

Case Study

Walgreens Writes a Prescription for Smart Research with Brand Tags

About Walgreens

Walgreens is the largest drug retailing chain in the US. As of April 31, 2012, the company operates 8,300 locations across all 50 states, DC and Puerto Rico. Walgreens provides access to consumer goods, services and pharmacies through its retail drugstores.

In April 2012, Walgreens ran a Brand Tags campaign with the goal of better understanding their brand's positioning in the minds of consumers and relative to their competitors.



Brand Sentiment Analysis Doesn't Require Rocket Science

In the age of social media, a brand is not what it says it is; a brand is what consumers say it is. Walgreens knows that traditional market research studies designed to describe brand positioning are expensive, time consuming and biased. The audience is typically incentivized and the process suffers from low response rates. Results typically take several months to turn around, which means they can't be used when they matter most—during a campaign. The chain ran a Brand Tags survey for one week that garnered over 6,000 responses—30x that of a traditional research study.

Brand Tags studies don't offer "chances to win" or cash payments for brand opinions. Instead, consumers are asked to react to a simple brand logo with whatever word or words immediately come to mind. This "first gut reaction" methodology provides the sum total of a consumer's experience with a brand, both in its use and marketing. Walgreens chose Brand Tags because it's fast, free and impartial. Brand Tags, by Solve Media, drove consumers through survey questions across 4,100 sites, geo-targeted to the US market. Engagement rates exceeded 40%, the norm for all research campaigns across the network, with a frequency of one.

Actionable Brand Positioning Without the Hassles

According to Brand Tags, Walgreens is enviably positioned as "ubiquitous," and defined as "good value," "reliable," and "convenient." Positive relics of campaigns past included strong association with "savings," "quality," and "convenience." Opportunities for growth included nods to "confusing" store layouts and secondary frustrations with health insurance/drug coverage. From an insights perspective consumers are drawn to the Walgreens red logo and describe employees as "nice," a strong departure from the competition. The final Brand Tags report revealed several actionable insights that will allow Walgreens to build on its positioning, brand perception and upcoming messaging in a way that traditional brand research simply could not have illuminated.

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