A GAME OF THRONES
TOP POLITICAL PARTIES

RANK	TOP POLITICAL PARTIES
1	Bharatiya Janata Party (BJP)
2	Nationalist Congress Party (NCP)
3	Bahujan Samaj Party (BSP)
4	Indian National Congress (INC)
5	Communist Party of India (CPI)

Attributes used for ranking: Daring | Dynamic | Friendly | High Performance | Intelligent | Leader | Progressive | Social | Socially Responsible | Trustworthy | Visionary

In attributes that matter for political parties in India, Brand BJP is gaining momentum amongst all adults. Surprisingly, Congress is not the closest competitor for the number one position. NCP and BSP are ranked higher on these parameters.

Note: Aam Aadmi Party (AAP) was not part of the survey.

WHO WOULD YOU TRUST YOUR MONEY WITH?
THE BEST BSFI BRANDS IN INDIA

RANK	TOP BSFI BRANDS
1	State Bank of India
2	ICICI Prudential Life Insurance
3	Punjab National Bank
4	Life Insurance Corporation
5	Bajaj Allianz
6	SBI Life Insurance
7	Canara Bank
8	Axis Bank
9	Reliance General Insurance
10	HDFC Bank

Attributes used for ranking: Authentic | Cares Customer | Down To Earth | Helpful | High Performance | Prestigious | Reliable | Trustworthy | Up To Date

BAV® looks at brands across banks, insurance, financial services and credit cards among chief wage earners in India. We see an interesting mix of banks and insurance companies with no NBFC or credit card company making into the Top 10. PSU banks lead over private and MNC banks.

WHO'S IN THE DRIVER'S SEAT?
THE BEST AUTO BRANDS IN INDIA AMONG MALES

RANK	TOP AUTOMOBILE BRANDS
1	Honda
2	BMW
3	Maruti
4	Audi
5	Tata Motors
6	Mercedes - Benz
7	Mahindra
8	Hyundai
9	Toyota
10	Skoda

Attributes used for ranking: Best Brand | Glamorous | Good Value | High Performance | Leader | Trendy | Progressive | Reliable | Rugged | Trustworthy | Up To Date | Worth More

We looked at the automobile brands as perceived by Indian males. One thing that clearly stands out is the fact that high-end brands are capturing the attention of Indian males. Most brands are trying to encash this by launching entry level cars in the market, like Merc launching A class, Audi launching A1 and BMW launching 1 series. Indian manufacturers such as Tata Motors and Mahindra feature higher up than global leaders like Toyota and Hyundai.
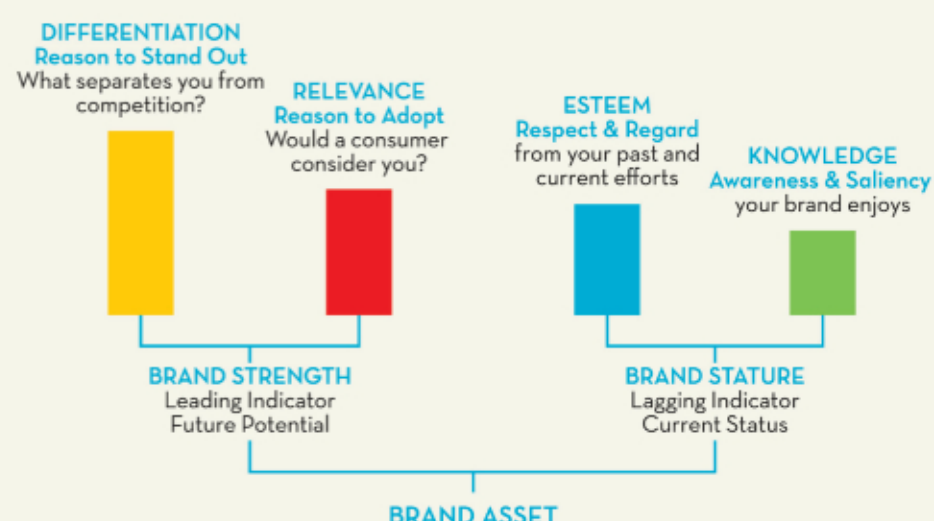
BRANDS TO LOOK OUT FOR IN 2014

RANK	BRANDS
1	Air Wick
2	Amway
3	Exo
4	Dove Whitening Deodorant
5	Tic Tac
6	Parle Milano
7	Mentos
8	Havells
9	Reliance Trends
10	Mint-O

These are brands on the rise which have created healthy Differentiation and Relevance making them strong on Brand Strength. Brand Strength in BAV® is a leading indicator of the future potential of the brand.

Air Wick comes across as a key brand to watch out for in 2014. Amway and Exo from Jyothy Labs have caught the attention of consumers. Dove with its extension in the deodorant category has successfully leveraged the strong equity of the mother brand, making Dove Whitening Deodorant one of the brands to look out for.

We have three entries from the mint and mouth freshener category - Tic Tac, Mentos and Mint-O.

BEHIND THE BAV®
METHODOLOGY

DIFFERENTIATION
Reason to Stand Out
What separates you from competition?

RELEVANCE
Reason to Adopt
Would a consumer consider you?

ESTEEM
Respect & Regard
from your past and current efforts

KNOWLEDGE
Awareness & Saliency
your brand enjoys

BRAND STRENGTH
Leading Indicator
Future Potential

BRAND STATURE
Lagging Indicator
Current Status

BRAND ASSET

THE RANKING OF BRANDS FOLLOWS ONE OF THE TWO METHODOLOGIES.

1 The first method ranks the brands on the basis of their Brand Asset score in BAV® (see image). Brand Asset score is one single score which represents the brand's strength (Differentiation & Relevance) and stature (Esteem & Knowledge). The rankings on Brand Asset are category-agnostic in nature.

2 The second method looks at the brands within different categories. This method uses a battery of attributes which drives the brand preference in their respective categories. Brands are ranked basis their score on these attributes. This ranking gives an idea of a brand's performance on the attributes which matter in each category.

HOW DOES BAV® HELP THE MARKETER?

HEALTH

Brand Health: BAV® captures brand performance in terms of 4 key metrics, Differentiation (Reason to Stand Out), Relevance (Reason to Adopt), Esteem (Regard or Respect) and Knowledge (Awareness or Saliency).

Brand Evolution: Mapping these 4 metrics together to understand whether the brand has declined or grown.

POSITIONING

Imagery: BAV® has 48 attributes evolved over 20 years which help understand the brand positioning and focus on those that drive brand preference.

Archetypes: Identifying which character your brand best represents basis the Jungian Archetype model.

SEGMENTATION

Demographics: BAV® offers a wide range of demographic cuts like gender, age, SEC, occupation and education for a marketer to study. BAV also covers a highly elite class of audience which form the crème de la consumers of the country.

ENGAGEMENT

Brand Tension: Does your brand excite the audiences? It is one thing for a brand to gain recognition and awareness, and quite another to capture the consumer's attention and imagination. How does your brand become Iconic?

Exploring routes: BAV® can identify challenges in the brand persona and suggest steps to strengthen it.

ELASTICITY

Extensions: If you have a strong brand, could you leverage it into another category? Can your brand sustain a range of products that you are trying to build?

Partnerships: Evaluate your partnerships with other brands.
What does your brand stand to gain? What can you lend to your partner?

Endorsers: Are you being represented by the right celebrity? Do they lend what your brand truly needs?