



The Chartered
Institute of Marketing



Katie Dulake | Admiral Group PLC
Brand Health at Admiral

QR Code for
Questions for Panel
Discussion:



QR Code for event
feedback:





Measuring brand health: Tracking the metrics that matter



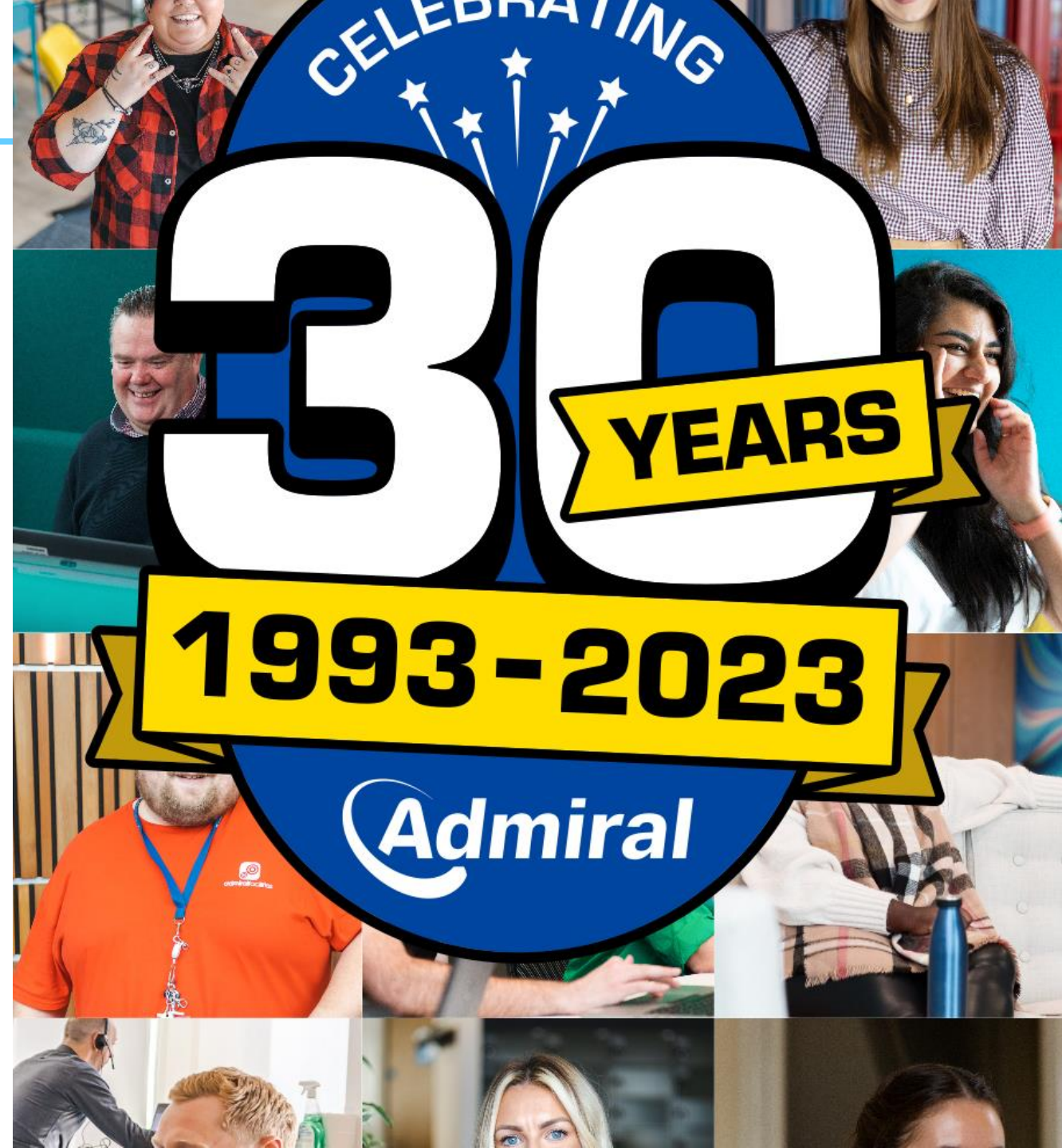
Katie Dulake,
Head of Brand

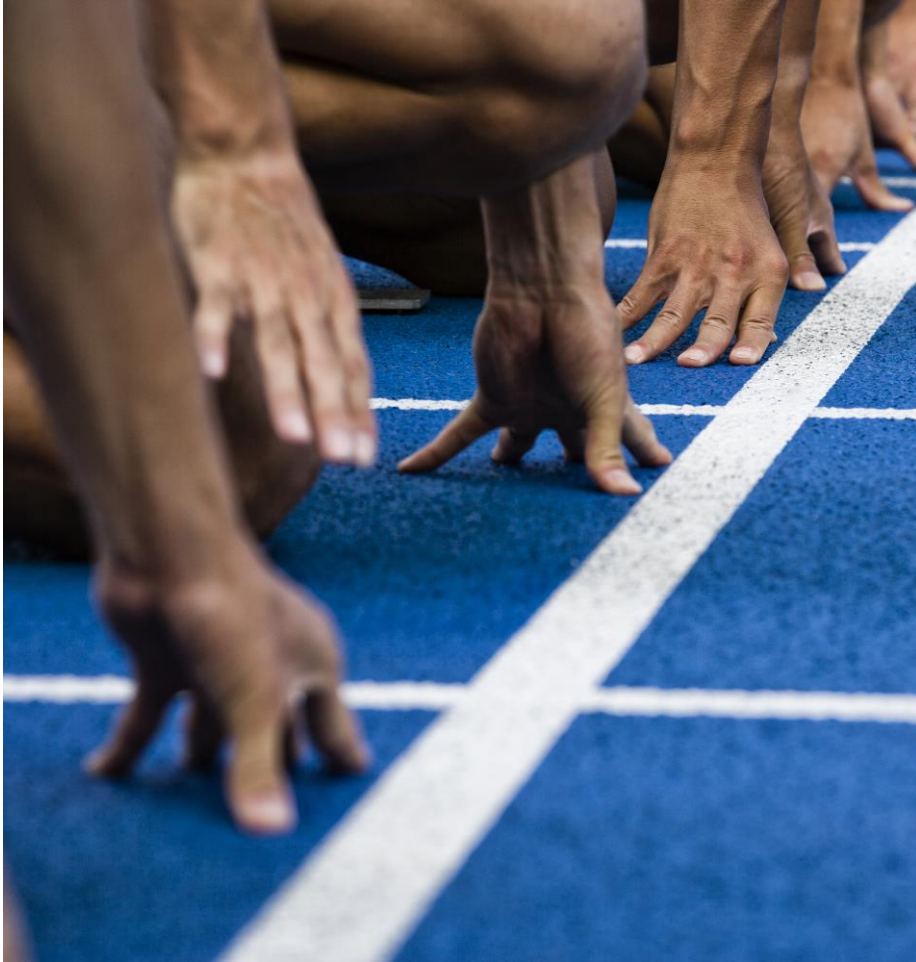
Today

- Why we should measure brand
- What we did at Admiral
- Why it's important to think beyond the basics, about your ambition for the brand

A short history of Admiral

- Wales's only FTSE 100
- Global FS company with 11,000 employees worldwide
- One of UK's biggest motor insurers
- Product portfolio including household, landlord, travel, pet, business insurance, car finance and mortgages.





But something's changed...

- Increased focus on business diversification
- Consolidation of insurance brands
- More competitors coming onto price comparison websites



Why measure brand?

- We can monitor progress- or- identify causes for concern
- We can better value and manage what we can measure
- Defining brand value means we can invest appropriately in it
- Helps us define what brand can do

What did we do?

- 1 Built an articulation of the brand value



What did we do?

- 1 Built an articulation of the brand value
- 2 Invested in econometrics (MMM) to show impact of our brand spend



What did we do?

- 1 Built an articulation of the brand value
- 2 Invested in econometrics (MMM) to show impact of our brand spend
- 3 Created a brand health dashboard to demonstrate wider health (as well as provoke wider thought about brand role)



Brand Health Dashboard



- Not just a marketing tool, but an opportunity to build awareness internally
- Created for a wide stakeholder audience
- Covering the full breadth of brand health was an opportunity to highlight the full role we wanted our brand to have
- Defines the brand's contribution to the Admiral's strategic interests

Admiral BRAND HEALTH DASHBOARD

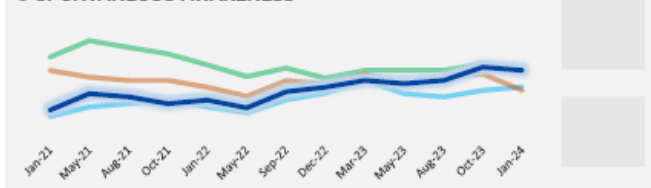


BRAND HEALTH SCORE

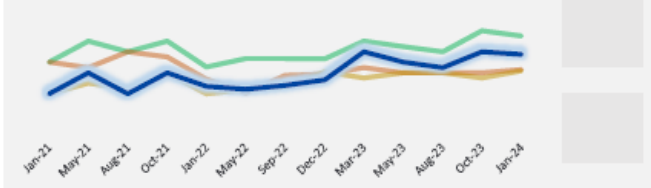


BRAND FUNNEL

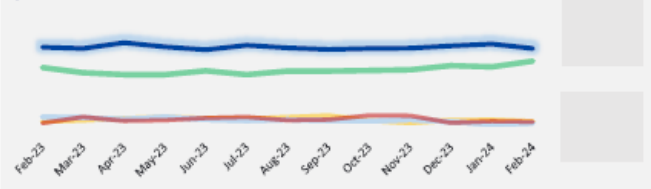
SPONTANEOUS AWARENESS



CONSIDERATION



SHARE OF SEARCH



AVG PRODUCT HOLDING



BRAND SENTIMENT

COMPANY I TRUST



SIMPLE & EASY TO UNDERSTAND

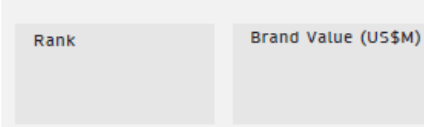


PROACTIVITY

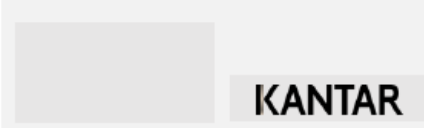


BRAND VALUE

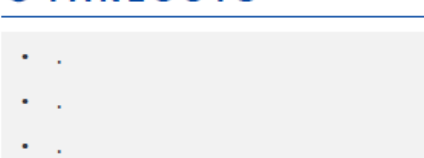
KANTAR BRANDZ



CONTRIBUTION TO FINANCIAL PERFORMANCE



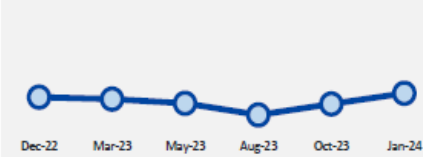
TAKEOUTS



GOOD VALUE FOR MONEY



CLAIMS DEALT WITH FAIRLY



EXPERTISE



REPUTATIONAL VALUE



CONTRIBUTION TO FINANCIAL PERFORMANCE



CUSTOMER & REPUTATION

NPS / 10



TRUST PILOT / 10



ESG / ?



OUR PEOPLE

GPTW Position



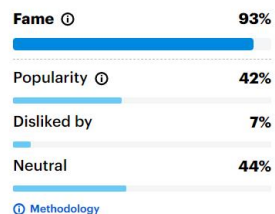
THIS IS A BRAND I AM PROUD TO WORK FOR



Insight on a budget

Admiral

Explore the latest public opinion about Admiral



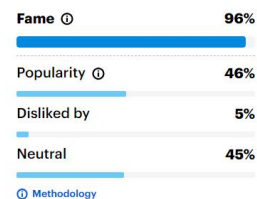
Insurance Brands Brands

- 4  Green Flag
- 5  Admiral
- 6  Liverpool Victoria (L...)

→ View full Insurance Brands ranking

Aviva

Explore the latest public opinion about Aviva



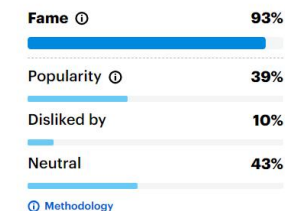
Financial Service Brands Brands < >

- 1  Barclays
- 2  Aviva
- 3  HSBC UK

→ View full Financial Service Brands ranking

Direct Line

Explore the latest public opinion about Direct Line



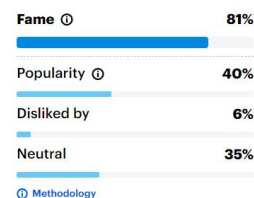
Insurance Brands Brands

- 6  Liverpool Victoria (L...)
- 7  Direct Line
- 8  Age Co




→ View full Insurance Brands ranking

Liverpool Victoria (LV=)

Explore the latest public opinion about Liverpool Victoria (LV=)



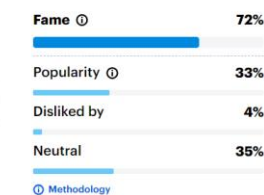
Insurance Brands Brands

- 5  Admiral
- 6  Liverpool Victoria (L...)
- 7  Direct Line

→ View full Insurance Brands ranking

Hastings Direct

Explore the latest public opinion about Hastings Direct



Insurance Brands Brands

- 11  Co-operative Insura...
- 12  Hastings Direct
- 13  Argos Care

→ View full Insurance Brands ranking

Key Takeouts



If you can measure it,
you can better defend it



Think about what
message you want to
land with your brand
(externally & internally)



Think beyond the
basics- tie your brand
measurement back to
what matters to the
business



Learn the language of
your board to do this



Don't over-rely on
academic case studies.
Use your imagination to
demonstrate home
grown value cases



It's worth setting budget
aside for this work, but
it's not essential