Brand Integrity Measure (BIM)

Strong brands are some of the most valuable assets of organisations and at the core of a brand is its promise. The integrity of a brand refers to how well a brand is keeping its promise. Given its importance, it is recommended that brand integrity should be measured periodically in order to identify and enhance lagging dimensions timeously.

To facilitate this, a Brand Integrity Measure (BIM) has been developed, which measures the integrity of a brand both internally [BIM (I)] as well as externally [BIM (E)]. The two measures can be applied separately or in combination. The BIM (I) assesses organisational brand integrity and the BIM (E) assesses brand integrity from the clients' perspective.

Brand Integrity Measure (Internal)

The BIM (I) measures and tracks employee Loyalty, Personification and Promises/ positioning dimensions specific to the organisation.

Brand Integrity Measure (External)

The BIM (E), on the other hand, measures and tracks Loyalty, Relationships, Quality, Trust, Price Premium and Promises/ positioning dimensions specific to the organisation.

Today globally many brands, if not most, are services brands. Yet, the most prominent branding models were developed to brand product offerings. This led to the development of the servBRAND framework.

ServBRAND Framework

A five-year long research study was undertaken and various branding models were analysed, compared and applied. This resulted in the groundbreaking servBRAND framework, which is one of the very first business-to-business services specific branding frameworks.

The servBRAND framework

The BIMs and servBRAND framework alignment

The BIMs are extensions of the servBRAND framework. The BIM (I) measures the integrity of the three lower brand-building blocks and sub-dimensions of the servBRAND framework and the BIM (E) measures the integrity of the top two brand-building blocks and sub-dimensions of the servBRAND framework.

The BIM model is not only applicable to B2B services, but can be extended to all types of services and products.

Reports

The outcome of the BIM research is presented as two reports, namely a top-level report and an in-depth report. The top level report indicates the ratings of both indicators [BIM (I) and BIM (E)], similar to the examples displayed to the left in this profile. The in-depth report includes, in addition to the top-level report, invaluable remedial insights per sub-dimension.

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