

Brand Power Assessment – An Introduction

August 10, 2026



INTRODUCTION

- Part of the upcoming quantitative town survey will employ the brand power assessment questioning and analysis
- This deck explains the approach and its advantages

THE BRAND POWER ASSESSMENT

Intent

- Provide teams with a uniquely insightful perspective on how their brand is perceived by its supporters
- Employ that to unify strategy development around what matters most and differentiates the brand
- In the case of North Hero, we can use it to understand:
 - What thoughts, feelings and characteristics most strongly define North Hero
 - Which ones are unique to our community
 - And which ones contribute the most to the meaningfulness of living here
- Those inputs are intended to help the commission shape its definition of the community and intents of its planning proposals for guiding its future

THE BRAND POWER APPROACH

- Five steps

1. Explore the language of the community – the dimensions that residents use to define North Hero and the experience of living here. This was done via the discussion groups
2. Then – in the quantitative survey of the community -- ask three questions about those dimensions
 - First, assess how strongly respondents associate each dimension with living on North Hero
 - Then, for the dimensions that were widely held to represent North Hero, ask:
 - How strongly people feel those dimensions differentiate our community,
 - And to what extent each of those dimensions makes living here meaningful
3. Plot the rankings from the last two questions against each other to define a four-quadrant space
4. Use the arrangement of dimensions in those quadrants to define the relationship between residents and the community
5. Use those analyses to identify the character of our community. What is most important to protect. What is needed for future prosperity.

ANALYSIS – HOW IT WORKS

- The first question asked is how strongly residents associate each dimension statement with North Hero
 - For example, here are five of the dimension statements we will ask respondents to rate on a scale from “associate strongly with North Hero” to “do not associate with North Hero”

Is on an island

Is accessed by iconic bridges

Has spectacular views, sunrises and sunsets

Is a place that honors its history

Is beautiful in summer and winter

- Using those ratings, the first analysis is to segment the responses into three groups:
 - Thoughts and characteristics that residents strongly associate with North Hero
 - Those that are somewhat associated with North Hero
 - And those that are not associated with North Hero

ANALYSIS

- Examining the dimensions that are strongly associated with our community...
- Versus those that are not associated with North Hero...
- Will inform the planning commission about how clearly and consistently the community is defined by its residents
- And it can identify dimensions that the commission feels are important / valuable / represent opportunities for the town character, but residents don't currently currently understand or feel

ANALYSIS

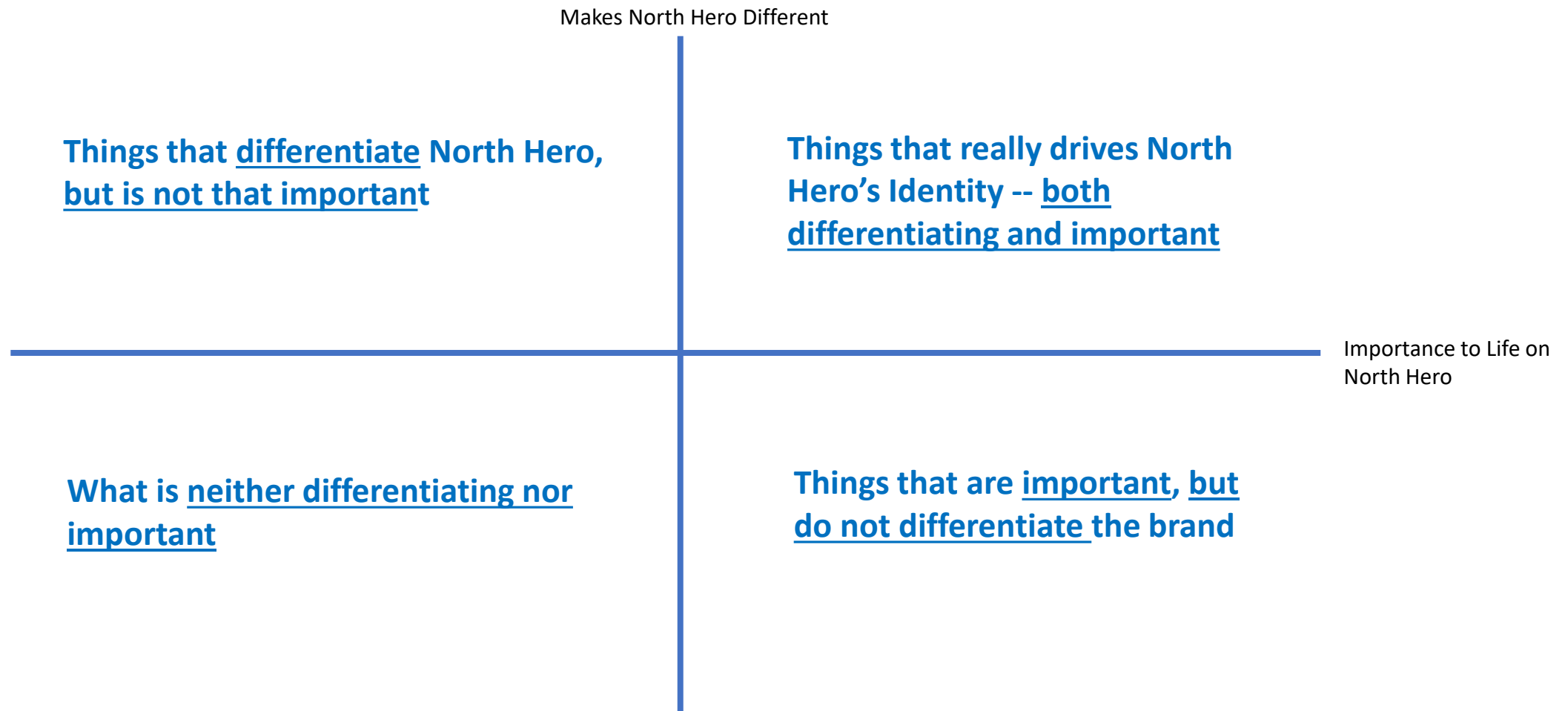
- The second and third questions are only asked about the dimensions that respondents said were “strongly associated” with North Hero
- They are:
 - To what degree each of those strongly associated dimensions is unique to North Hero – i.e. to what extent does it differentiate North Hero from other communities
 - And, to what extent is each characteristic important to the meaningfulness of living on North Hero

ANALYSIS

- The responses are tabulated, and plotted against each other...
- Creating a quadrant diagram as shown on the next page

BRAND QUADRANT ANALYSIS

Here is an example of the quadrant that will result from plotting the ratings of the two questions against each other



WHAT MATTERS -- BRAND QUADRANT ANALYSIS

Icons

Often characteristics or activities that people identify with a brand – and bring “heart” to it. Things like bell towers and sports mascots at colleges. Logos, heritage activities, etc. in organizations. Not felt to be really important, but often make a strong heartfelt connection.

Brand Drivers

The drivers of the brand
Dimensions that are both differentiating and important.
These are the things the brand “owns” and are most important to communicate and “live by”.

Leave Behinds

Neither differentiating nor important to the experience. Dimensions to be left behind... or re-evaluated and re-positioned.

Requisites

Items that a felt to be important, but for which the brand does not have differentiation. We often find these to be requirements to be successful in a category.

OUTCOME

Combined with the survey information on residents' characteristics and behaviors, these analyses will provide the planning commission with a clear and in-depth picture of:

- What is the North Hero Community – what are its characteristics and how do people describe the experience
- Is the community segmented. If so, how and what are the differences across populations
- What do residents value and what matters to them
- What are the implications and considerations for the town and the planning process