

# Brand Typology Tool

Helping marketers understand what their brands do best.

## What is the Brand Typology Tool?

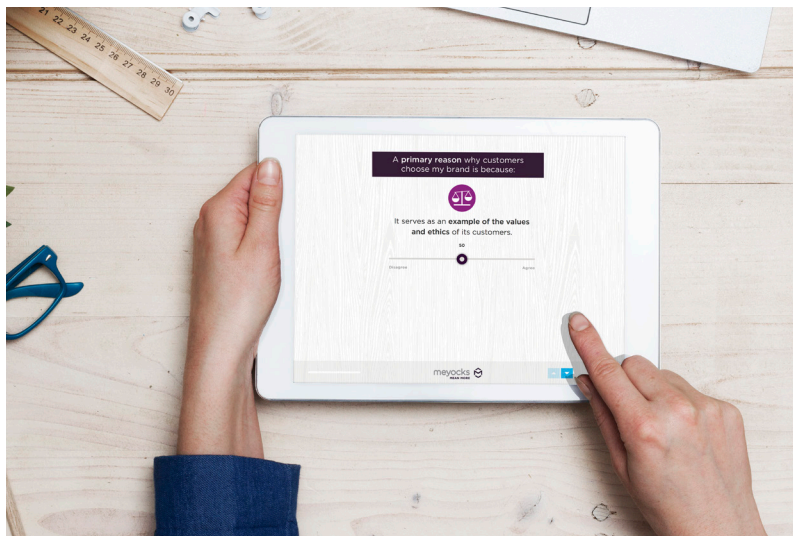
The Brand Typology Tool is an online resource that helps marketers assess the dimensions that shape a brand's marketplace meaning. Specifically, it yields a report that graphically conveys a brand's meaning along the following dimensions: functional, experience, image and mentor.

## Why did Meyocks create it?

We wanted to give marketers a new tool to understand a brand's meaning and help them uncover opportunities for strengthening it.

## How does it work?

The Brand Typology Tool includes a series of 13 questions through which a brand marketer assesses the primary reasons customers choose one brand over another. Once those questions have been answered, the Brand Typology Tool generates a customized report that maps a brand's meaning and compares the brand to iconic brands of the same type.



## How is this information useful?

A marketer may use the tool to assess key competitors and understand their brand meaning along similar dimensions. Armed with this information, the marketer can uncover opportunities to build on current strengths or shore up weaker areas in the brand's value proposition.

## What do you mean by Functional, Experience, Image and Mentor dimensions?

Those are the key categories of brand benefits that help define a brand's overall type.



### Functional

brands are chosen primarily for helping customers do something better, more efficiently or more economically.

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Think  
GEICO® Insurance.



### Experience

brands are chosen primarily for offering customers a unique or engaging experience.

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Think  
American Girl®.



### Image brands

are chosen primarily for the statement they make about the customer to other people.

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Think  
Harley-Davidson®.



### Mentor brands

are chosen primarily for the value-added information, ongoing inspiration or customer advocacy they provide.

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Think  
Nike®.

## How was the Brand Typology Tool developed?

Meyocks identified the key dimensions of a brand's meaning (Functional, Experience, Image and Mentor) and then crafted potential questions that would define those dimensions reliably. Over the course of a year, we tested the questions with about 20 marketing experts throughout the country in developing an algorithm that yields consistent results.

## Who were the marketers that were part of the testing process?

They were senior-level client and agency personnel with experience on B2B and B2C brands with both national and regional scope.

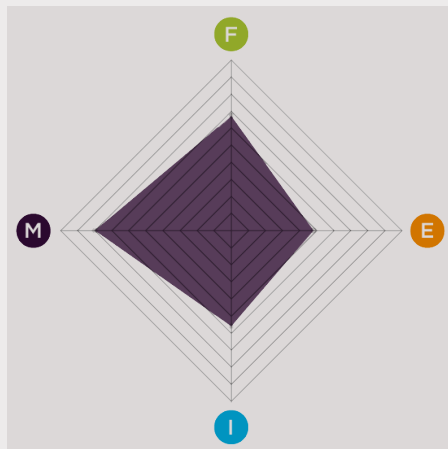
## How should marketers use the tool?

The first step is for a marketer to complete an assessment of his or her own brand. As a marketer goes through the 13-question series, he or she should be very deliberate in the assessment of why customers choose a brand over another. For example, a brand may perform very well on a certain attribute or benefit, but that may or may not be a primary reason a customer chooses the brand.

A marketer may also use the tool to assess key competitors and understand their brand meaning along similar dimensions. Armed with this information, the marketer can uncover opportunities to strengthen the brand's value proposition.

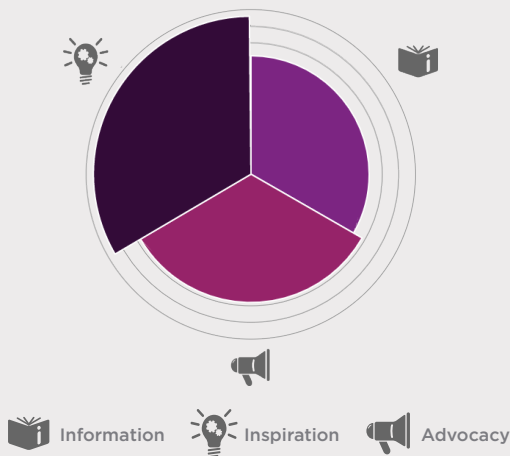
It can also be useful for marketing team members to take the assessment separately — and then compare results. Debating and discussing their perspectives on the brand can help the entire team get on the same page.

Nike®



F Functional E Experience I Image M Mentor

The Nike® slogan “Just Do It” says it all — an inspirational message for both professional and everyday athletes to perform at their best.



As a mentor brand, Nike shows a balance of mentor branding characteristics, but scores highest for inspiration — reflected in how it encourages peak performance at all levels.

## So I know my brand type. Now what?

There are two basic approaches: reinforce your primary brand dimension or strengthen a weaker dimension. That will require judgment or further research, but the Brand Typology Tool provides a graphic representation and consistent structure for informing such efforts.

## Shouldn't we be talking to real consumers instead of answering for them?

The Brand Typology Tool gives marketers a framework for uncovering opportunities for their brands, and consumer research would be a likely additional step in making final brand decisions.

## If I complete the assessment, will my answers be confidential?

Of course, individual assessments will be strictly confidential. We take your privacy seriously. Meyocks may compile and report assessment results in aggregate. For example, we may report the percentage of brand assessments that yield a Functional brand or the overall model of an Image brand based on multiple assessments. These compiled results do not identify individual marketers or their assessment results.

## How much does the assessment cost?

The Brand Typology Tool is free to use. Marketers may access the tool at [brandtypologytool.com](https://brandtypologytool.com).