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Letter of recommendation

As a consultant in the field of marketing research and brand management I am often asked by my clients which method to use to get the most important information for the success of planned communication campaign.

In the case of brand, where "everything is connected to everything", we are at the same time very interested in getting complex, detailed and in-depth information. Usually, it is not sufficient enough to identify opinions, feelings and expectations of customers who have stored them on the rational brain layer but it is a must to go deeper. Traditional research methods are usually inadequate and modern methods of neuromarketing are too tied to instrumental equipment, special training of researchers, and often cover very narrow topics.

So I tried the technique of color-word association (CWAT which stands for color word association technique) that accurately answers questions such as:

- **What is the relationship built by customers (consumers) to our brand? Does this relationship differ by customer segments?**
- **How strong is this relationship? What threatens it?**
- **How do our customers perceive competitive brands?**
- **How do customers remember the symbols and colors of our brand?**
- **What do they need to hear about our brand?**
- **Which communication concept is the right one? Etc.**

Companies that have decided for the CWAT have gained a very high quality and reliable answers to their questions. With greater certainty, they may decide not only on the focus and detail of communication, but also other activities that fulfill the brand marketing mix and thus support effective work with the brand.

When considering the use of research based on the color-word associations for the first time, marketing managers show some worries and concerns regarding clarity and simplicity of the results and their application in marketing decisions. It happens that sophisticated research methods place greater demands on working with outputs. In this method, the transfer of research results into an understandable form that marketing managers are used to, is on a high level, so working with the results is simple.

For international or global brands CWAT provides more advantage. The research method can be used regardless of cultural differences between individual markets and thus provides with outputs that can be directly compared.

Based on my ten-year experience with the color-word association technique, I can personally recommend its inclusion in modern marketing and brand management.

