

# A New Era of Brand Tracking: Holistic, Human and Future-Ready.



Veronica Naguib  
Managing Director  
ImpactSense



Francesca Miller  
Head of European  
Group Research  
and Insight  
Hiscox

This is not a  
case study.  
It's a chance  
to think bigger  
about brand  
tracking.

•  
•  
•  
•  
•  
•  
•

The state of brand tracking  
in 2025

•

What's overdue  
for change

•

Why it matters now,  
more than ever

•

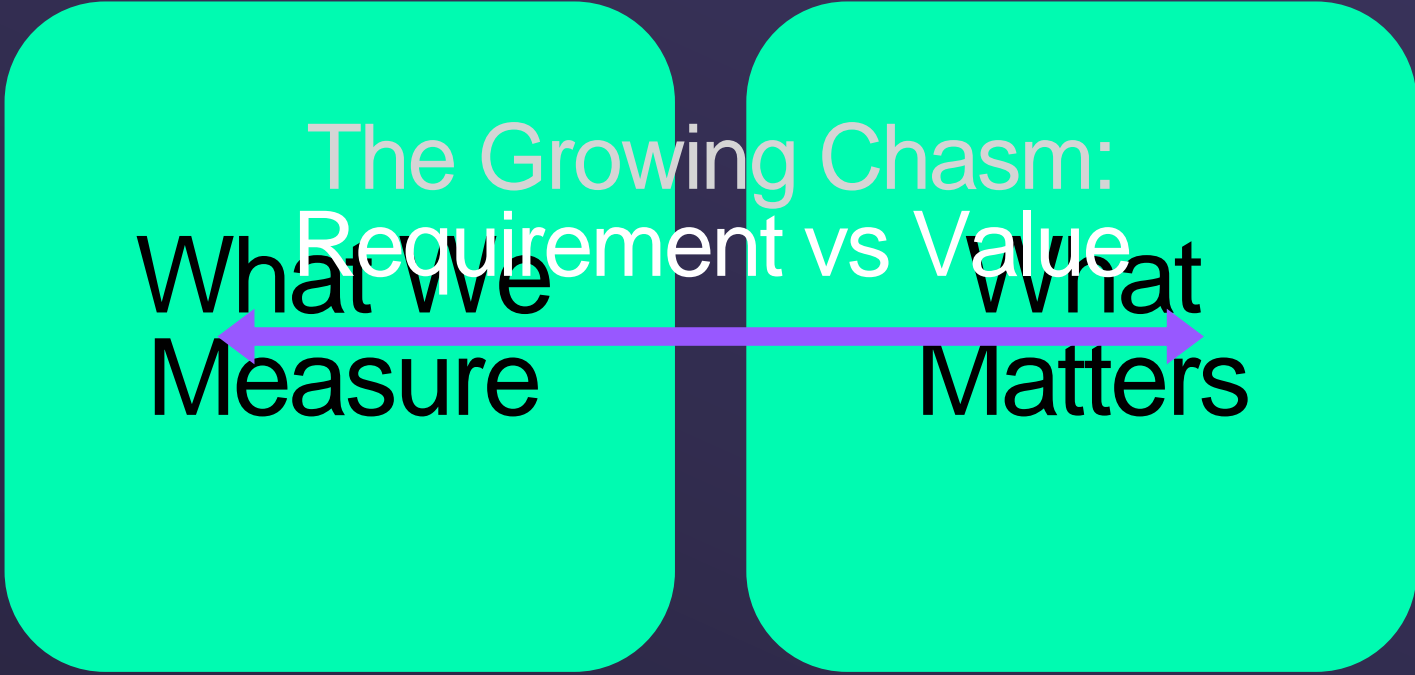
What the  
future holds

•  
•

Told through practical lessons  
and lived experience



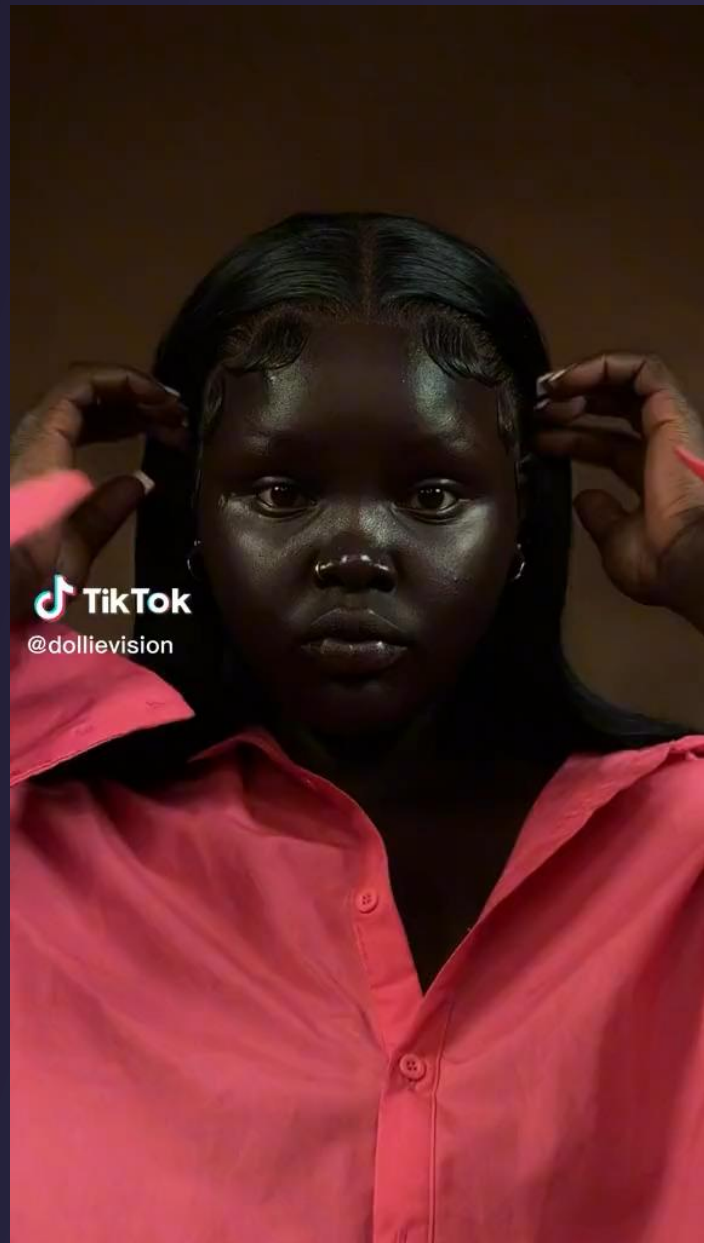
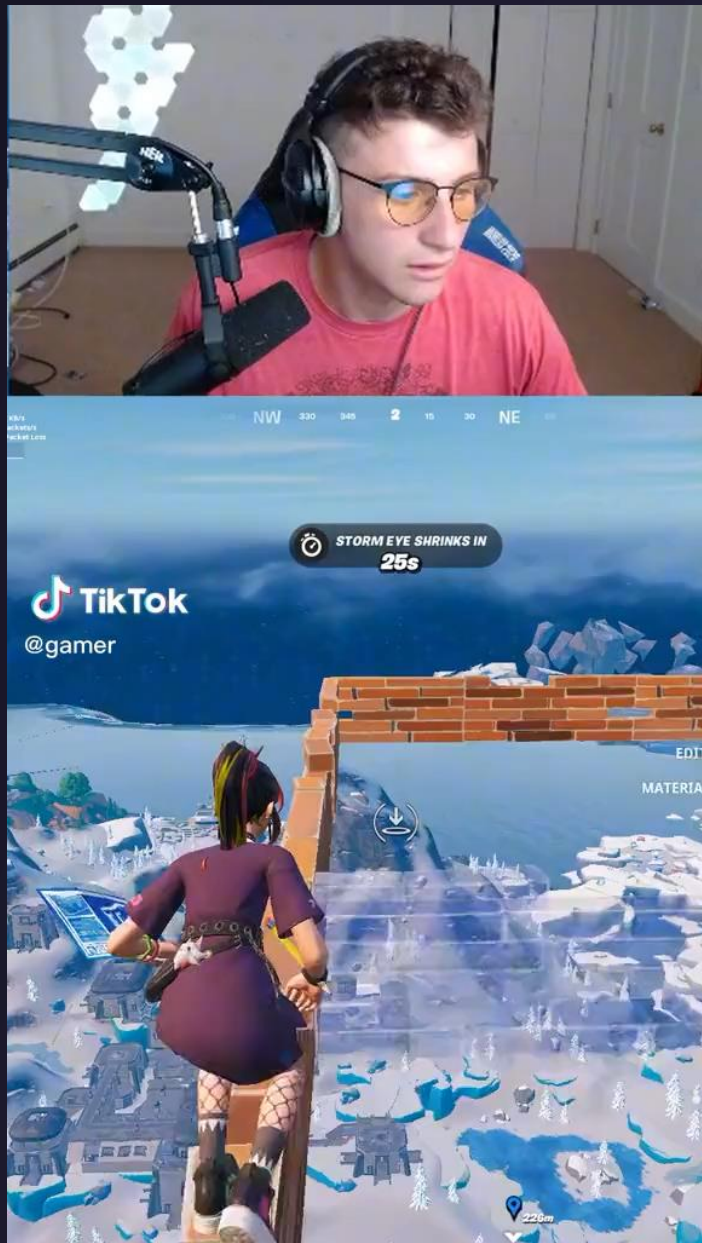
Most brand  
trackers today were  
built for a world that  
no longer exists.





The Culture Shift

Attention is fragmented.  
Loyalty is fragile.  
Identity is fluid.





# This creates 3 major problems.



We're giving a history lesson nobody asked for.

Most trackers are designed to measure stable brand health over time, not fast-moving shifts. Reports feel more like history lessons than action plans.

# This creates 3 major problems.



**We're giving a history lesson nobody asked for.**

Most trackers are designed to measure stable brand health over time, not fast-moving shifts. Reports feel more like history lessons than action plans.



**We've created a monster.**

Trackers swell overtime, we layer them with more and more, slice them in different ways to tackle current challenges and end up with overwhelm.



# This creates 3 major problems.



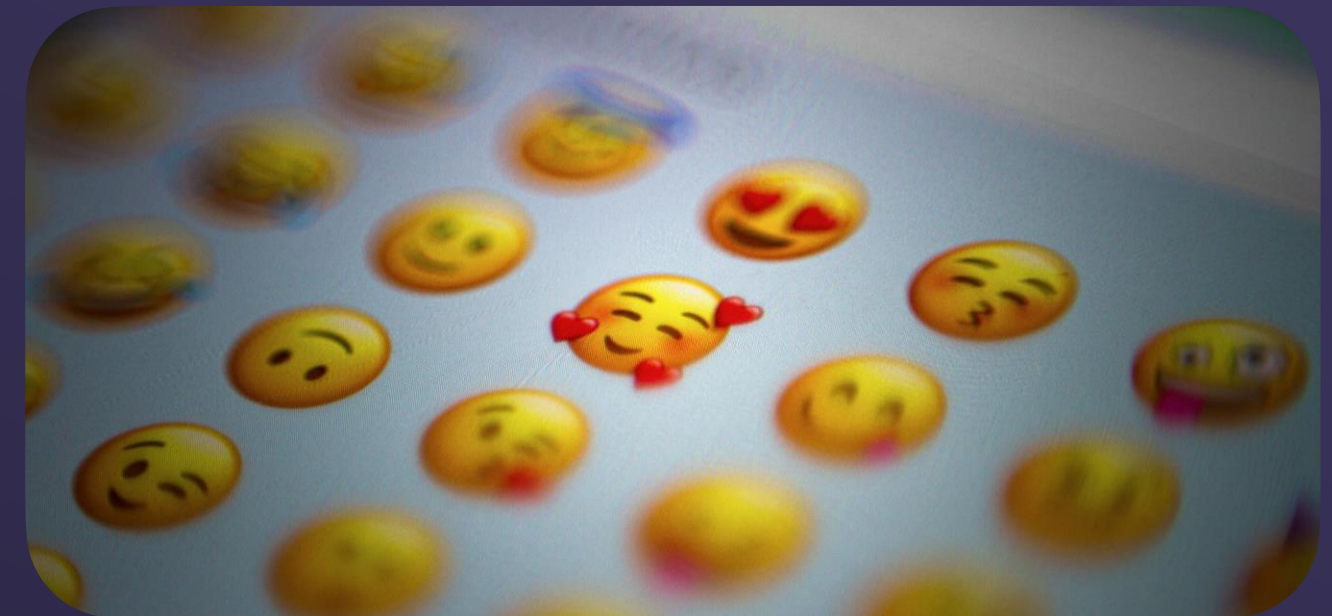
**We're giving a history lesson nobody asked for.**

Most trackers are designed to measure stable brand health over time, not fast-moving shifts. Reports feel more like history lessons than action plans.



**We've created a monster.**

Trackers swell overtime, we layer them with more and more, slice them in different ways to tackle current challenges and end up with overwhelm.

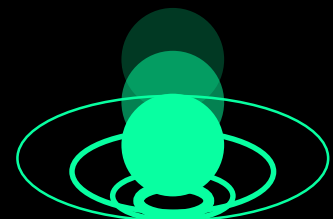
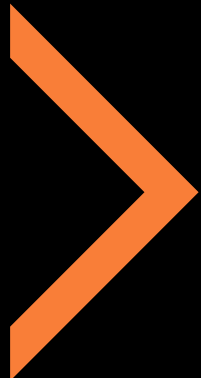


**We struggle to emotionally check-in.**

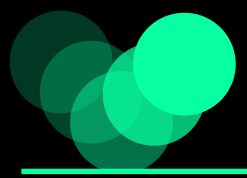
Most trackers are still obsessed with rational, prompted measures and miss the irrationality and emotional lure of real decisions.



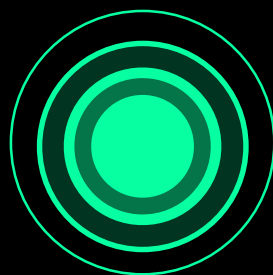
Most brand trackers are standardised, however  
different brands have different goals.



Establish



Boost



Maintain





THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

Tracking *brand* impact is not  
the same as tracking  
*marketing* impact.

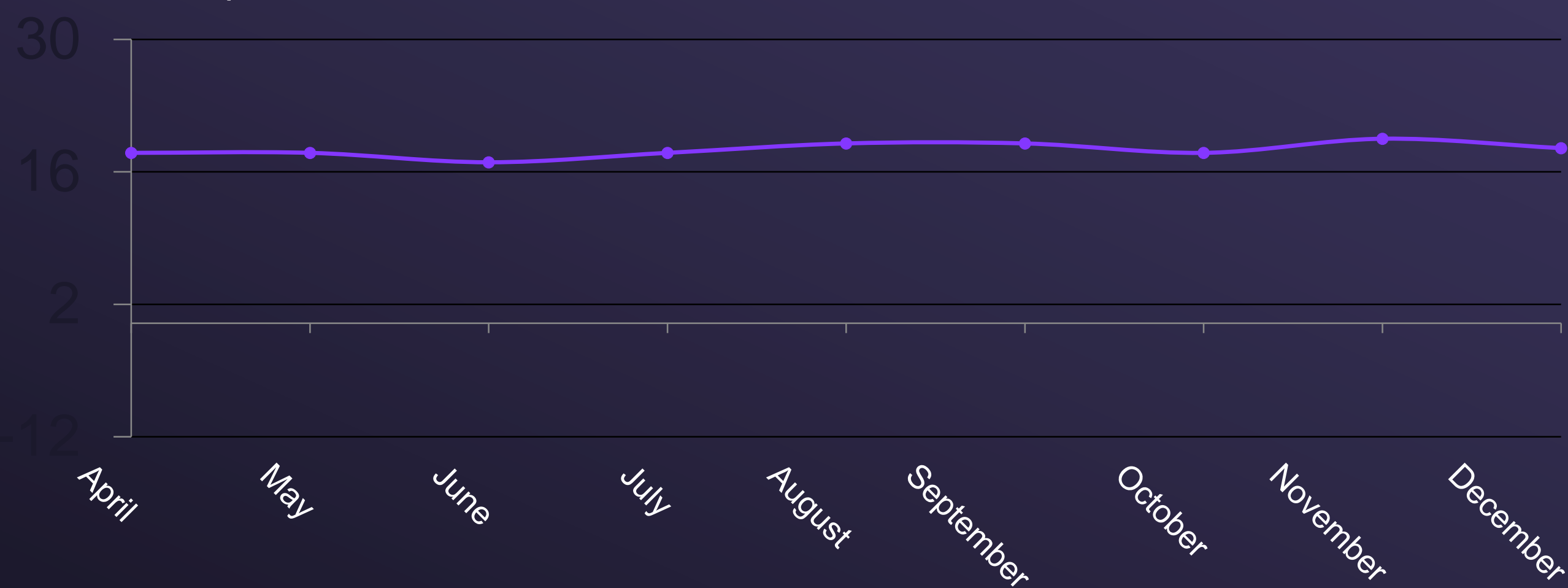
~~Your brand is not a logo~~  
~~Your brand is not a campaign~~  
Your brand is holistic.



# Nobody gets excited by micro-shift led presentations.

Stakeholders need to be excited to engage with tracking data, otherwise you'll struggle to have it feel meaningful.

Metric performance over time:





The fact is, Brand Tracking has an adoption problem.

87%

Of marketers consider data to be their companies most under-utilised asset\*



Experiences in Play

# The Brand Perspective.



HISCOX



# How radical do we go?

Our study into brand tracking showed a strong desire for change but disagreement on the extent.



## Evolution

Optimising what you do today to make your tracker the best it can be.

vs



## Revolution

Ripping up the rule book with new ways to understand and track your brand.



Read all about it







The Real World

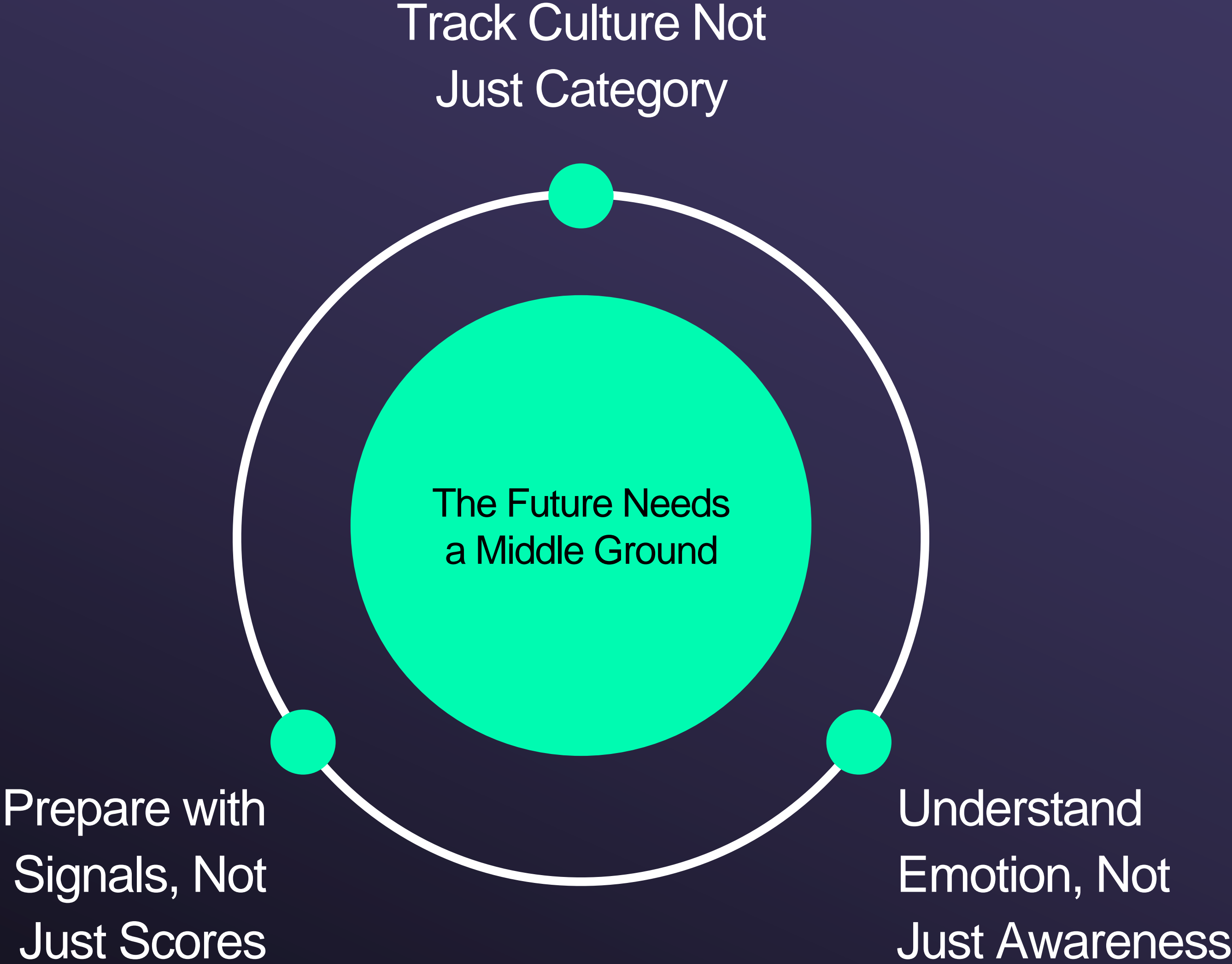
Fast  
Emotional  
Chaotic  
Alive

The Future Needs  
a Middle Ground

The Tracking Reality

Slow  
Methodical  
Rational  
Mechanical







Shifts in Action

# The Brand Perspective.



HISCOX



Creating a tangible path forwards

# How to adopt a mindset shift.



#1

# Diversify your Data Inputs.

Make your tracker more powerful by feeding it multiple truths, not just claimed ones.

Stated  
Behaviour

Actual  
Behaviour

Building  
Resonance

Emotional  
Context



# Create Cultural Context.

[illegible]



#3

# Track *Momentum.*

Static metrics can miss the early signals that matter the most in tracking - Add questions that track direction of sentiment, that layer emotion and attitude.





#4

# Link to Impact & Forecast Outcomes.

Make your tracker future-facing, not just report-driven. Show how brand drives business, not just awareness - through combining the three previous points.





A group of diverse people, including men and women of various ethnicities, are walking in a modern, industrial-style space. They are all wearing white suits, creating a unified look. The background features dark brick walls and large windows that let in natural light. The overall atmosphere is professional and contemporary.

#5

# Integrate your Segmentation.

Tracking by segment helps you move from a flat, one-size-fits-all view to a more nuanced and targeted understanding of brand performance.



Impact in Reality

# The Brand Perspective.



HISCOX

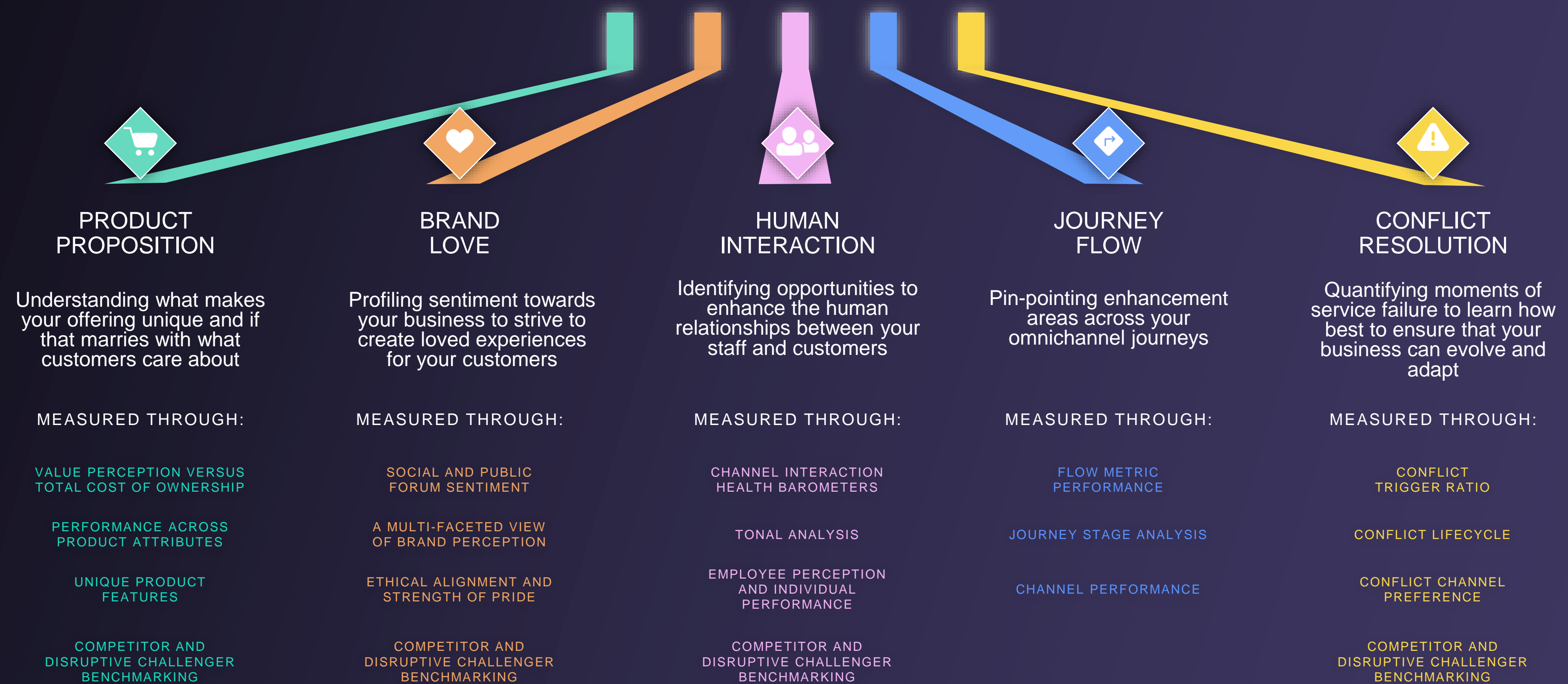


A more holistic  
future for  
understanding  
brand.





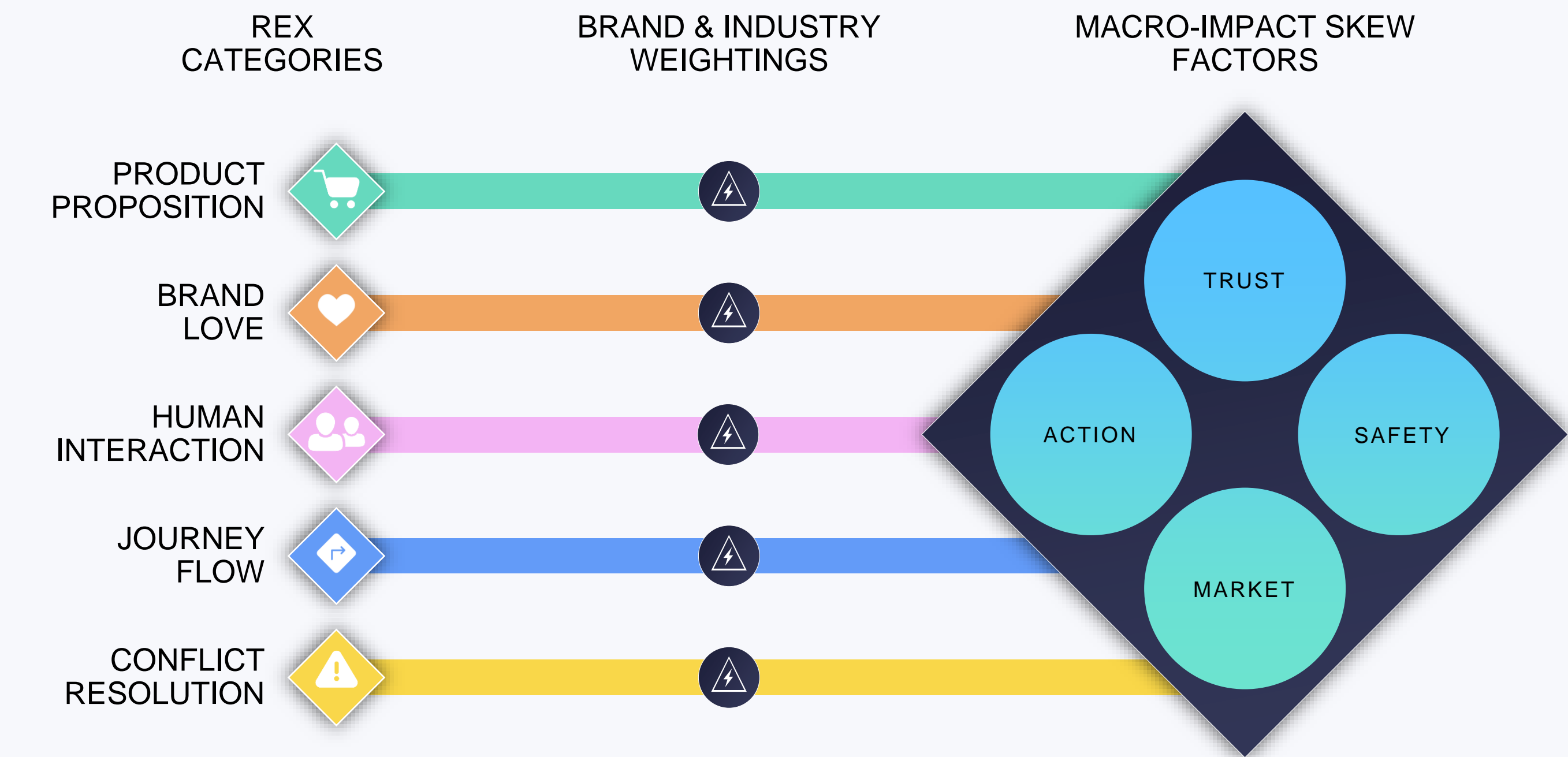
To provide actionable insight in each category, we consume hundreds of data points from various sources.





# Beliefs anchor brand experience until external forces intervene.

Each ReX category is weighted to reflect established consumer beliefs about the brand and industry, yet external influences, such as a data breach, can disrupt and redefine customer experience in ways that existing frameworks cannot always predict.







REX

CENTRALISED  
CUSTOMER INSIGHT



## In Conclusion

If your brand tracker feels  
tired - it probably is.



We've got a question for you...

What's been your biggest barrier to incorporating culture into your brand tracker?

Or if you're already tracking cultural signals, how have you done it?



Thank you

Let's keep the  
conversation going.



Veronica Naguib  
Managing Director  
ImpactSense



Francesca Miller  
European Group Research  
and Insight Manager  
Hiscox

