

BRAND HEALTH REPORT

A
B
C
D
E

May 2025

Introduction

Brand performance measurement goes beyond surface-level metrics. Our Ubiquitum CBPS+ Model captures a brand's full market impact across three core dimensions: Brand Awareness Score (BAS), Brand Credibility Score (BCS), and Brand Spend Efficiency Score (BSES).

This framework integrates quantitative data and qualitative insights to help brands understand their market position. Our proprietary methodology is grounded in real-world benchmarks, robust data systems, and strategic relevance. Each metric carries a weighted contribution based on its influence on brand strength. This allows brands to track performance trends, benchmark competitors, prioritise areas of investment. All data is processed using enterprise-grade infrastructure and adheres to global privacy and cybersecurity standards. Each Ubiquitum CBPS+ metric is independently measurable yet linked within an actionable framework. This empowers brands to see not only what is happening, but why. Also, where to focus next for long-term impact.



This Survey

This survey is based on the opinions and viewpoints of real people who are aware of your brand, its sector and your competitor set. They may be active stakeholders or bystanders, customers, non-customers or customers of your competitors. Naturally, their views are subjective and may be impacted by impressions gained through inputs external to your organization. While the perceptions we measure may not be based in fact, the survey is factual in how they represent them.

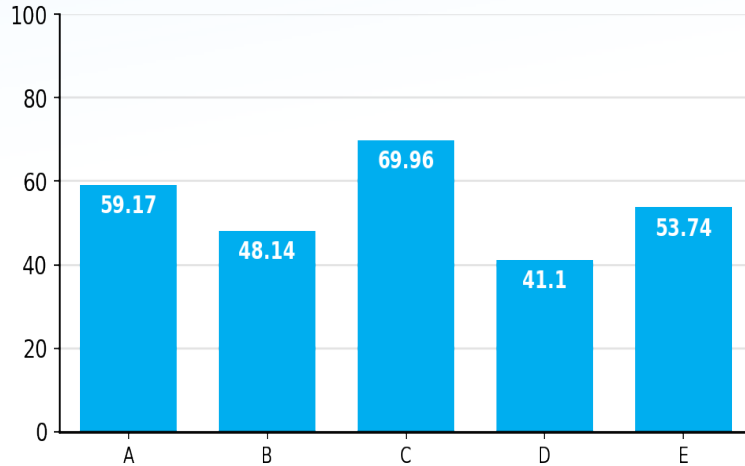
Metric	Definition	Ideal range	This survey
Entropy	Distinction between repetition and randomness	6-7	X.XX
AI echo index	Proportion of repetitive, self-referential output	< 3.7	X.XX
Signal drift	Closeness of output to instruction	< 2	X.XX



SURVEY RESULTS



Brand Awareness Score (BAS)



A: Brand A shows a solid performance in brand awareness score (bas), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

B: Brand B shows a solid performance in brand awareness score (bas), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

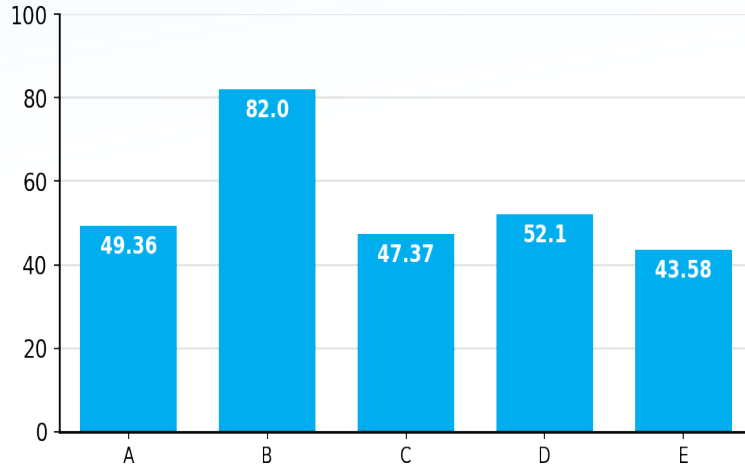
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Brand Credibility Score (BCS)



A: Brand A shows a solid performance in brand credibility score (bcs), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

B: Brand B shows a solid performance in brand credibility score (bcs), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

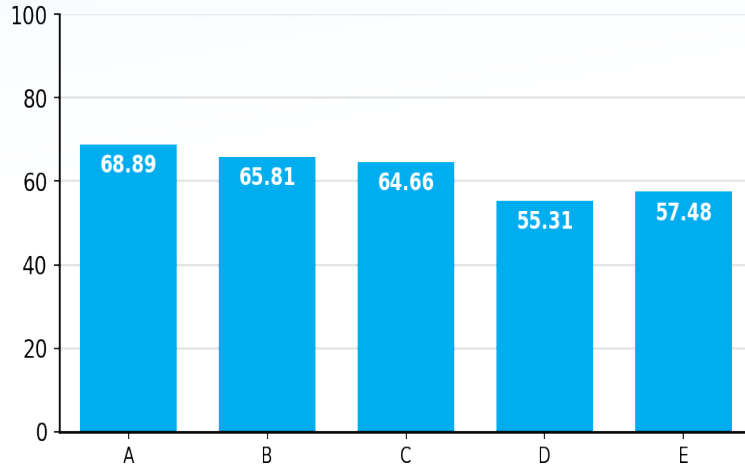
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E: Brand E shows a solid performance in brand credibility score (bcs), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.



Brand Spend Efficiency Score (BSES)



A: Brand A shows a solid performance in brand spend efficiency score (bses), with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

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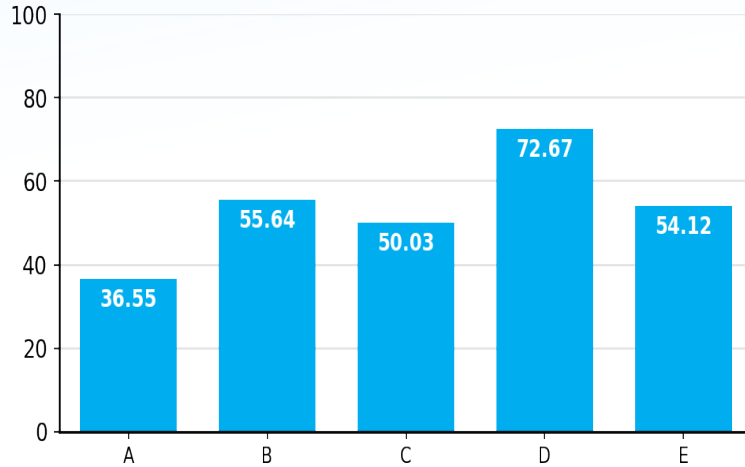
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Recognition



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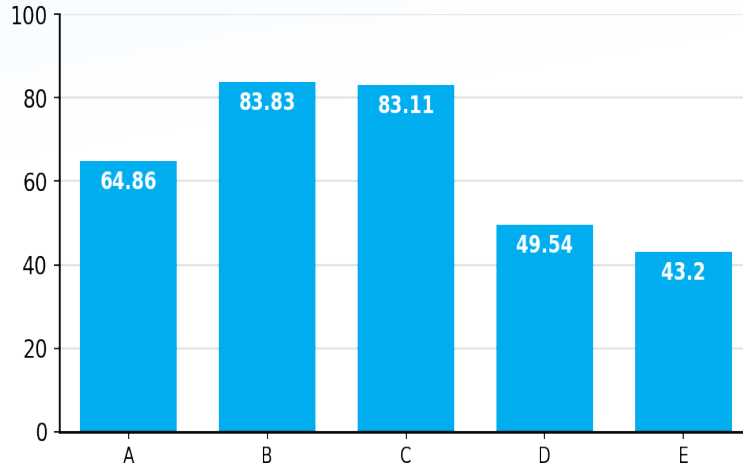
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Recall



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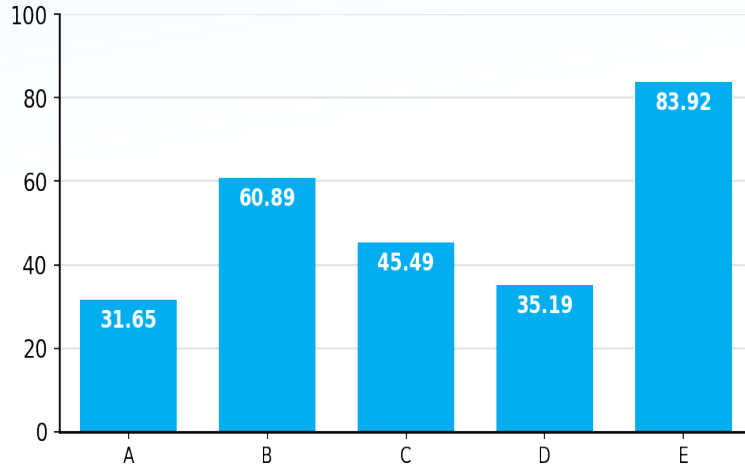
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Consideration



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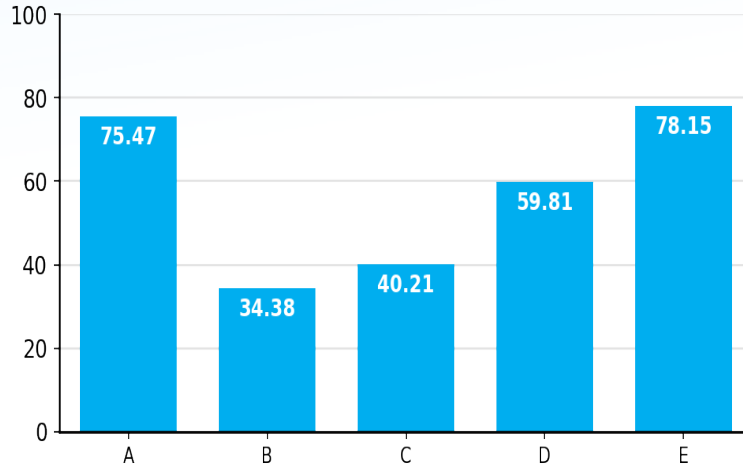
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Reach



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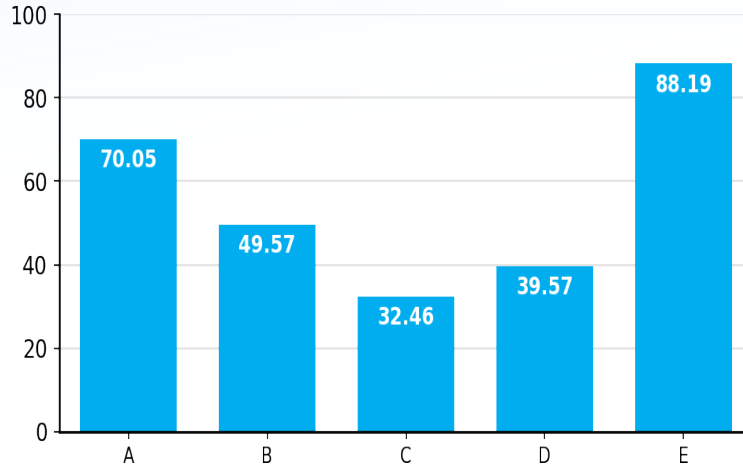
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Sentiment



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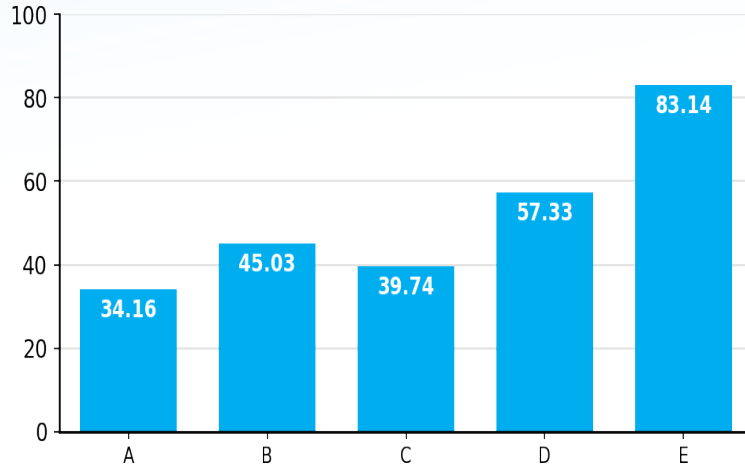
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Engagement



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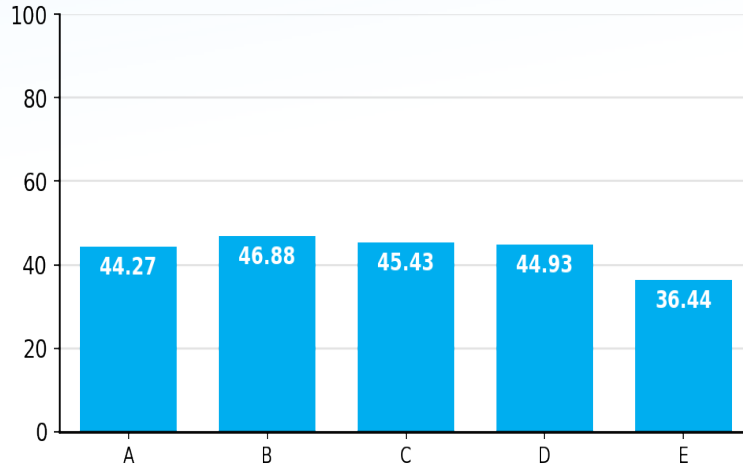
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Share of Voice



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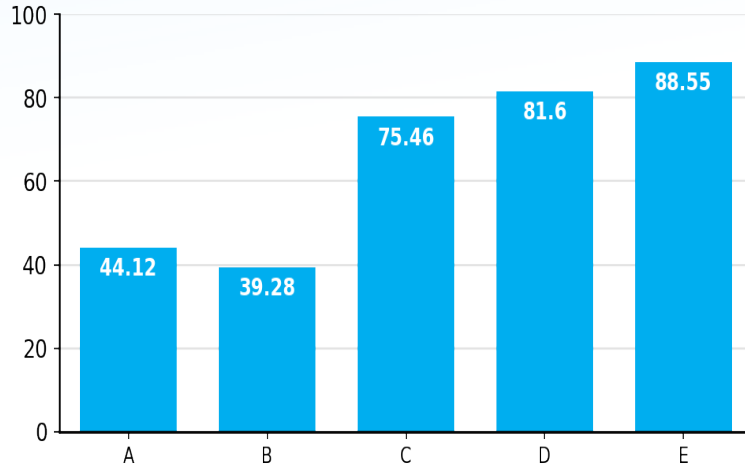
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Brand Distinctiveness



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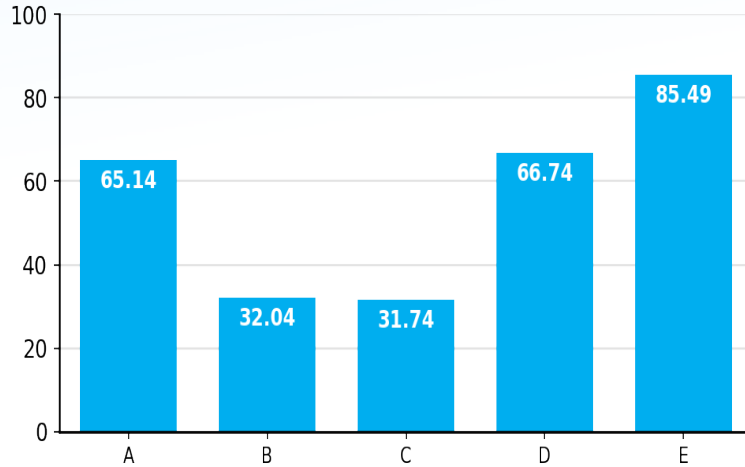
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Brand Trust



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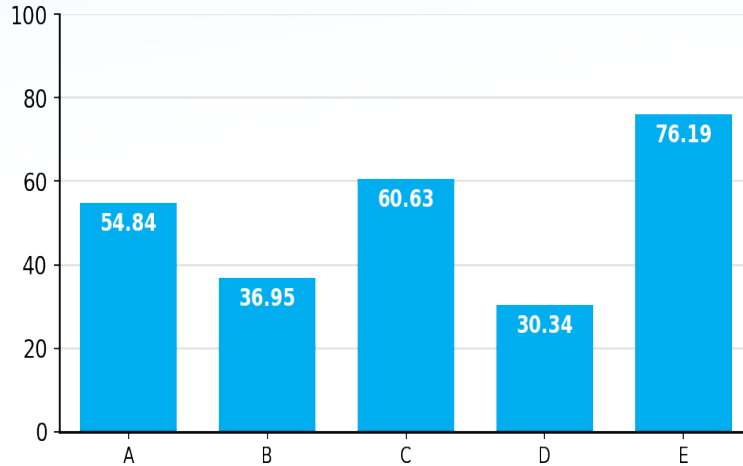
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Brand Momentum



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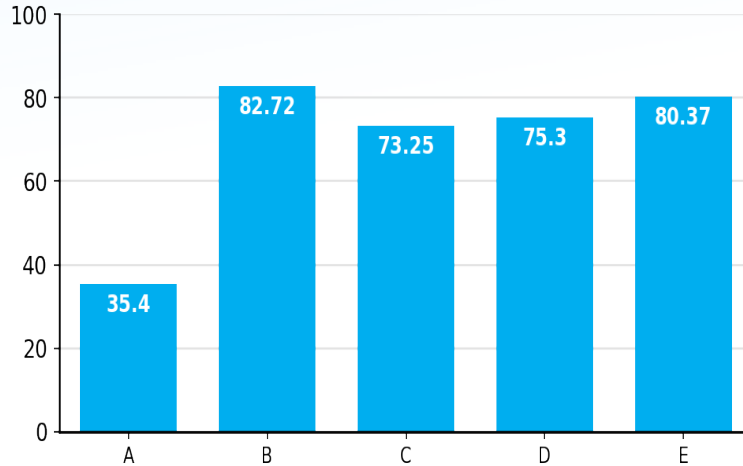
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Digital Presence



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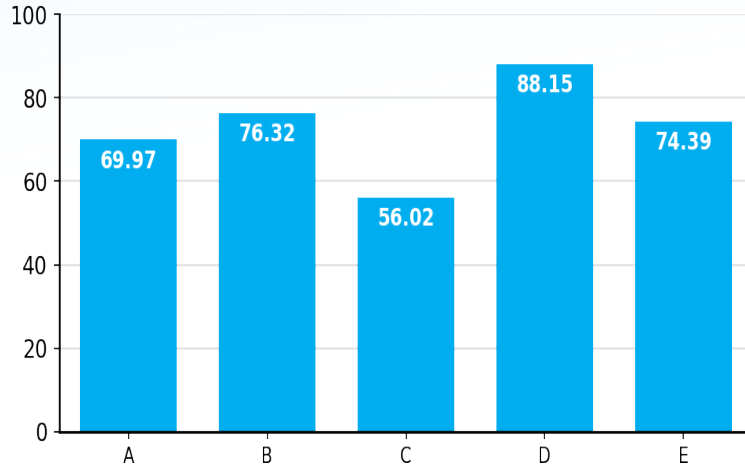
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Generational Awareness



A: Brand A shows a solid performance in generational awareness, with room for targeted improvements. Regular strategy reviews will help sustain growth in this area.

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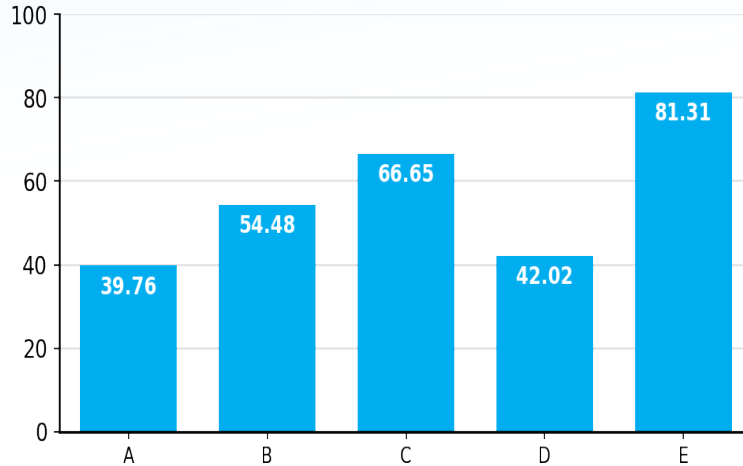
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Visual Recall



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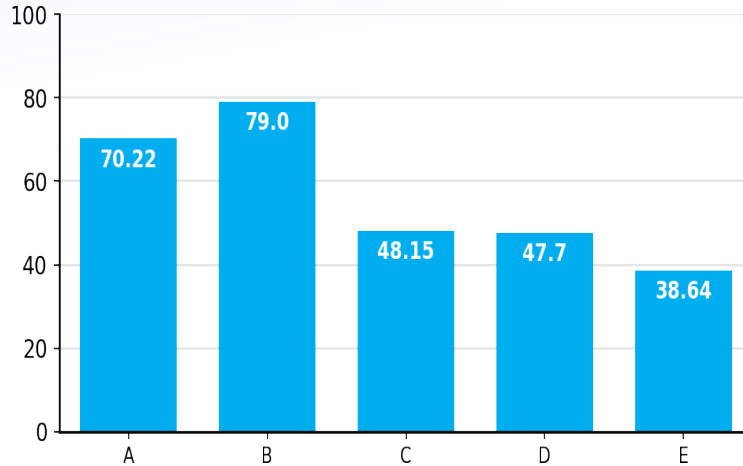
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Channel Penetration



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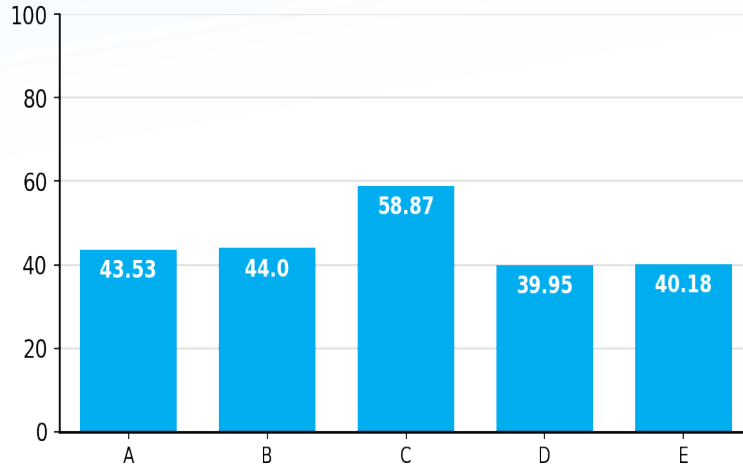
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Brand Relevance



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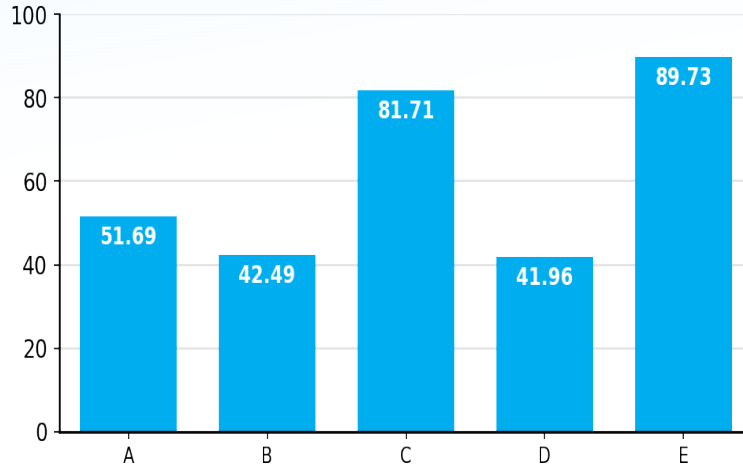
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Value Perception



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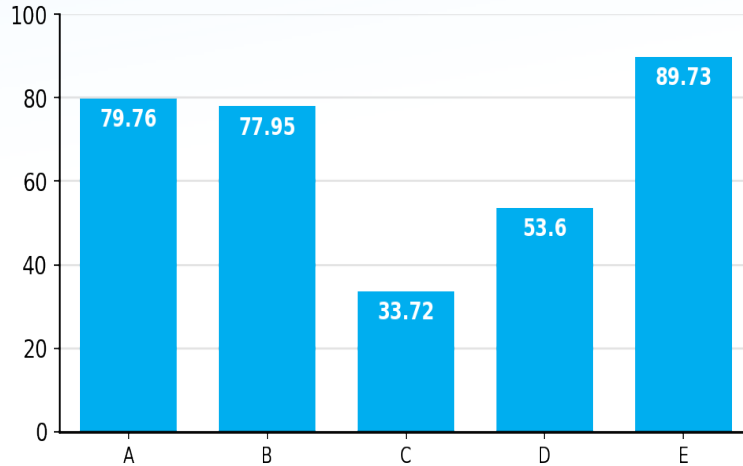
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Product Quality



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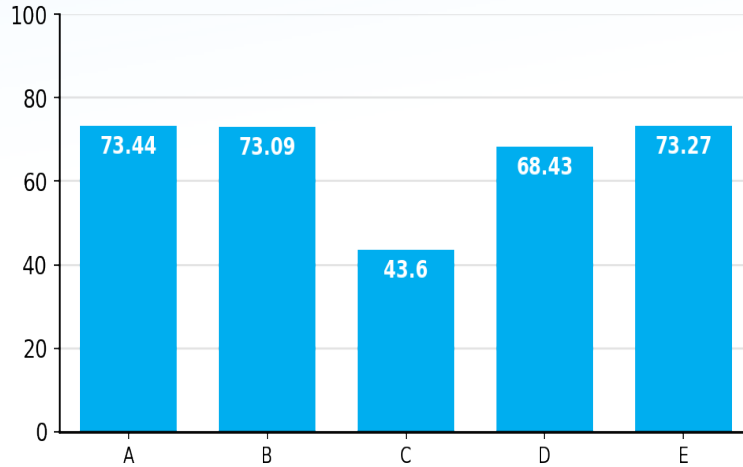
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Accessibility



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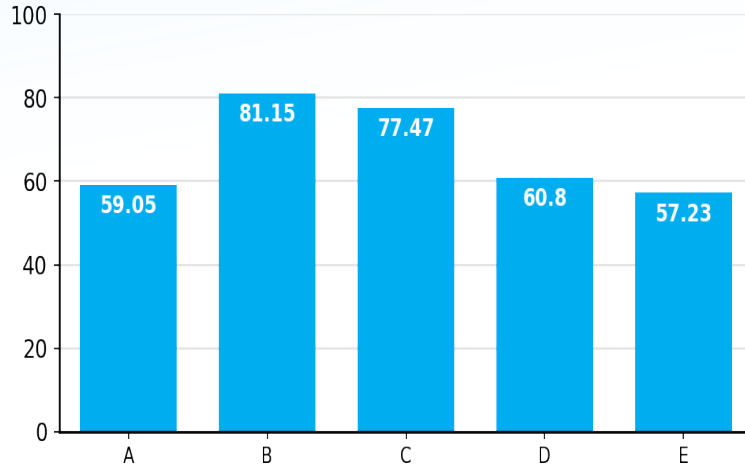
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Social Proof



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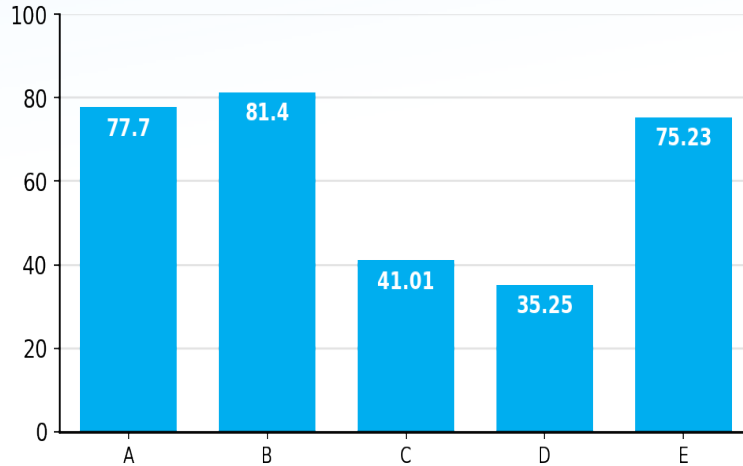
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Competitive Differentiation



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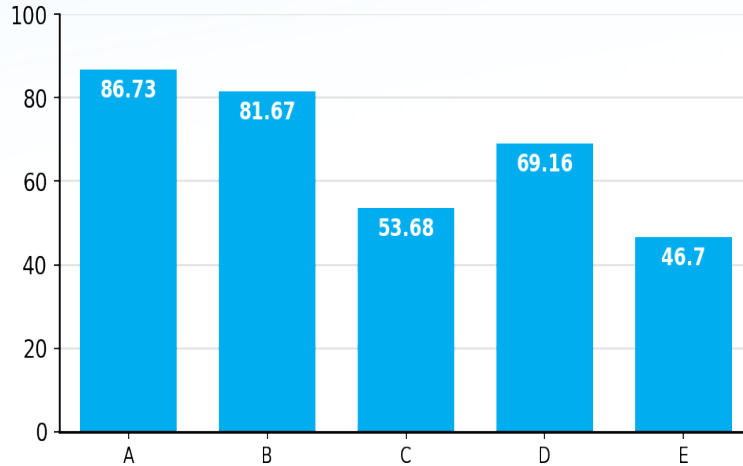
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Price Position



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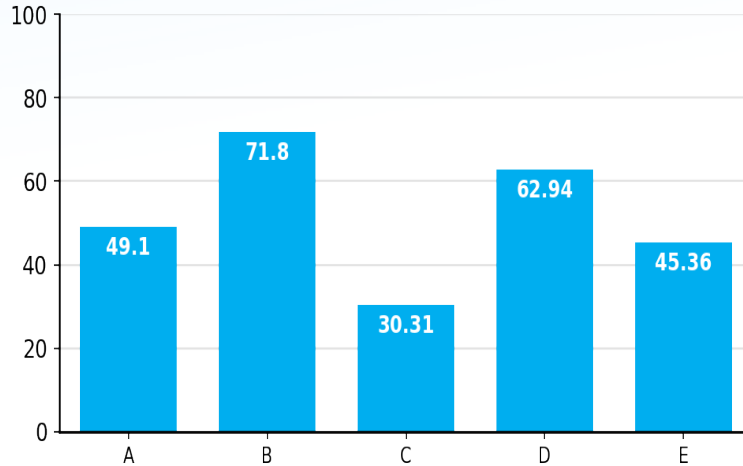
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Innovation Perception



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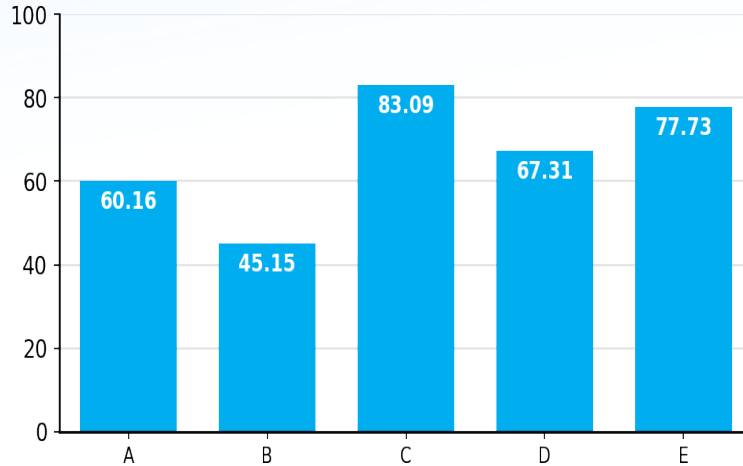
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Omnichannel Consistency



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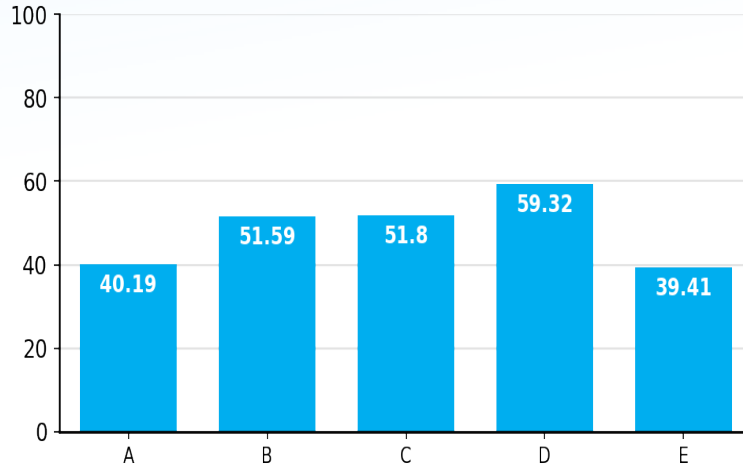
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Recommendation Rate



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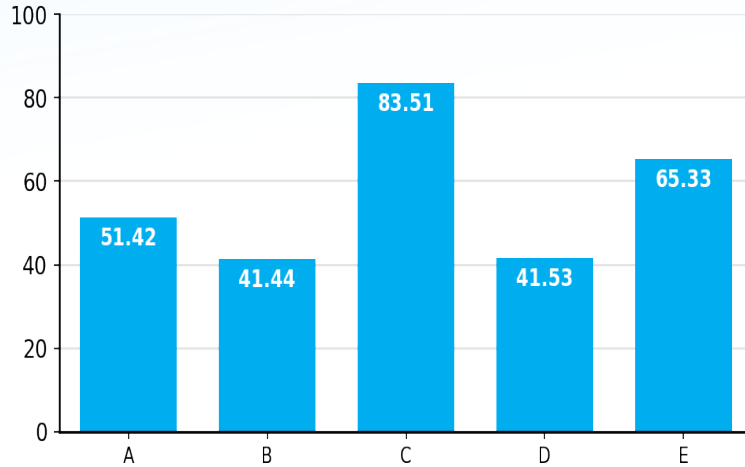
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Share of Voice Efficiency



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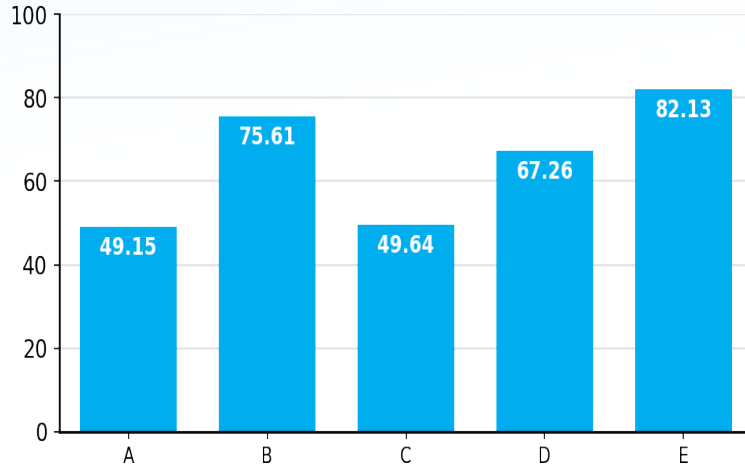
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Cost per Awareness Point



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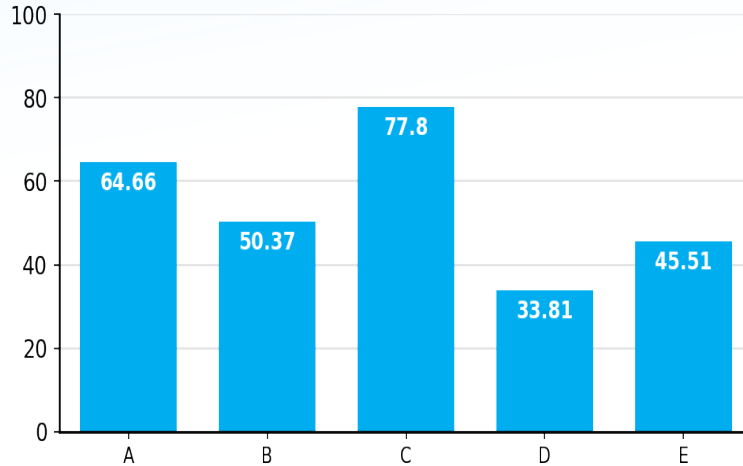
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Brand Salience



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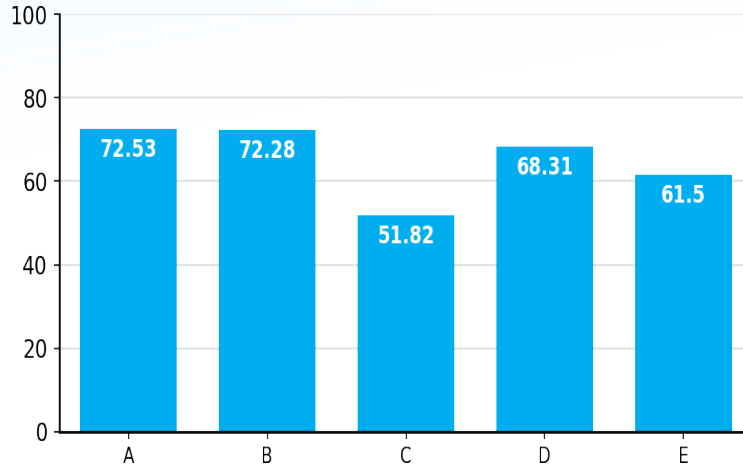
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Brand Propensity



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SUMMARY & STRATEGIC RECOMMENDATIONS



A

Summary and Strategic Recommendations

BrandA holds a stable position in its category, with relatively strong awareness but low differentiation. While recognition levels are solid, conversion intent remains underwhelming and reflects brand stagnation. The brand enjoys some equity due to historical visibility and familiar messaging, which ensures consistent passive recall. However, competitive momentum is clearly lacking, and digital engagement fails to capture emerging audiences.

Expand Owned Channel Primacy: BrandA should overhaul its digital ecosystem to feature value-first content and brand-authored utility, capturing latent intent across channels. This includes tightening CRM and content loops, while optimizing for loyalty-focused experience design. Without owned channel dominance, BrandA will remain vulnerable to competitor SEO and algorithm-led discovery disruption. The move also supports a lower cost per reach across high-intent cohorts.

Rebuild Share of Voice via Precision Media: To shift momentum, BrandA must invest in high-efficiency precision media strategies that privilege contextual placements. This should be coupled with creative focused on utility rather than message reinforcement. Such an approach supports higher ROI in low-noise environments and realigns media spend toward outcome-oriented benchmarks. Justified by the low existing engagement rates and stagnant digital signal penetration.



B

Summary and Strategic Recommendations

BrandB holds a stable position in its category, with relatively strong awareness but low differentiation. While recognition levels are solid, conversion intent remains underwhelming and reflects brand stagnation. The brand enjoys some equity due to historical visibility and familiar messaging, which ensures consistent passive recall. However, competitive momentum is clearly lacking, and digital engagement fails to capture emerging audiences.

Expand Owned Channel Primacy: BrandB should overhaul its digital ecosystem to feature value-first content and brand-authored utility, capturing latent intent across channels. This includes tightening CRM and content loops, while optimizing for loyalty-focused experience design. Without owned channel dominance, BrandB will remain vulnerable to competitor SEO and algorithm-led discovery disruption. The move also supports a lower cost per reach across high-intent cohorts.

Rebuild Share of Voice via Precision Media: To shift momentum, BrandB must invest in high-efficiency precision media strategies that privilege contextual placements. This should be coupled with creative focused on utility rather than message reinforcement. Such an approach supports higher ROI in low-noise environments and realigns media spend toward outcome-oriented benchmarks. Justified by the low existing engagement rates and stagnant digital signal penetration.



C

Summary and Strategic Recommendations

BrandC holds a stable position in its category, with relatively strong awareness but low differentiation. While recognition levels are solid, conversion intent remains underwhelming and reflects brand stagnation. The brand enjoys some equity due to historical visibility and familiar messaging, which ensures consistent passive recall. However, competitive momentum is clearly lacking, and digital engagement fails to capture emerging audiences.

Expand Owned Channel Primacy: BrandC should overhaul its digital ecosystem to feature value-first content and brand-authored utility, capturing latent intent across channels. This includes tightening CRM and content loops, while optimizing for loyalty-focused experience design. Without owned channel dominance, BrandC will remain vulnerable to competitor SEO and algorithm-led discovery disruption. The move also supports a lower cost per reach across high-intent cohorts.

Rebuild Share of Voice via Precision Media: To shift momentum, BrandC must invest in high-efficiency precision media strategies that privilege contextual placements. This should be coupled with creative focused on utility rather than message reinforcement. Such an approach supports higher ROI in low-noise environments and realigns media spend toward outcome-oriented benchmarks. Justified by the low existing engagement rates and stagnant digital signal penetration.



D

Summary and Strategic Recommendations

BrandD holds a stable position in its category, with relatively strong awareness but low differentiation. While recognition levels are solid, conversion intent remains underwhelming and reflects brand stagnation. The brand enjoys some equity due to historical visibility and familiar messaging, which ensures consistent passive recall. However, competitive momentum is clearly lacking, and digital engagement fails to capture emerging audiences.

Expand Owned Channel Primacy: BrandD should overhaul its digital ecosystem to feature value-first content and brand-authored utility, capturing latent intent across channels. This includes tightening CRM and content loops, while optimizing for loyalty-focused experience design. Without owned channel dominance, BrandD will remain vulnerable to competitor SEO and algorithm-led discovery disruption. The move also supports a lower cost per reach across high-intent cohorts.

Rebuild Share of Voice via Precision Media: To shift momentum, BrandD must invest in high-efficiency precision media strategies that privilege contextual placements. This should be coupled with creative focused on utility rather than message reinforcement. Such an approach supports higher ROI in low-noise environments and realigns media spend toward outcome-oriented benchmarks. Justified by the low existing engagement rates and stagnant digital signal penetration.



E

Summary and Strategic Recommendations

BrandE holds a stable position in its category, with relatively strong awareness but low differentiation. While recognition levels are solid, conversion intent remains underwhelming and reflects brand stagnation. The brand enjoys some equity due to historical visibility and familiar messaging, which ensures consistent passive recall. However, competitive momentum is clearly lacking, and digital engagement fails to capture emerging audiences.

Expand Owned Channel Primacy: BrandE should overhaul its digital ecosystem to feature value-first content and brand-authored utility, capturing latent intent across channels. This includes tightening CRM and content loops, while optimizing for loyalty-focused experience design. Without owned channel dominance, BrandE will remain vulnerable to competitor SEO and algorithm-led discovery disruption. The move also supports a lower cost per reach across high-intent cohorts.

Rebuild Share of Voice via Precision Media: To shift momentum, BrandE must invest in high-efficiency precision media strategies that privilege contextual placements. This should be coupled with creative focused on utility rather than message reinforcement. Such an approach supports higher ROI in low-noise environments and realigns media spend toward outcome-oriented benchmarks. Justified by the low existing engagement rates and stagnant digital signal penetration.



METHODOLOGY



Methodology

Expanded Metric Calculation Methods

RECOGNITION:

This metric is typically captured through brand recognition studies using aided visual prompts. Respondents are shown brand assets such as logos or packaging and asked if they recognize them. Techniques may include eye-tracking to measure visual fixation or digital prompts embedded in online panels to simulate real-world exposure.

RECALL:

Measured using unaided survey methods where participants are asked to name brands within a specific category. Top-of-mind recall percentages are tallied and used to determine spontaneous memory linkage. Recall may also be evaluated using verbal cue association tests or semantic retrieval frameworks.

CONSIDERATION:

Calculation involves measuring the proportion of consumers who include a brand in their purchase set. This is often embedded in larger funnel studies or dedicated consumer decision journey tracking. It can be assessed via survey questions about future intentions and scenario-based simulations.

SENTIMENT:

Sentiment analysis blends structured surveys with machine-learning NLP models that assess tone in customer reviews, social media, and other unstructured feedback. A composite net sentiment score is derived based on frequency of positive vs. negative language, with emotional polarity indexing applied.

ENGAGEMENT:

Engagement is determined using behavioral interaction metrics, including session duration, bounce rate, content clickthroughs, and social share rates. In multichannel contexts, engagement may be calculated as a weighted sum of active participations across touchpoints (digital, experiential, etc.).

REACH:

Reach is derived from media exposure analysis, calculating the number of unique individuals exposed to brand messaging across paid, owned, and earned channels. Campaign-specific reach is adjusted for duplication and often modeled using GRPs or digital impression data.



Methodology

Expanded Metric Calculation Methods

SHARE OF VOICE:

This is calculated by measuring the brand's share of total advertising impressions or mentions relative to competitors in the same category. It includes paid, earned, and owned media channels. Tools such as media monitoring platforms and advertising tracking databases are used.

BRAND DISTINCTIVENESS:

Distinctiveness is evaluated through unique brand assets and how well they are recognized or recalled independently. It often includes assessments of logo uniqueness, colour palette association, and non-verbal cues. Surveys and visual recognition studies support measurement.

BRAND TRUST:

Trust scores are derived from consumer surveys evaluating perceived reliability, transparency, and ethical conduct. Trust may also be inferred from repeat purchase intent and third-party review platform sentiment. Third-party trust indices may be integrated.

BRAND MOMENTUM:

Momentum is gauged by examining positive sentiment growth, market share trends, and new customer acquisition over time. Composite scores include forward-looking intent signals and velocity indicators of rising brand engagement or conversation volume.

DIGITAL PRESENCE:

This metric captures web traffic, SEO performance, social media footprint, and app usage (if applicable). A weighted index of digital KPIs is created, and benchmarks are applied to assess performance relative to digital-first or omnichannel peers.

GENERATIONAL AWARENESS:

This measures brand recall, recognition, and favourability across generational cohorts (e.g., Gen Z, Millennials, Gen X, Boomers). It requires demographic-tagged survey responses or panel datasets with age segmentation.



Methodology

Expanded Metric Calculation Methods

VISUAL RECALL:

This measures the ability of respondents to recognize and recall brand imagery when presented without prompts. Techniques include blurred logo identification and visual memory tasks to test brand imprinting.

TAGLINE RECALL:

Aided and unaided recall of the brand's tagline is assessed through surveys and online panels. Correlation between tagline recognition and message clarity is used as a secondary metric.

CHANNEL PENETRATION:

Calculated by evaluating the number of marketing and retail channels the brand is actively present in. This includes analysis of digital, retail, and third-party aggregator presence.

BRAND KNOWLEDGE:

Survey-based metric where participants rate their understanding of brand purpose, values, and product features. Composite scores are built from both unaided and aided questions.

BRAND RELEVANCE:

Assessed by asking respondents how well the brand fits their current lifestyle needs or aspirations. Relevance is also modeled by overlap between trending cultural values and brand positioning.

VALUE PERCEPTION:

Respondents are asked whether the brand delivers good value for money, compared to its category peers. Index scores are derived from price-quality alignment perceptions.



Methodology

Expanded Metric Calculation Methods

PRODUCT QUALITY:

Scored through consumer panels, third-party testing, and product review sentiment. Comparisons against competitors are factored into overall ratings to form an average perceived quality score.

PURCHASE INTENT:

Evaluated by asking if the respondent would consider buying the brand's product in the near future. Intent is modeled via conversion likelihood indicators based on previous funnel behavior.

REPUTATION:

Reputation combines peer ratings, brand review scores, and presence on 'best of' or trust index lists. It also considers longevity and awards within category-specific benchmarks.

ACCESSIBILITY:

Refers to ease of finding or purchasing the brand across formats (in-store, online, mobile). Accessibility incorporates inventory, interface usability, and customer service responsiveness.

SOCIAL PROOF:

Measures the extent of user-generated content, endorsements, testimonials, and third-party reviews. Social proof is weighted by visibility and engagement, and adjusted for authenticity markers.

COMPETITIVE DIFFERENTIATION:

Assessed through category analysis and consumer perception of uniqueness. Differentiation includes pricing model, innovation positioning, design characteristics, or social mission.



Methodology

Expanded Metric Calculation Methods

PREVIOUS EXPERIENCE:

Measured through respondent self-reporting of prior brand usage. Includes satisfaction indicators, repeat usage, and net promoter overlap to quantify sentiment connected to personal history.

PRICE POSITION:

Mapped using price indices compared to category averages. May also include perceived price position via consumer survey benchmarking.

INNOVATION PERCEPTION:

Assessed using consumer surveys and industry benchmarking. Respondents rate how innovative the brand appears compared to competitors. Factors include product releases, media coverage, and perceived agility.

BRAND PERSONALITY FIT:

Measured through psychographic alignment scores. Respondents assess if the brand matches their self-identity traits (e.g., bold, ethical, premium). Survey prompts are used to build fit indexes.

OMNICHANNEL CONSISTENCY:

Evaluated across website, app, retail, and social platforms. Metrics include tone consistency, brand asset reuse, and CX flow similarity. Panelists may be used to score consistency across device and location.

RECOMMENDATION RATE:

Survey-based metric asking how likely users are to recommend the brand. Derived from net promoter score (NPS) models and open-ended customer feedback.



Methodology

Expanded Metric Calculation Methods

AUSTRALIAN RELEVANCE:

Scored through national-specific panels and sentiment tracking against local competitors. Questions are phrased in local context with regional weighting to normalise response distribution.

MARKETING SPEND EFFICIENCY:

Efficiency calculated by correlating spend levels (media dollars, campaign volume) with awareness gains and engagement metrics. Benchmarked against category and scaled by media mix.

SHARE OF VOICE EFFICIENCY:

Derived by comparing voice share to category spend. Brands achieving high SOV at lower media investment score higher in this ratio. Efficiency adjusted for media weighting.

COST PER AWARENESS POINT:

This is a financial efficiency metric. It divides total brand spend by number of new awareness points generated in a campaign or year. Adjusted for category inflation and media channel saturation.

BRAND IMPACT ROI:

ROI model that incorporates awareness lift, earned reach, and behaviour shifts (e.g., site traffic, brand search). Modeled using media mix modeling and multivariate regression analysis.

BRAND SALIENCE:

Measures how easily and quickly the brand comes to mind in purchase situations. Includes implicit association tests and category-cued memory tests.

