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Creative Design Management

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**ONLINE SURVEY STUDY:
MEASURING AND COMPARING
FINNISH CONSUMER BRANDS'
AND THEIR CO-BRANDED
PRODUCTS' BRAND EQUITIES.**



MASTER'S THESIS | ABSTRACT

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ONLINE SURVEY STUDY: MEASURING AND COMPARING FINNISH CONSUMER BRANDS' AND THEIR CO-BRANDED PRODUCTS' BRAND EQUITIES.

This thesis focuses on studying co-branding, brand equity, and how to measure it on Finnish consumer goods and their co-branded products. The hypothesis is that co-branding will have positive perceptions on brand equity in the eyes of a consumer. Therefore, it is assumed that co-branded product(s) will have higher brand equity evaluations than parental brand(s) alone in the eyes of a consumer.

The theoretical part of the thesis focuses on the elements of brand equity and how it can be measured. The theoretical part also includes how co-branding works as a strategy, its' goals, threats and opportunities and explaining different formats of co-branding.

Six Finnish consumer brands (BilleBeino, Juhla Mokka, Angry Birds, Rapala, Novita Oy and Lonkero) and their three co-branded products consist in the study part. An online survey targeted at consumers is applied to measure brand equity. The online survey includes a few open-ended questions and six quantitative questions in a Likert-scaled format that reflects the thesis's theoretical part. A total of 65 respondents answered the online survey. From the result of the online survey study, it can evidently be analyzed that the co-branded products did not get higher brand equity evaluations than the parental brands alone.

At the end of the thesis, the survey should be broadened so that brand equity measurement questions should be asked twice: before and after showing and co-branded products. Therefore, it could be analyzed if co-branding impacts the brand equities of the parental brands. Also, the sampling should be increased, and the consumers' own personal experiences on the brands should be taken under consideration due to its high impact on how consumers evaluate the brand equities.

KEYWORDS:

Brand, branding, brand equity, co-branding

Akrenius Siiri

ONLINE KYSELYTUTKIMUS: SUOMALAISTEN KULUTTAJABRÄNDIEN JA HEIDÄN YHTEISBRÄNDÄTTYJEN TUOTTEIDENSA BRÄNDIPÄÄOMIEN MITTAUS JA VERTAILU.

Opinnäytetyö keskittyy tutkimaan yhteisbrändäystä, brändipääomia sekä sen mittaamista suomalaisissa kuluttajabrändeissä ja heidän yhteisbrändäytyissä kuluttajatuotteissaan kuluttajien keskuudessa. Hypoteesina on yhteisbrändäyksen tuovan positiivisia vaikutuksia kuluttajan näkemyksessä emobrändien brändipääomiin. Yhteisbrändäytyjen tuotteiden oletetaan saavan kuluttajilla korkeammat/positiivisemmat arviot brändipääomista, kuin niiden emobrändinsä.

Opinnäytetyön teoriaosuudessa keskitytään siihen, mistä brändipääoma koostuu ja miten sitä voidaan mitata. Teoriaosuudessa käsitellään myös yhteisbrändäystä strategiana, sen tavoitteita, uhkia, mahdollisuuksia ja eri muotoja, sekä avataan yhteisbrändäyksen eri muotoja.

Tutkimuksessa hyödynnetään kuutta suomalaista kuluttajabrändiä (BilleBeino, JuhlaMokka, Angry Birds, Rapala, Novita Oy, ja Lonkero) ja heidän kolmea eri yhteisbrändätyä tuotettaan. Brändipääomien mittaaminen toteutettiin verkkopohjaisella kyselytutkimuksella. Kysely piti sisällään muutaman avoimen kysymyksen ja kuusi kvantitatiivista kysymystä Likert-asteikolla. Kysymykset pohjautuvat teoriaosuudessa esitettyihin brändipääomien elementteihin. Kyselyyn vastasi yhteensä 65 kuluttajaa. Kyselytutkimuksen tuloksia analysoidessa pystyi selkeästi todeta, että yhteisbrändätyt tuotteet eivät saaneet kuluttajilta positiivisimpia/korkeampia arvosteluita, kuin emobrändit yksinään.

Opinnäytetyö suosittelee kyselytutkimuksen laajentamista niin, että samat kysymykset esitettäisiin vastaajille toistamiseen vielä sen jälkeen, kun kuluttaja on arvostellut yhteisbrändätyt tuotteet. Näin nähtäisiin, onko yhteisbrändäyksellä vaikutusta emobrändien brändipääomiin. Myös otannan määrää tulisi kasvattaa, sekä kuluttajien henkilökohtaiset tuotekokeilut tulisi ottaa huomioon tarkemmin, niiden vaikuttaessa brändipääomien arviointeihin suuresti.

ASIASANAT:

Brändit, brändäys, brändipääoma, yhteisbrändäys

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1 INTRODUCTION

Co-branding is a marketing strategy that has become increasingly popular amongst marketers when developing new products/services. Co-branding is a marketing strategy where two or more brands are combined into a new product/service. (Kohli & Suri, 2002) Still, it is somewhat rarely seen amongst Finnish consumer products. When thinking of it, it has been most visible in the clothing industry (Marimekko, Makia, Finlayson) within recent years.



Figure 1 Co-branding examples; Moomin x Makia (Moomin.com, 2019) and Adidas x Marimekko (Marimekko.com, 2021)

Co-branding aims to transfer the positive association of the parental brand(s) to a new product/service created. Several studies have been conducted during the last decades, indicating more or less the same benefits: co-branding does positively impact brands and their brand equity. In the empirical research studies on co-branding, various researchers typically examined fictitious products rather than real-life products. (Washburn, Till & Priluck, 2000) In this study, real-life Finnish consumer products have been taken under the microscope.

In the world we live in, marketers constantly seek growth in their businesses in new products/service forms. It can be hard to conquer a new marketplace and reach a new audience, and the failure rate in establishing a new brand ranges from 80 to 90 per cent. To understand the effect and meanings of brands and their identities, one must understand consumer culture, why people purchase them, and what factors influence our decision-making process. (Slade-Brooking, 2016)

Brand equity should be measured because the stronger the brand equity is, the more likely the consumer will purchase the brand's product/service over the competitors. Therefore, with the higher brand equity, most likely, brands could also generate more sales. (Mohsin, 2019 & Slade-Brooking 2016)

I focused on few Finnish brands that have used co-branding as a strategy in their products/services marketed towards consumers and how these consumers evaluate the brand equity on the parental brands and their co-branded products. The critical element in this study was to understand the background behind co-branding as a strategy and especially how brand equity can be measured. The theoretical part focuses on these factors. An online survey was created to measure brand equity on the chosen Finnish parental brands and their co-branded products to answer the hypothesis and research questions.

I work in the field of marketing, focusing on brand strategies and branding. Therefore, choosing a topic related to my work was natural to deepen my knowledge of brands and branding strategies. I also have a strong belief in the old saying, 'Collaboration equals power'. This personal belief was a strong base when creating the hypothesis for this thesis. In a more extended goal, I wish I could implement co-branding strategies in the future with my clients in a supportive and professional way.

1.1 Hypothesis and research question

The hypothesis of this research is following:

Co-branding will have positive impacts on brand equity. Therefore, co-branded product(s) will have more positive/higher brand equity evaluations from consumers than parental brand(s) individually.

The goal of the thesis is to answer the research question:

Will the (Finnish) co-branded products earn more positive/higher brand equity evaluations from the consumers than parental brand(s) individually?

2 ABOUT BRAND EQUITY

2.1 What is a brand?

A brand is always more than just a word or a symbol (Mohsin, 2009, 8), an individual product or service we as consumers buy. It is also more than a logo or a trademark. Brand should be answering the question 'Who am I?' (Slade-Brooking, 2016, 35). Brands and brand identities are formed by the relationship of various parties such as social forces, the public, and institutions. A brand is a vessel of a popular meaning. The concept of co-creation is generally used when describing how these various parties affect the brand identity. (McInnis, Park & Priester, 2009)

People buy a service or a product due to one's needs. The greatest brands are those that can go above to a broader, more powerful meaning and experience. Those experiences can vary from fundamental needs such as shelter, food and clothes, or consumer's personal needs. Social pressures, culture, aspirations, and desires can drive and influence consumer's decisions on what they choose to purchase. Branding, at its simplest, is about creating that differentiation over competitors' products. Having a successful brand drives and encourages consumers to choose our business' products or services over our competitors. (Slade-Brooking, 2016, 10)

2.2 Understanding brand equity

Brand equity is often used in marketing, described as *'the commercial value derived from the consumer perception of a brand name.'* In other words, it is the additional value that a well-known brand name adds to a product or service. (Slade-Brooking, 2016, 38 & Qualtrics.com) In the eyes of individual consumers, **brand equity is the additional preference enhanced by the brand to the product.** (Park & Srinivasan, 1994)

According to David Aaker (prophet.com), who is mentioned to be the "Father of Modern Branding", brand equity plays a significant role in marketing and business strategy, creating a long-term value to the organization and therefore reflecting the brand's value. Brand equity imitates consumer behaviour, financial performance and benefits. (Pappu, Guzman, Veloutsou, 2017). Alternatively, *'The intangible value associated with the products can not be accounted for by price or features'* (Mohsin, 2019, 8).

The brand itself is worthless if there is no brand equity in the marketplace. The goal of brand equity is to create a perception in the audience's minds that there is no other product or service in the market like yours, and they should pick your brand instead of any other. Both Mohsin (2019) and Washburn, Till & Priluck (2000) quote Aaker (1991, 15) in their research papers. Aaker has said that brand equity is a *'set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.'*

The stronger the brand equity is, the more likely consumer will buy the brand's new product in the future, even with using more money on it (order value per customer). Brand equity can also be harmful if the brand has a bad association in the minds of consumers. (Mohsin, 2019 & Slade-Brooking, 2016).

Positive brand equity also affects future profits and cash flows on a long term basis, consumers' willingness to pay a little extra, stock prices, competitive

advantage, marketing, and decision-making on acquisition. (Yoo & Donthu, 2001)

2.2.1 Elements of brand equity

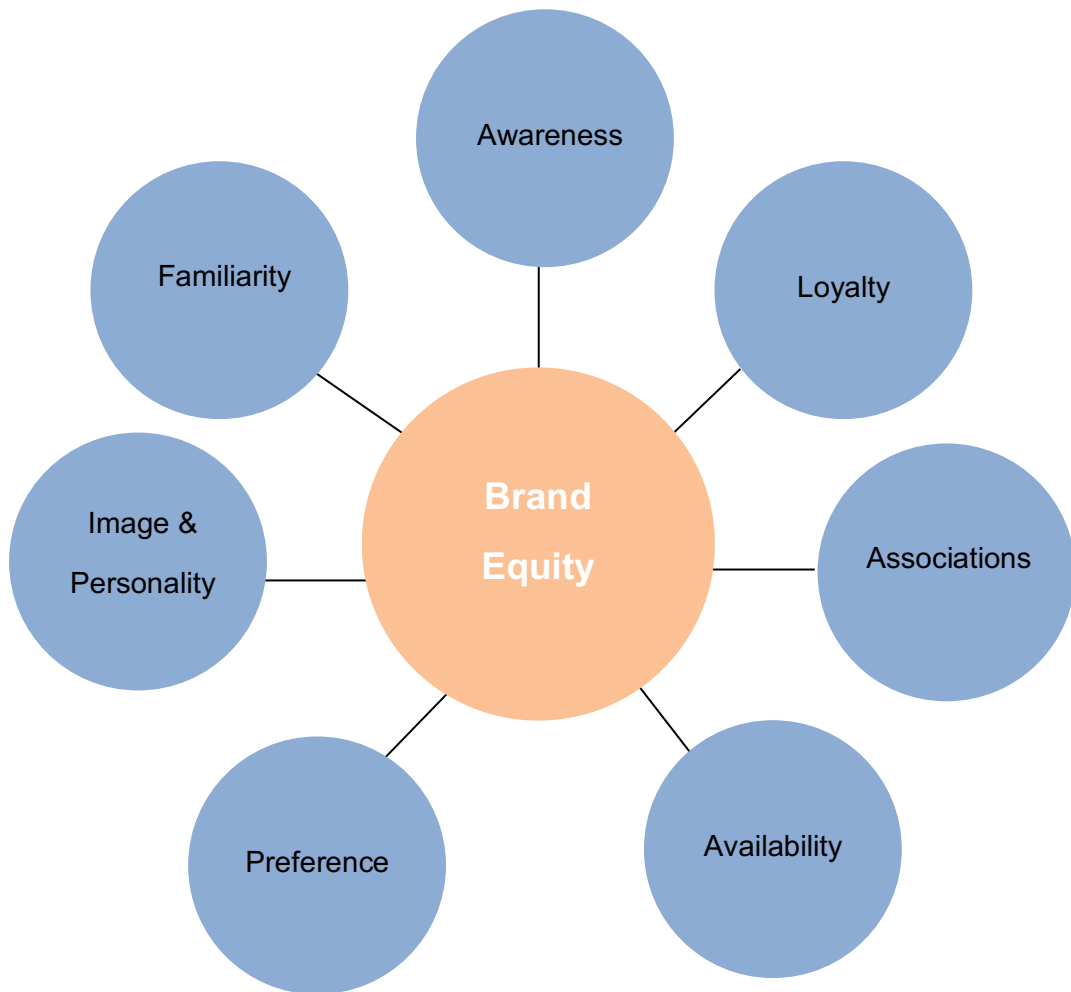


Figure 2 Seven elements of Brand Equity (Slade-Brooking, 2016, 38)

According to Slader-Brooking (2016, 8), there are seven elements under which brand equity can be measured. These seven elements describe and determine how the brand is perceived in the eyes of a consumer. As shown in 'Figure 2', Slade-Brooking's seven elements are from a relatively new publication from 2016. Nevertheless, several research studies (and Slade-Brooking herself) refer to David Aakers' studies from 1991. Also study from Warraich, Awais, Amin, Parkas

& Ahmad (2014) have created their perceptions on how brand equity can be measured.

The different terms and explanations of how the brand equity is being built according to each of the literature are the following:

- (1) Slade-Brookings' (2016, 38) seven elements of brand equity, shown in 'Figure 2' are following: awareness, familiarity, image & personality, associations, availability, preference and loyalty
- (2) Aaker's five dimensions of brand equity (1991): Brand loyalty, Brand Awareness, Perceived Quality, Brand associations
- (3) Warraich, Awais, Amin, Parkas & Ahmad (2014) The power of the brand, knowledge of the brand, brand awareness/awareness about the brand and image of the brand.

It can be presumed that the literature from Slade-Brooking (2016) and Warraich, Awais, Amin, Parkas & Ahmad (2014) refer to Aaker's five dimensions of brand equity since it is one of the first publications made under the subject of brand equity. Warraich, Awais, Amin, Parkas & Ahmad (2014) pointed out in their research that the fundamental components which should be taken under consideration when measuring brand equity are: **The power of the brand, knowledge of the brand, brand awareness/awareness about the brand and image of the brand.** These four measurements were applied to the online survey form's since, in my personal opinion, they combine and summarize rather well both Aaker's and Slade-Brookings elements.

3 CO-BRANDING

3.1 First example of co-branding

The first example of co-branding brings us to the year 1932 and the United Kingdom. There were two major petroleum brands, Royal Dutch-Shell and BP, who joined their brand's forces as ShellMex and BP. The idea for the collaboration was to merge their marketing operations in the United Kingdom. Later on, the two parental brands de-merged their operations in 1976. (Shell-Mex and BP Archive, 1900-1975 and Blackett & Kompella, 2014,14).

3.2 Definitions and goals of co-branding

Cooperative branding, or co-branding, can also be referred 'brand alliances', 'brand bundling', 'brand partnership' (Bhasin, 2021), 'co-partnering' or 'dual branding'. It is a marketing strategy where two or more brands, owned by different companies, collaborate to design a new product/service. In most co-brandings, the two, or more brands, have a natural relationship that can commercially create positive impacts for all brands by collaborating. Co-branding can also be part of a parental brand's brand extension strategy. (Tjemkes, Vos & Burgers, 2012, 11).

Single products produced from co-branding may indeed raise the question of which of the brands own the product. Therefore, usually in co-branding, the brands are referred to as 'components' or 'ingredients'. In co-branding, the parental brand or 'primary brand' often 'contains' the secondary brand. In these cases, the parental brand usually does own the product and is responsible for any marketing (or even manufacturing) of the product (Leuthesser, Kohli & Suri, 2002).

Co-branding is a form of collaboration that should produce added value for the customer (Blackett & Kompella, 2014,14). When brands are combined, the

consumers can transfer their feelings and thoughts from one brand to another. By combining the reputations of the two brands, immediate recognition and positive evaluations can be achieved in the eyes of potential buyers. (Tjemkes, Vos & Burgers, 2012)

Consumers develop associations with brands logos and names, which may subconsciously be paired when seeing a co-branded product. In high brand equity cases where the brand has strong associations in a consumer's mind, that particular brand can lend its credibility to another brand "*by acting as an augmenting cue in consumer evaluations*". It is also proposed that consumers associate that high equity brands will only collaborate with other high brand equity brands. (Washburn, Till & Priluck, 2000)

The goals of co-branding are to transfer the brand parents' positive brand associations to the new product/service. Co-branding may also create a synergy between the parental brands that can engage and attract new customers and build up or change the brands. (Tjemkes, Vos & Burgers, 2012, 11). 'Brand extension' is mentioned when the existing brand name of the parental brand is being used in a new product created through co-branding (Stewart & Saren, 2014). Co-branding is always a successful act when both brands add value to their collaboration and partnership. (Leuthesser, Kohli & Suri, 2002). More about the impacts can be seen from Table 1 SWOT- analysis on p. 18.

3.3 Types of co-branding

Reach and Awareness co-branding

Reach and awareness, or 'reach-awareness' co-branding, can most commonly be seen in direct marketing-based collaborations, and it is the lowest level of shared value creation. Reach-awareness occurs when brand collaboration empowers the partnering brands by swiftly increasing awareness through their existing customer base. (Blackett & Kompella, 2014,14)

Visa cards are an example of this type of co-branding. For instance, when Finnair and Master Card (/Nordea) combined their brands and customer databases to create customer value, they collected Finnair Plus points by using Master Card cards for purchasing. (Nordea.fi)

Values' Endorsement co-branding

In value endorsement co-branding, one brand's strengths are transferred to the other brand. It is most commonly achieved by *'endorsement of either brand value or positioning or both, and is aimed at aligning brand values in customers' minds.'* (UKEssays.com)

The three co-branded products included in the thesis survey likely represents the 'reach and awareness co-branding'. This conclusion was made since all co-branded products were created as campaign-based, limited edition product lines. Hence it can be assumed the brand awareness was rapidly increased. The brands and co-branded products in this research are represented in chapter 4.2 'Brands for survey study'.

Ingredient co-branding

Ingredient co-branding happens when one brand has an element used to manufacture another brand in a supportive manner. Most commonly, there will be a smaller, junior-scaled brand that produces components or a specific unique, essential and valuable ingredient that supports more extensive, senior-scaled brand's products. The collaboration might require a longer-term commitment to strengthen their brands' brand equity in the eyes of a consumer. Potential partners for the ingredient co-branding market can be minimal. These types of co-branding can be seen among industries such as technology-, software- and food, where one product would not likely need another brands' product for manufacturing. (Blackett & Kompella, 2014,14 and Shaw, 2018-2021). In Finnish consumer markets, Vaasan Oy's and Moilas Oy's co-branded gluten-free fresh-baked goods called "free from" are an example of ingredient co-branding.



Figure 3 Example of ingredient co-branding: free from (Vaasan, 2019)

Composite co-branding

In composite co-branding, the collaborative brands mutually provide something that creates an original and unique product or service due to the collaboration.

The product or service could not have been able to deliver beyond the cooperation. (Blackett & Kompella, 2014, 14 and Shaw, 2018-2021).

Complimentary Competence Co-branding

Complimentary competence co-branding is when powerful complementary brands combined their expertise and skills to produce a service or product on an ongoing basis. The components can be tangible or intangible. This type of collaboration is broader than just a brand providing small elements or parts to other brands' products, such as ingredient co-branding. It is more or less idealized to create a perfect mix by combining the expertise of each of the partnering brands. (Blackett & Kompella, 2014).

Same Company co-branding

Even Tjemkes, Vos & Burgers (2012, 11) mention that co-branding should happen between two or more organizations. Nowadays brands still might be owned by bigger organizations that have several smaller brands and organizations. In this case, the same company co-branding may occur. When a company has more than one product/brand, they simultaneously promote and market as a co-branded product. (UKEssays.com)

Fazer's Karl Fazer chocolate bar flavour 'Tutti Frutti' is an example of the same company co-branding from Finnish organizations. Both Karl Fazer and Tutti Frutti are products produced by the same company.

3.4 SWOT-Analysis

Co-branding has several benefits for the brands. The following Table 1 was formatted by me to clarify the strengths, weaknesses, opportunities, and threats co-branding might have for the brands to have a clear vision of how co-branding might affect brands. According to the sources (Khan [2012], Blackett & Kompella [2014,14] and Tjemkes, Vos, Burgers [2012]), each of the points should carefully be taken under consideration before carrying co-branding out.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • New markets and broader customer database • Ability to adopt change • Strengthening brand positioning • Benefit by association • Increasing revenue 	<ul style="list-style-type: none"> • Difficulties on dismantling • Brand spillover effect may be distributed unevenly • Hard to re-establish a single brand after achieving a market position with a co-branded product or service
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase of brand awareness • New customers • Supports customer loyalty • Credibility boost • Learning on new trades 	<ul style="list-style-type: none"> • Confusion for the consumers • Damage of brand equity (caused by one partner to another) • Reduction of brand's flexibility

Khan (2012), Blackett & Kompella (2014,14) and Tjemkes, Vos, Burgers (2012)

Table 1 SWOT-Analysis

3.5 Relationship between co-branding and brand equity

Consumers develop associations with brand names which are afterwards linked in a co-branded situation. Brand names, which transmit information to our brains, are a “*collection of experiences with different brand names*”. Co-branding does have various forms that are linked to the brands individually. When a new co-branded product is presented to the audience, the parental brands' names create perceptions for the co-branded products. Therefore if the experiences consumers might have from the parental brand is negative, the results consumers create for the co-branded product might be harmful. (Warraich, Awais, Amin, Parkas & Ahmad 2014).

The associations, or images, which consumer has created in their mindset about a brand from the past experiences or information they have obtained, is the one they will use when making judgements about the co-branded products. As the SWOT analysis shows in Table 1, if one of the brands in the collaboration has low brand equity or has had negative experiences with the consumers, the collaboration may affect the brand equity of the partnering brand. Some of the brand equity elements are linked in memory and are strengthened over time. Positive brand associations (elements of brand equity seen from Figure 2) of one of the collaborated brands help position the co-branded product, might create a positive attitude and feeling about the product and give consumers reasons to buy the co-branded product. (Washburn, Till & Priluck, 2000)

3.6 Strategic approaches

When a parental brand has achieved a certain status or a level of success in their brand, they might start thinking of extending their brand into new products or services. Therefore, co-branding can also be reflected to be part of brand extension. In a good co-branding (or extension) strategy, one must search for a co-brand that secures a broader audience but shares the same values and essence as the parental brand. (Slade-Brooking, 2016, 32). The following Figure 4 shows two approaches a company might have, and where the best solution might be co-branding.

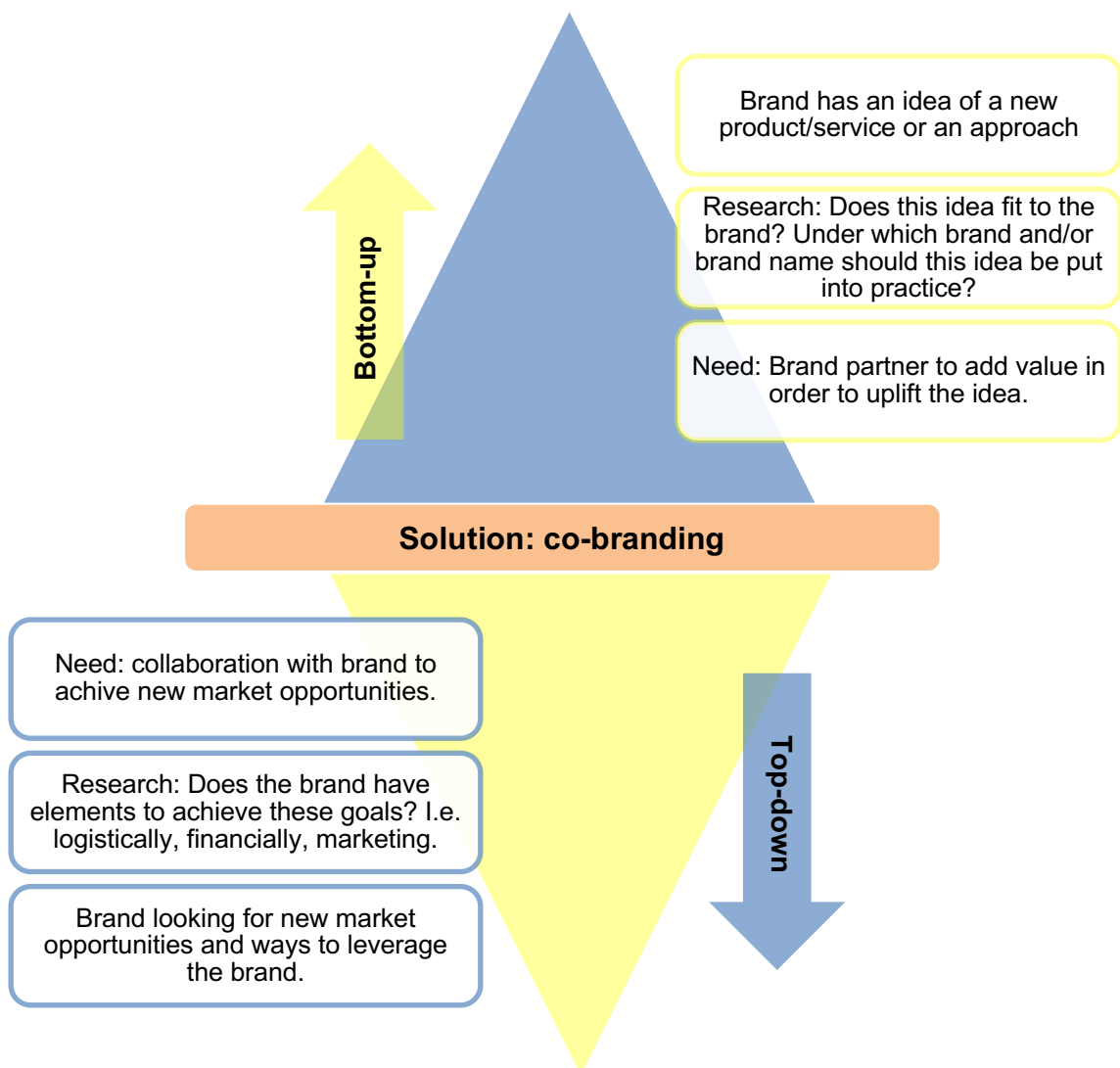


Figure 4 ' Top-down' and 'Bottom-up' approaches (Blacett & Kampella, 2014,14)

Blackett & Kompella (2014,14) present two approaches: the 'Top-down' and 'Bottom-up' as co-branding strategies. The path your brand should follow depends on the starting point which the brand has. In both ways, a strong communication strategy for co-branded products is necessary. (Slade-Brooking 2016, 32)

4 SURVEY STUDY

4.1 Process of the survey study and methodology

The study of this thesis was created in a quantitative research method as an online survey form made on Google Forms. The quantitative research method focuses on the outcomes and statics of the survey, which aims to produce reliable and objective data. (Slade-Brooking, 2016, 91)

One qualitative, open-ended question was added to the survey to receive more personal thoughts and descriptions of the brands. Data is presumed reliable when a relatively large number of respondents have answered the survey (Slade-Brooking, 2016). I put realistic goal for myself and to this thesis to have at least 50 respondents for the online survey was placed before publishing.

4.2 Brands for survey study

Brands from different product categories were desirable for the variability of the online survey. In previous studies conducted, research was created by using fictional co-branded products. For this survey, actual Finnish co-branded products from consumer markets were chosen. I did contact each of these organizations and had their approval to use their brands in this survey study. The brands and co-branded products in this research are represented below.

BilleBeino and Original Long Drink “Lonkero” (/Hartwall Oy Ab) – Clothing line

BilleBeino is a Finnish clothing company whose CEO is Ville Veino, an ex-hockey player. Original Long Drink "Lonkero" is a beverage (alcoholic and non-alcoholic) that was created for the 1952 Helsinki Olympics. BilleBeino X Original Long Drink clothing line was first created in 2017 to celebrate Original Long Drink's 65th birthday. The clothing line was sold to the consumers during winter 2017 and summer 2018. Hartwall Oy Ab's Original Long Drink has vertical stripes in its products which vary in different colours, depending on the taste. In this clothing line collaboration, Original Long Drink's iconic vertical white stripes in the background colour of bright turquoise blue were introduced in the fabrics. (Cision, 2017)

BilleBeino's and Original Long Drink's co-branded product line was chosen for this study to represent the clothing- and beverage industries. These brands are expected to be somewhat relatively well-known brands in their professional fields. Alcohol of any kind is not marketed or promoted in this research.

Rapala VMC Corporation and Angry Birds (/Rovio Entertainment Ltd) – Product line for fishing

Rapala VMC and Rovio Entertainment Ltd launched their cooperation in 2012. The Rapala's and Angry Birds' product line (which included 'lures, lure key rings, pole fishing rods, fishing combos, float sets, lure boxes and fishing tackle bags') was launched in spring 2013. Read from the Rapala's News section, their goal was to 'introduce outdoor activities to the digital native's generation. In the same news, both brands refer to themselves as 'two strong brands', which will build values that both companies respect. (Rapalavcm.com, 2013)

Angry Birds represents quite broadly different areas; it represents the gaming industry, fictional characters, and the entertainment industry. Rapala, on the other hand, represents a brand of outdoor life and fishing.

Juhla Mokka (/Oy Gustav Paulig Ab) and Novita Oy - knitting yarn

Paulig's Christmas and Novita Oy created a co-campaign during Christmas 2020. Juhla Mokka (a traditional Finnish coffee brand) had a new packaging that represented a knitting pattern. Novita published a new yarn, "Juhla Mokka-Christmas yarn" representing Juhla Mokka's traditional deep red packaging. These two brands collaborated to offer Finnish people a perfect pattern for knitting Christmas woollen socks. (paulig.fi, 2020) Only a picture of the co-branded yarn package is represented in this research since the package includes logos of both brands.

4.3 Online survey

Due to the COVID-19, all of the physical appearances were limited on purpose when conducting this research. The survey was created by using Google Forms-platform.

In this study, the goal was to find out if the co-branded products will have higher / more positive evaluations in the eyes of a consumer than the parental brands. Therefore, the survey was done in two sections:

- (1) Brand equity evaluations on parental brands by just representing their logo.
- (2) Brand equity evaluations on co-branded products by representing the picture of a final product and/or product line.

No informational text about the brands or products was added since it was essential not to initiate the respondent's answers in any way. The first looks respondents get from the logo trigger their first impressions of the brands. Creating this online survey was important to keep the survey as effective and easy to fill out for the respondents. When tested myself by answering the online study, the estimated time to complete the survey was approximately 10 minutes.

The survey was sent to my personal contacts such as colleagues, schoolmates, family, and friends via social media (Instagram and WhatsApp).

4.3.1 Survey questions

The online survey was created in English. Respondent were able to respond to open-ended questions also in Finnish. The complete survey can be seen from 'Appendix 1. Online Survey'

Likert-scaled grid

Respondents were able to answer to the Likert-scaled grid scaling from 1-5. The lowest number (1) represents the lowest, most negative evaluations and feelings respondents might have, and the highest number (5) represents the most positive and highest evaluations the respondent might have for the brand. The number 3 in the middle refers to a relatively neutral evaluation. The following questions were determined after the literary review to represent elements of brand equity:

Knowledge of the brand/familiarity: Q1: How familiar are you with this brand?

Perceived Quality: Q2: How good do you feel the product quality of this brand to be?

Brand personality/brand loyalty: Q3 How likely would you be to buy products of this brand over competing brands? Q5: How likely would you be to recommend this brand to a friend?

Image of the brand: Q4: How would you rate the brand's image and personality? Q6: How would you rate your overall opinion of this brand?

Open-ended questions

Park and Srinivasan (1994) suggested in their research that some open-ended questions should be asked from respondents to tell the first few things which rise to their minds when describing the brands. Srivastava (2015) mentioned that open-ended questions might be inadequate to the actual research data. However, the types of associations and possible fractions the respondent have can deliver valuable data for this research and the brands' themselves.

This is why an open-ended question of *"How would you describe this brand in your own words? Write shortly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English."* was put at the beginning of each section. Open-ended questions were created to measure the **brand's brand awareness** and how memorable and recognizable the brand was to the respondents.

An additional question, ***"Have you personally owned or purchased any of the co-branded products"*** for the co-brands were added to see whether or not the respondents had experienced it. Some of the elements in brand equity are built over a more extended period of time. "Product trial", that is, is consumers' first encounter or use of the brand that significantly impacts consumers' thoughts and feelings towards the brand's brand equity factor. (Washburn, Till & Priluck, 2000)

4.4 Data analysis

Respondents were able to answer the online survey within one week from the 25th of July 2021 till the 1st of August 2021. Within this time period the survey got more answers than presumed, a total of 65 responses. The data was analyzed in two parts: parental brands alone and co-branded products alone to answer the research question.

4.4.1 Data from the survey

Data from likert-scaled questions

An Excel list from Google Sheets was important to gather all the data into one sheet. Average values from the total of 65 responses were formatted from each question (Q1 to Q6). In addition, the average value of two parental brands together (that together created a co-brand) was created, which is shown in italics. The following table format shows the average values from each question under each section.

Parental Brands	Q1	Q2	Q3	Q4	Q5	Q6	Total Average
BilleBeino	2,98	3,51	2,72	3,40	2,75	3,15	3,09
Original Lonkero/Hartwall Oy Ab	4,58	4,35	4,02	4,28	4,18	4,18	4,27
Rapala VMC Corporation	2,51	3,54	3,49	3,23	3,20	3,37	3,22
Angry Birds/Rovio Entertainment Ltd	4,12	3,69	2,89	4,03	3,28	3,55	3,59
Novita Oy	2,89	3,67	3,49	3,29	3,41	3,35	3,35
Juhla Mokka/Oy Gustav Paulig Ab	4,60	2,96	2,92	2,90	2,86	2,84	3,73
Total Average, all parental brands	3,35	3,62	3,26	3,52	3,28	3,41	3,54
<i>Average BilleBeino + Original Lonkero/Hartwall Oy Ab parental brands together</i>	3,78	3,93	3,37	3,84	3,47	3,67	3,68
<i>Average Rapala VMC Corporation + Angry Birds/Rovio Entertainment Ltd parental brands together</i>	3,32	3,62	3,19	3,63	3,24	3,46	3,41
<i>Average Novita Oy + Juhla Mokka/Oy Gustav Paulig Ab parental brands together</i>	2,96	3,31	3,21	3,09	3,13	3,09	3,13
Co-branded products	Q1	Q2	Q3	Q4	Q5	Q6	Total Average
BilleBeino + Original Lonkero/Hartwall Oy Ab	2,22	3,11	2,29	3,22	2,48	2,83	2,69
Rapala VMC Corporation + Angry Birds/Rovio Entertainment Ltd	1,80	3,23	2,78	3,57	2,95	3,25	2,93
Novita Oy + Juhla Mokka/Oy Gustav Paulig Ab	2,72	2,96	2,89	2,94	2,83	2,84	2,86
Total Average, co-branded products	2,24	3,10	2,66	3,24	2,75	2,97	2,83

Table 2 Data from Likert-scaled questions

Open-ended questions

Summary from the responses was created to have a perspective, or an overall view, on how the respondents' felt about the brands and co-branded products. The responses varied from relatively short (i.e. "Vantaa" and "Fun") to longer, more analytical responses. More or less, the brands did get somewhat the same comments and thoughts from the respondents, whether it was positive or negative perceptions towards the brands. From the responses, the following table was formatted. The end of each column is stated if the respondents mentioned that they did not recognize the brand.

BilleBeino	Rapala VMC Corporation	Novita
<ul style="list-style-type: none"> • Athletic/sporty/ice-hockey/padel • Ville Leino • Youthful/powerful/street fashion/stylish/modern/trendy /popular • Masculinity/men • "Vantaa"/"Juntti"/annoying/boring • "Mixed feelings, more negative than positive" • Pricy/harsh/commercial • "Once hyped, now loosing interest" <p>4 respondents did not recognize the brand.</p>	<ul style="list-style-type: none"> • Fishing and lures • Classic/traditional / old school / long history/thrustworthy/ easy to approach Finnish/domestic • Childhood memories/grandparents • "Uncles fishing" • Cheap • Clear but could be more classiness <p>13 respondents did not know the brand. 2 respondents though the logo represents a building / renovating company.</p>	<ul style="list-style-type: none"> • Yarns/knitting/ wool brand • Traditional (Finnish)/old • Neutral • Wam/soft/cozy/hygge • Clean/Realible • Official • Good quality brand • Boring <p>12 respondents did not know the brand. 2 respondents associated with medicine / pharmacy.</p>
Angry Birds / Rovio Entertainment Ltd	Original Lonkero / Hartwall Oy Ab	Juhla Mokka / Oy Gustav Paulig Ab
<ul style="list-style-type: none"> • Kids/fun/playful/energetic • Mobile game • Great Finnish success story /Global / succesfull worldwide / Strong player on industry /Groundbreaking/responsible • Trend gone by / overused/ WAS a good game long time ago / "Are the birds still alive?" / Now a little bit old fashioned <p>Everyone from the respondents knew the brand.</p>	<ul style="list-style-type: none"> • "The one and only, original Lonkero" / "Harmaa"/"Betoni"/grey • Old brand (but still youthful) / Finnish national drink / Traditional/olympics/legendary/famous • Well branded and well liked • Established/famous/ good products • Hangover/alcoholism/ sugary drink • Has its on fan base <p>Everyone from the respondents knew the brand.</p>	<ul style="list-style-type: none"> • Solid/thrustworthy/traditional/legendary • Eternal • Good basic coffee / affordable/solid • Classic Finnish traditional coffee • Old people's favourite / old/"Mummola" <p>Everyone from the respondents knew the brand.</p>
Co-brand: Billebeino + Original Lonkero / Hartwall Oy Ab	Co-brand: Rapala VMC Corporation+ Angry Birds / Rovio Entertainment Ltd	Co-brand: Novita + Juhla Mokka / Oy Gustav Paulig Ab
<ul style="list-style-type: none"> • Good match/good- and fun idea • Playful/active/humuristic • Well-branded / Great design / Good idea for internationalism • After ski /students/festival/ Nice idea • Juntti/"Why?"/Cheap/Kerava • Commercial trash /"Njaa"/"Ugh" • Weird combination /confusing/ "Only works id the target group is the same" / "Is this really existing?" /"First imperssion: awful" • "Only Lonkero fans would by these" <p>Around 15 respondents brought up that they had not heard about the co-brand before. 1 respondent had experience on this co-brand.</p>	<ul style="list-style-type: none"> • Fun/ funny idea / "Got smile on my face" • Good for kids / kid friendly / for kids • Bright /cute • Fun collaboration /interesting/ Innovative • Useful products • Not professional /toys/ "Would take the hooks off" / fun but not necessary • Confusing /"Paskea"/"Really?" / Greedy people <p>Around 3 respondents were unsure about this collaboration or did not have any emotions. 4 respondents had experience on this co-brand.</p>	<ul style="list-style-type: none"> • "Could fit together" / "lovely, makes sense" / "Somewhat coffee and knitting could go along" / Suprising • "Fun collaboration, both brands are very traditional" • Christmassy/festive/warm(th)/soft/cute • "Beautiful colour" / "Nice colour" / "quite nice" • Strange/ "I can't catch up with the idea" / confusing / "I don't get the synergy, seems odd" / weird combo / "Odd but OK" / "WHY?" / Weird • For grannies / "old granny stuff" / for aunts • "So finnish :D " <p>Around 4 brought up that they had not heard about this co-brand before. 2 respondent had experience on this co-brand.</p>

Table 3 Summary: answers from the open-ended questions

5 DISCUSSION

Even the open-ended questions did not give any measurable data to the research, and it was rather interesting to see how the respondents reacted when seeing each brands' logos. When analyzing the data, Lonkero, Angry Birds and Juhla Mokka were the only parental brands that all respondents 65 knew. Not only the respondents knew these three parental brands, but their 'familiarity' (Q1) was also rated the highest of all the parental brands.

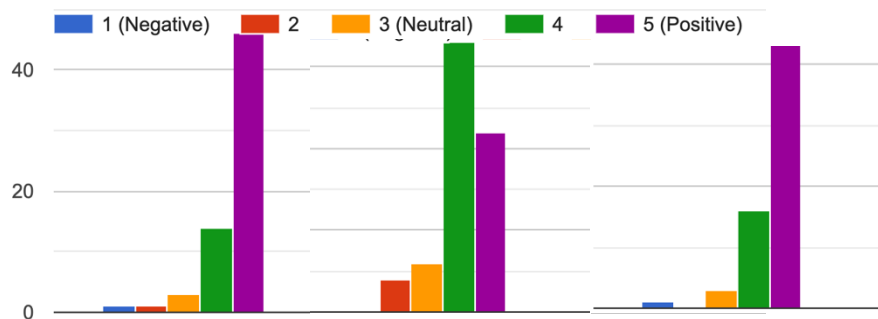


Figure 5 Q1 responses (from left to right): Lonkero, Angry Birds and Juhla Mokka

In these three brands, the average value from the Q1 was a bit more than 4. It might be so that these three brands have been brought more visible to the consumer audience than other brands. For example, Lonkero and Juhla Mokka can be found in each grocery store, and consumers might walk pass them even daily basis, but Rapala, BilleBeino and Novita might have a more exclusive audience for their products, and to see these brands, you must specifically be looking for fishing equipment, clothing or knitting yarns. Also, Paulig, Lonkero and Rovio Entertainment are rather big corporations, than other parental brands in this study (Novita Oy, Billebeino and Rapala). It can be assumed that the bigger corporation is, the more money is being put to promote the brand's visibility in marketing. By having more visibility for the brand, might equal more familiarity to the brand.

Lonkero had the highest brand equity measurements from all of the brands. Yoo & Donthu (2001) said that if the brand equity is high, the consumers might pay a higher price for the products in the future. In Lonkeros' case, an assumption can be made that the price could be put a little bit higher for possible new developments since the consumers are indeed evaluating the brand equity relatively high, at least comparing to the other brands in this study.

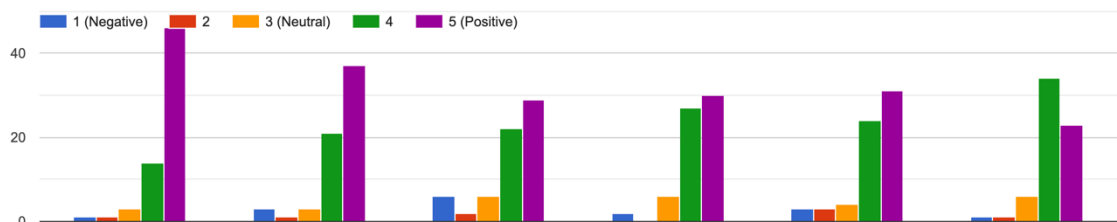


Figure 6 Brand equity evaluations on Lonkero (from Q1 to Q6)

Interestingly, all the co-branded products more or less brought confusion to the respondents. 'Confusion' on the SWOT -analysis (Table 1, p. 15) was marked as a threat that co-branding might have on the brands. Since most of the respondents did not have any experience with the co-branded product or had never seen them before, it might be that they brought up the confusion to their minds. Also, only a few of the respondents had any experience with co-branded products. Most positive comments on the open-ended questions got Angry Birds + Rapala co-branded fishing lures. Rather interestingly respondents mentioned that the lures might be targeted to kids, which actually was pretty much the target audience for this collaboration (RAPALA VMC). This collaboration also got the highest average on co-branded products, value in all of the questions but the Q1 (familiarity). In the following three Figures, the consumer's brand equity evaluations are being showed statistically. Q1 on the left side, Q6 on the right side.

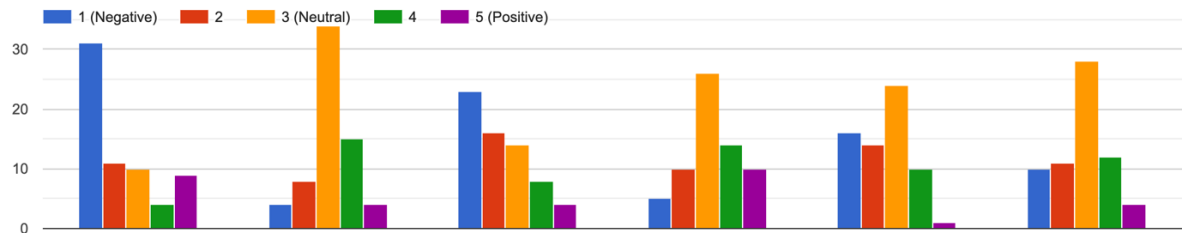


Figure 7 Brand equity evaluations on co-brand Billebeino x Lonkero

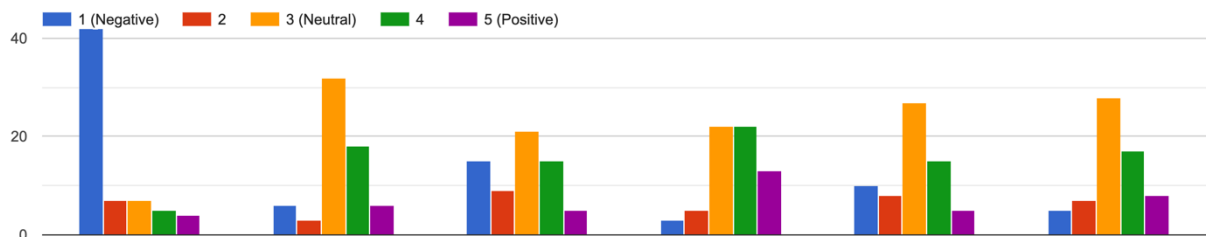


Figure 8 Brand equity evaluations on co-brand Rapala and Angry Birds

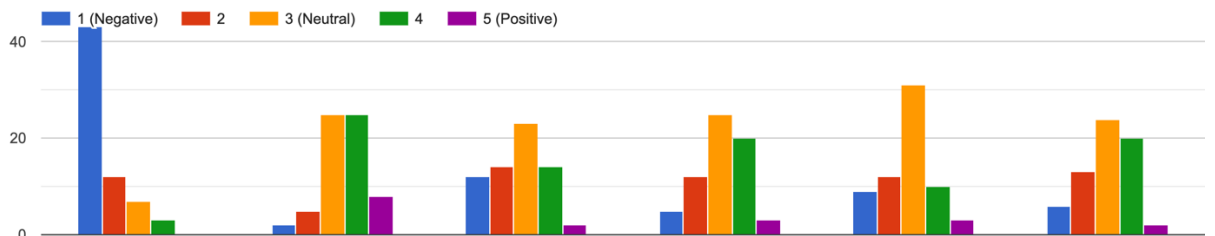


Figure 9 Brand equity evaluations on co-brand Novita and Juhla Mokka

The most exciting co-brand to look at statistically was the collaboration with Lonkero and BilleBeino. This co-brand was the only one with a more extensive spread on the Likert-scaled between the parental brands: more than 1,18 difference on individual ratings. All of the other parental brands had a rating of 3 or more individuals. Lonkero had the highest total average (4,27), easily from the parental brands and BilleBeino's lowest (3,09).

Angry Birds made Rapala's products a bit higher rating on the brand's image and personality (Q4). In any other questions in all the co-branded products, the results were explicit: co-branded products had way lower brand equity evaluations than the parental brands. As Washburn, Till and Priluck (2000) mentioned, the first usage or experience will impact the consumers' evaluations of the brands. Since in this study, most of the respondents did not have the first usage, it might be so that it was difficult for them to create a broader association on the co-branded products. Since the experience on each of the co-branded products (Q1) was low (total average of 2,24), it can be assumed that this is why the rest of the questions answered were lower than the parental brands' alone.

The study's total average value evidently shows that the co-branded products did not receive higher evaluations on brand equity from the 65 consumers. The results are visible in each question despite these few biases represented previously. It might be that the consumers felt ease to give neutral ranking "3" in the last three sections where co-branded were shown just because of their confusion or not having experience with these brands. From the open-ended questions, the apparent confusion could be read when representing the co-branded products.

Even Washburn, Till & Priluck (2000) mentioned that co-branding does make a more positive impact on brands and their brand equity. In this study, it cannot be proved to be so.

6 CONCLUSIONS

6.1 Answering research question

In this research, which has the opinions from 65 consumers, the result is that **(Finnish) co-branded products did not earn more positive/higher brand equity evaluations from consumers than the parental brands individually.** All co-branded products got lower total averages on each question than the parental brand's alone. Therefore **from the consumers' perceptions, co-branding does not positively impact on parental brand's brand equity.**

6.2 Validity and reliability of the research

The survey results are highly brand-specific, and a selection of entirely different brands could lead to a different research outcome. Therefore, the survey was limited in its scope to measure the overall impact and effects of co-branding, and the results are not generalizable. This could also explain why the survey results were somewhat unexpected, considering the implications made by prior studies on the topic.

The scope of the inquiry could have been increased by incorporating a larger number of brands in the survey, but this could have created other limitations and challenges. Short surveys generally have better response rates than longer surveys, which could increase the sample size. The respondents are also more likely to answer more accurately if the survey length is reasonable, improving the results' reliability. Also, the effect of co-branding on parental brands' brand equity after the consumers saw the co-branded product is undefined. Reflecting the learnings to a professional growth

I am inspired by how much I have learned about co-branding and brand equity. It is somewhat unfortunate that the results did not support the hypothesis, since it would have been rather splendid to speak out how collaborations positively impact brands. This thesis was rewarding, since it brought a broad understanding of brand equity and how it can be measured. The elements of brand equity and especially co-branding as a strategy will most certainly be carried out in the author's personal, professional career in the field of marketing. I am sure that I am practising the learnt brand equity elements in future when doing brand strategies in my professional field.

6.3 Suggestions for the future studies

In future studies, the online survey should have a bigger sampling. Respondent's age and gender could be asked to have a broader understanding of how specific personas respond to the questions. The survey should also be executed in a two-way manner: after showing respondents first the logos of the parental brands, then the co-branded products and again the logos of the parental brands. This way, a more precise understanding could be made of how the collaborations have influenced the parental brands' brand equities.

Washburn, Till and Priluck (2000) mention that "product trial", which is the first usage or experience with the brand, will impact the consumers' evaluations of the brands. Since the product trials and consumers' personal experience on the products reflect on their perceptions of brand equity, a good idea could be to choose respondents for the study who only have experience and familiarity with the brand's products. Or to have the respondents have the possibility of having a product trial before taking part in the study.

Background interviews with the parental brands' organizations could be made to have a wider perspective on the goals and strategies when starting the collaborations. The online study could then be reflected and analyzed to the strategies made.

In this study, we have the brand equity on parental brands before the co-branded products were shown, but no data on what the co-branded products had on the parental brands. It is suggested that brand equity measurement questions should be asked twice: before and after showing and co-branded products. This way, a more precise impact on how co-branding reflects brand equity could be measured, and the hypothesis might have been able to prove correct.

If the hypotheses could be proven right in one way or another, it will hopefully have the brands do more collaborations. Interestingly, co-branding is rather well seen in the Finnish clothing industry, especially between two clothing brands. If the co-branding had caused negative impacts on the brands, they most likely would not be continuing to do collaborations. One way to continue the study could be to take only one business area under the microscope, such as clothing companies. There must be some positive impact from co-branding for the brands in the clothing businesses since they continue making these collaborations.

Interviewing the organizations' of the brands would have been exciting and deep knowledge of their strategic approaches and goals would have been gained. The SWOT analysis (Table 1, p.17) could support the interviews to overview what the parties assessed, especially the threats and weaknesses, before initiating the collaboration. The discussions with the organizations could, later on, be helpful to compare to the study's results.

By analyzing and measuring the brand equities, the brands would gain more understanding of their brand positioning. Brand equities can be measured in other methods as well as with a survey. Nevertheless, an online survey is comparatively easy and cost-efficient to create and can easily be dispersed if wanted or needed. Knowing where the brands stand in the eyes of a consumer would give more tools to develop brand strategies that build more robust positioning in the competitive market and therefore increase sales for their businesses. Overall, it is all about what the consumers think about our brands today and what they will do tomorrow: purchase the brand's products or not.

Even the brand equity averages were lower than the parental brands; the co-branding still might have positively impacted other parts of the organizations' businesses. By looking at Table 1 'SWOT-analysis', the collaborations might have brought a broader customer database, bring new customers, learn new trades and increase revenue for each of these parental brands.

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APPENDICES

Appendix 1. Online survey

Survey: Measuring brand equity of Finnish brands and co-branded consumer products

Research for Master's Thesis. Author: Siiri Akrenius, Turku University of Applied Sciences, Degree Program in Creative Design Management * **Required**

1. About this survey *

This online survey research is conducted by Siiri Akrenius (later: author), a student at the Turku University of Applied Sciences. This online survey is part of the author's Master's Thesis (Degree Program in Creative Design Management). In this survey, you will reflect your perceptions, thoughts, feelings and emotions on Finnish consumer brands. Any personal contact information (such as phone numbers or home addresses) of the respondents will not be asked or given to the parties or published in any form. The data gathered from this online survey supports the author's career, and the results may or may not be referred in the author's career such as in social media, CV etc. Author does have the permission from the brands / companies to use their brands in this research and the results will be represented to the brands. The data gathered from this survey is analyzed and later on published in Theseus. By proceeding you give the author the permission to use the data given.

Mark only one oval.

Yes, I understand and agree. I want to proceed. *Skip to*

question 2 No, I do not agree and do not want to proceed.

Instructions

Research for Master's Thesis. Author: Siiri Akrenius, Turku University of Applied Sciences, Degree Program in Creative Design Management

In each of the following sections you will see a Finnish brand logo: six (6) parent brands and three (3) co-brands. Answer each question by giving the first response, emotion or feeling that comes to your mind. Each section starts with an openended question which you can answer in Finnish or English. This is followed by multiple-choice questions graded 1-5, 1 being the lowest rating and 5 the highest / most positive.

Answer the whole survey only once. Approximate time to complete the survey: 10 minutes

Logo of the brand:



2. How would you describe this brand in your own words? Write shortly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

3. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Logo of the brand:



4. How would you describe this brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

5. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Logo of the brand:

NOVITA

 KNITS

6. How would you describe this brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

7. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Logo of the brand:



8. How would you describe this brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

9. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Logo of the brand:



10. How would you describe this brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

11. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Logo of the brand:



12. How would you describe this brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

13. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Co-brand: BilleBeino and Lonkero (Original Long Drink) - clothing line

14. How would you describe this co-brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

15. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*

16. Have you personally owned or purchased any of the co-branded products from BilleBeino x Lonkero -clothing line? * *Mark only one oval.*

- Yes
- No

Co-brand: Rapala and Angry Birds / Rovio Entertainment - fishing lures

17. How would you describe this co-brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

18. Please rate the following sections. 1 being the lowest (negative) rating and 5 being the highest (most positive) rating. *

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Do you have personal experience of any kind from the co-branded products from Rapala & Angry Birds -fishing product line? * *Mark only one oval.*

- Yes
- No

Co-brand: Novita and Juhla Mokka - knitting yarn

20. How would you describe this co-brand in your own words? Write briefly the first few things that came to your mind. There are no wrong or right answers. You can answer in Finnish or in English. *

21. Please rate the following sections. 1 being the lowest (negative) rating and 5 being

Mark only one oval per row.

	1 (Negative)	2	3 (Neutral)	4	5 (Positive)
How familiar are you with this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good do you feel the product quality of this brand to be?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to buy products of this brand over competing brands?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate the brand's image and personality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely would you be to recommend this brand to a friend?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your overall opinion of this brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

the highest (most positive) rating.

22. Do you have any personal experience of the co-branded product, e.g. knitted your woollen socks using this yarn? * *Mark only one oval.*

- Yes
- No

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