



## **Finding the Right Fit for Brand Health: Deichmann's Shift to a Modernized Tracking Approach**

Quirk's London 2026



# The Brand Growth Company





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# DEICHMANN

The company must serve the people.

We want to make life better for our customers,  
our employees and people in need.



**FILA**

Unite beauty with  
sport performance.



# Tracking Brand Health with Category Entry Points & Mental Availability

Inspired by the work of the





**Brand  
Growth**



**Physical  
Availability**



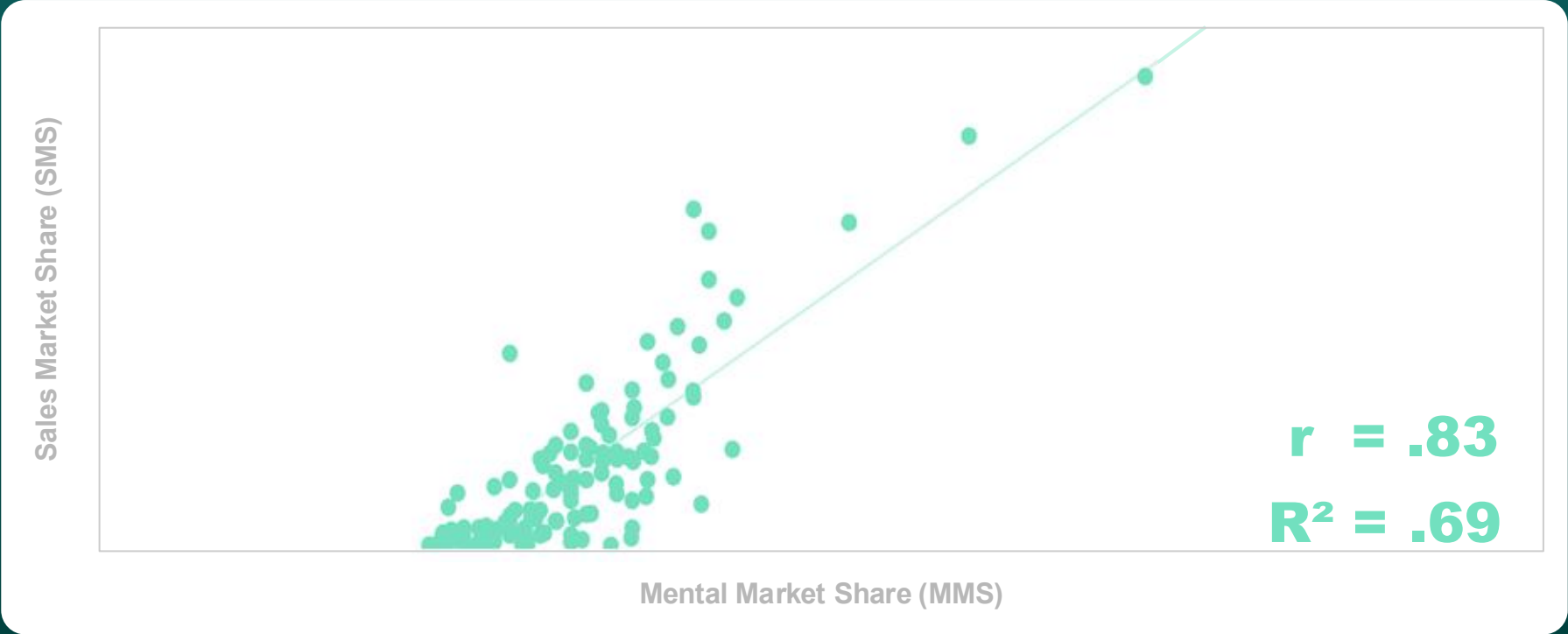
**Mental  
Availability**



**Increase  
your  
chances of  
being bought  
through  
Mental  
Availability**



# Mental Availability correlates with **Business Success**

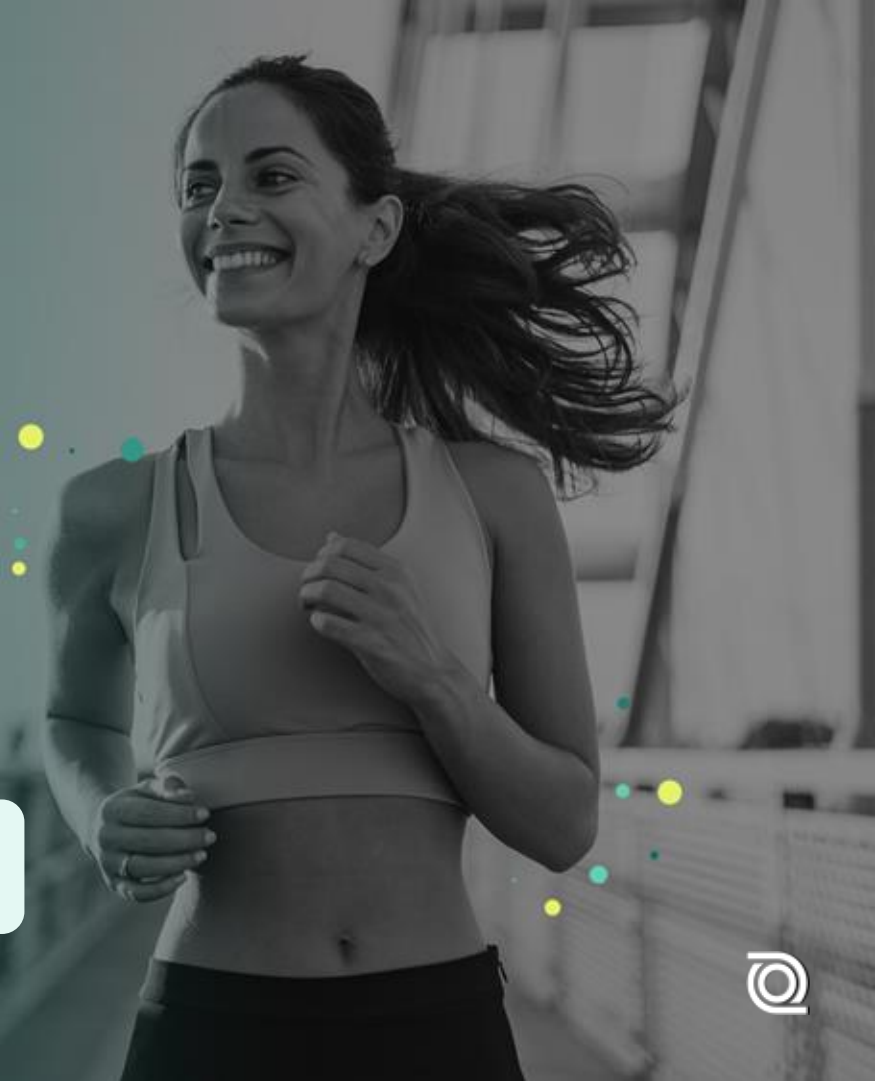


# Category Entry Points

during a walk

when running /  
jogging

at the gym



# Category Entry Points for FILA

in everyday life



during a walk



when running/jogging



on a hike

at the gym



to be athletic



to look stylish



when I want to try a new sport

when doing competitive sports



during tennis/paddle



# CEP Mental Advantages for Sportswear



		Comp. 1	Comp. 2	Comp. 3	Comp. 4	Comp. 5	Comp. 6	Comp. 7	Comp. 8	Comp. 9
In everyday life	2%	-5%	-3%	-1%	-3%	-5%	3%	7%	0%	3%
During a walk	4%	-4%	-4%	-1%	0%	-2%	4%	3%	-0%	2%
When running/jogging	-1%	0%	-1%	-0%	-1%	8%	0%	-6%	2%	-2%
On a hike	-1%	-0%	-4%	-3%	8%	2%	-1%	-0%	-0%	1%
At the gym	1%	0%	2%	1%	-0%	0%	-1%	-3%	1%	-0%
To be athletic	-2%	-2%	-0%	2%	-0%	3%	1%	-3%	2%	-1%
To look stylish	0%	-2%	0%	-4%	-4%	-5%	3%	14%	-1%	-0%
To try a new sport	-1%	1%	1%	-1%	3%	-1%	-0%	-1%	-1%	-1%
Doing competitive sports	-3%	2%	4%	2%	-2%	2%	-2%	-4%	2%	-1%
During tennis/paddle	3%	-2%	-5%	-2%	-1%	-0%	-1%	6%	2%	-0%



# CEP Mental Advantages for FILA by Age



## Younger than 45 years

In everyday life	4%
During a walk	4%
When running/jogging	0%
On a hike	-1%
At the gym	0%
To be athletic	-1%
To look stylish	0%
To try a new sport	0%
Doing competitive sports	-5%
During tennis/paddle	1%

## 45 years or older

In everyday life	1%
During a walk	4%
When running/jogging	-2%
On a hike	-2%
At the gym	2%
To be athletic	-3%
To look stylish	1%
To try a new sport	-2%
Doing competitive sports	-0%
During tennis/paddle	6%



# From Insights to Action: Activating Category Entry Points



**BRAND  
POSITIONING**



**CAMPAIGNS &  
MESSAGING**



**INFLUENCER /  
KOL SELECTION**



**MEDIA  
PLANNING**



**POS &  
PROMOTIONS**



**PRODUCT  
INNOVATION**



**BRAND  
COLLABORATIONS**

# Questions? Thank You!

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