraker is carried out bi-yearly across 1,000 households nationwide. Data collection is based on face-to-face household interviews, aided by a fully structured questionnaire in Arabic. Visuals of campaigns recently carried out by banks may be assessed. Each BrandTraker report includes a comparative assessment with previous waves carried out. InfoPro has also created a brand index that allows banks to assess fluctuations across seven indicators. The seven indicators tracked over time are the following:

- Top of Mind Awareness = First bank that comes to mind
- Spontaneous Recall = All other banks that come to mind
- Advertising Recall = Recall of advertising by bank
- Usage/Market Share = Bank(s) dealt with
- Satisfaction = Level of satisfaction with banking relationship(s)
- Reputation = Evaluate reputation of banks known to you
- Loyalty = Do not intend or am unlikely to leave bank

The seven indicators are combined into an overall Brand Index to gauge overall performance of the banking sector.

## OBJECTIVES

The main objectives of BrandTraker are the following:

- Identify market share of banks in Lebanon
- Identify clients' bank selection process and how it is affected by factors such as reputation, image, advertising endeavors etc.
- Investigate client loyalty and switching habits
- The general degree of satisfaction of bank clients
- Bank Image perception by bank clients
- Advertising impact and efficiency of banks in Lebanon
- Provide pre and post advertising effectiveness of campaigns launched by banks
- Identify the performance of banks across each of the seven indicators making up the InfoPro Brand Index
- Identify the healthiest brands in the banking sector

## RESPONDENTS PROFILE

All respondents in BrandTraker are categorized by various socio-economic criteria:

Age	Income
Occupation	Social class
Gender	Education
Regional distribution	

## SAMPLE DISTRIBUTION

The sample represents almost all areas in Lebanon based on a representative sample of the Lebanese population distributed as follows:

### Administrative Beirut

### Mount Lebanon

Baabda, Metn, Kesrwan, Jbeil, Aley, Shouf

### North Lebanon

Tripoli, Batroun, Menyeh, Koura, Zgharta, Bsharreh, Akkar

### Bekaa

Zahleh, West Bekaa, Baalbeck, Hermel, Rashayya

### South Lebanon

Sidon, Tyr, Jezzine

### Nabatiyeh

Bint Jbeil, Marjayun, Hasbaya

- Two customized questions for each bank
- One PowerPoint presentation
- One general report without customizations (soft copy)
- Unlimited number of data customizations / cross-tabulations



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