

# sustai- nability brand scan

## Finding the opportunity for responsible growth

The Brandscan is a Sustainability Audit that analyses the sustainability level of an industry, a company or a brand from the consumer's point of view. The results cover as well a regional as national level. We take a look at the differences between generations on the one hand and the motivational segments on the other hand : we distinguish between the Movers (Belgians who actively change their lifestyle), the Movable (already active, but could use a helping hand) and the Resisters (they want to keep things as they are).

We analyse the perception of an industry and of companies or organisations or brands that are part of that industry.



## Introduction

Together with the University of Ghent, Bubka has developed a quantitative research service that should enable an industry to better and faster define the opportunity in **sustainability**.

## What you will learn from this research?

### A. Industry outcome

- In the general sustainability debate, how is the responsibility of the industry defined?
- What is the perception of the current efforts in the industry? What are the expectations?
- Is the sustainable transition perceived as fast or slow?
- What needs to be tackled by the industry and what are the priorities?

### B. Brand and competition outcome

- What are the most and less sustainable brands in the category?
- Is your brand or product perceived as sustainable? What drives that perception?
- Why do consumers prefer your brand/product and what is holding other back?
- Who are the movers, movables and resisters (consumers) in the category and across brands?
- What brands are perceived as movers, movables and resisters?
- What drives the switching behaviour between brands?
- Which specific activities would initiate switching to your brand?
- What are the opportunities for growth?

## Deliverables

First we have a briefing meeting in which we explain the details of the research, we go through the questions and define the characteristics specific to the category, brands and products. After a four-week lead time, we present the report.

## Details of the research

- Sample: 1000
- Margin of error: 1,6%
- Generational (GenZ, Millennials, GenX, Boomers) and attitudinal segmentation (Movers, Movables, Resisters)
- Lead time: 4 weeks
- Budget: 6.800 Eur

## Book your free Skype first

Are you interested in this Brandscan? But you have still some questions? No problem! You can book a free skype session without any further obligation with Wim Vermeulen, Director of Strategy and Sustainability at Bubka. During this 20 minutes session, Wim will explain if and why the Brandscan is relevant for your industry, organisation or brand.

[Book here your free Skype session with Wim](#)