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## **BRAND HEALTH SCORECARD™**

### **Project**

The Hard Rock Cafe's new leadership team was brought in to reinvigorate the brand after three decades of growth. Cohen Research Group was hired to track their progress and help a household name rediscover its potential.

### **Approach**

Most companies try too hard to measure themselves against competitors without first assessing their own strengths and challenges. Brand Health is an approach developed over a decade to understand who you are as a brand.

Brand Health begins with basic knowledge through awareness of products and services. Experience is delivered through in-advance perceptions and in-person performance. Emotional affinity of the brand is a result of customer attachment.



A Brand Health Scorecard™ was constructed based on the aspirations and needs of the Hard Rock Cafe brand. With the system in place, the leadership team now has benchmarks to track progress in marketing, operations, and customer loyalty.

### **Methodology**

While the underlying metrics used for the Hard Rock Cafe are unique, we applied our Brand Health Scorecard™ process model:

#### **Evaluation**

- Review strategic plan for the brand
- Key leadership interviews

#### **Development**

- Focus groups with customers
- Pilot test brand metrics

#### **Tracking**

- Establish scorecard baseline
- Compare quarterly results

#### **Application**

- Identify best practices
- Replicate success

### **Impact**

Hard Rock Cafe is stronger due to its focus on Brand Health with significant advances in awareness, experience, and affinity. The result is better word-of-mouth, a more loyal bottom line, and growth in new franchise ventures such as Hard Rock Hotels and Casinos.