

+++ Barclays +++ Commerzbank +++ Credit Suisse +++ Deutsche Bank +++ ING +++ Postbank +++ Santander +++ Sparkassen +++ UniCredit +++ VR-Banken +++ Barclays +++ Commerzbank ++ Credit Suisse

Study Profile

Reputation Analysis European Banks 2020

released by:
research tools, Esslingen am Neckar

March 2020

powered by:



Information on study

Key facts:

- Regarding the media coverage of the ten analyzed banks and banking groups Barclays and Deutsche Bank are the most present bank brands.
- The three most common characteristics relating to European banks are committed, popular and sustainable.
- With regard to brand perception quality is predominantly a strong driver, particularly for Barclays, Postbank, Sparkassen and VR-Banken.
- When regarding the brand promoter score most of the statements in relation to the ten banks are neutral. Credit Suisse has the lowest percentage of negative comments.
- Out of five core values reliability is the strongest value of four banks. Service is the strongest value for VR-Banken and Sparkassen while ING has the strongest value in innovation.
- The sustainability factor shows how well a brand is prepared for the future. For the ten analyzed banks economical sustainability reaches the highest scores with about 38%, while social and ecological sustainability show noticeably lower values.

Information on study

Benefits and Scope:

A detailed **analysis** focuses **ten banks and banking groups**

in terms of **public brand image**

with different **KPIs** like brand health,
brand perception, brand promoter score, brand sustainability

all information on **187 PowerPoint-slides**

short-term delivery as **PDF** and **PowerPoint file**

the study is **independent, objective** and **neutral**

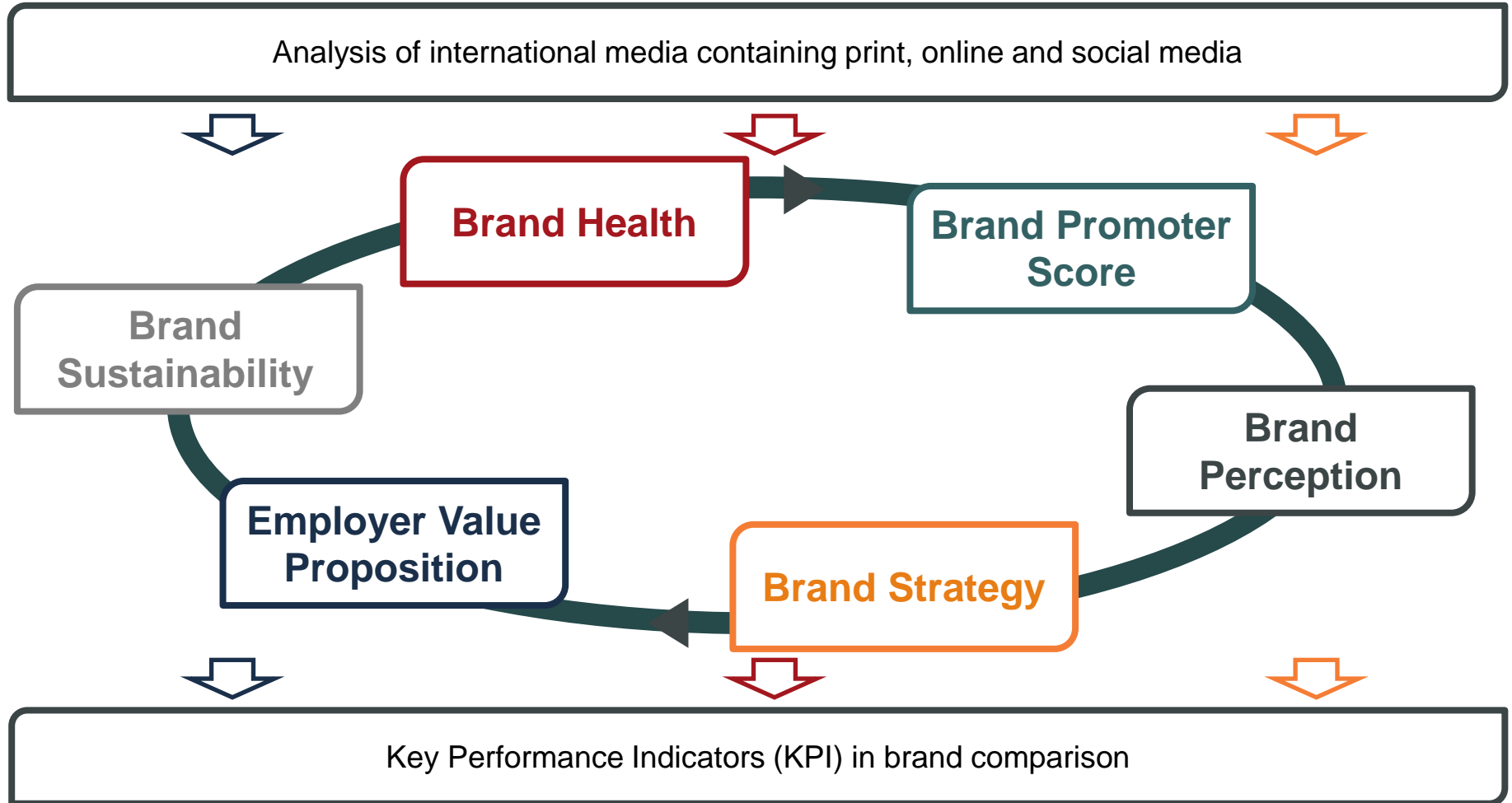
benefits: brand reputation with industry benchmarks

analyzed brands:

- Barclays
- Commerzbank
- Credit Suisse
- Deutsche Bank
- ING
- Postbank
- Santander
- Sparkassen
- UniCredit
- VR-Banken

Information on study

Research Design:



Information on study

Study content:

Data providers / Analysts:



Adwired

Adwired is a team of media and branding experts who develop customized solutions for the reliable monitoring of companies, brands and people. Their systems process large amounts of data from print, online, and social media and provide operationally valuable and highly individual insights for better decisions in communications and brand management.

The analysis of Reputation Analysis data from Adwired is done by the market research company **research tools**. Research tools is specialized in the analysis of competitive marketing activities.



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The study in figures:

- 9.6 million analyzed mentions for 10 brands
- 514,000 evaluative statements
- 10 positive and 10 negative characteristics
- 3 areas of brand sustainability
- 15 dimensions for brand perception
- 5 core values per brand

Research Design:

The results of this study are based on the data provided by **Adwired**. About 15,000 international print, 750,000 online, and 250 million social media in eight languages have been analyzed for the study. Most analysis cover the time from September 2018 to August 2019. The study is independent, objective and neutral. Date of publication: March 2020.

Price of the study: the study contains 187 pages and costs **4.800 EUR** plus VAT.



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Analysis European Banks 2020

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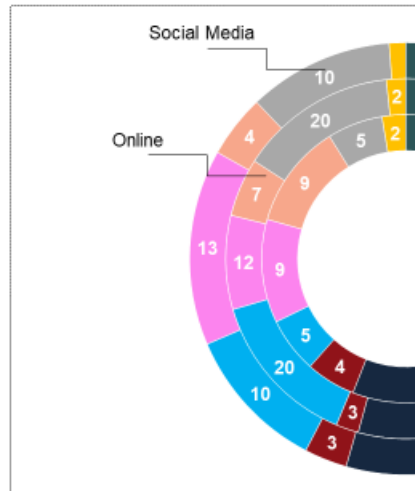


Study extracts (1)

The sample pages contain fictitious data

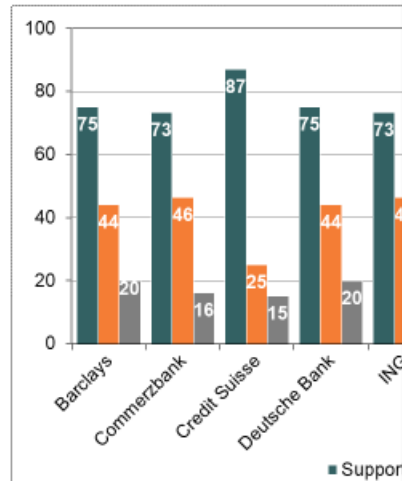
Media Presence

Media Presence (in %)



Brand Health

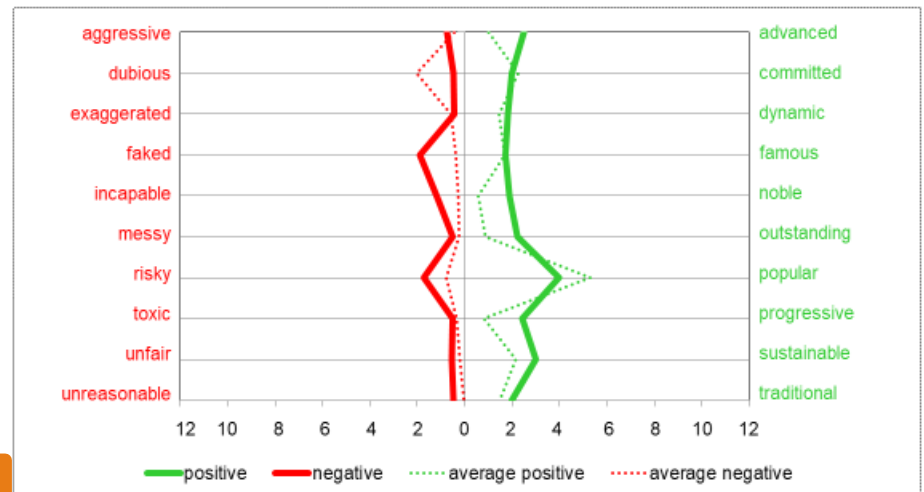
Brand Health (in %)



Which characteristics are attributed to european banks?

Brand Promoter Score

Brand Promoter Score Top 10 Positive and Negative Characteristics Brand A (in %)



Which banks show strong presence in print, online and social media?

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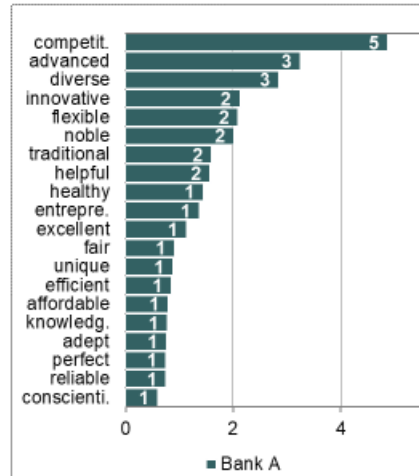
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Study extracts (2)

The sample pages contain fictitious data

Brand Promoter Score

Brand Promoter Score Top 20 positive Characteristics (in %)

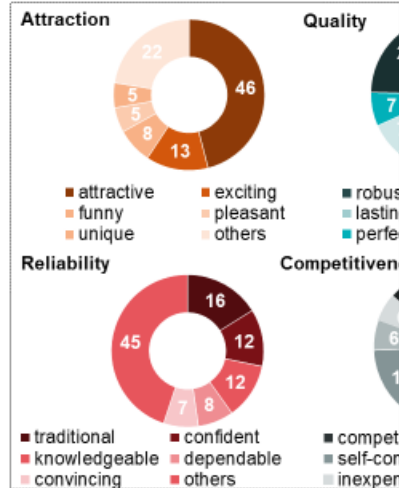


collaborat. = collaborative; competit. = competitive; conscienti. = conscientious; straightforward = straightforward



Brand Perception

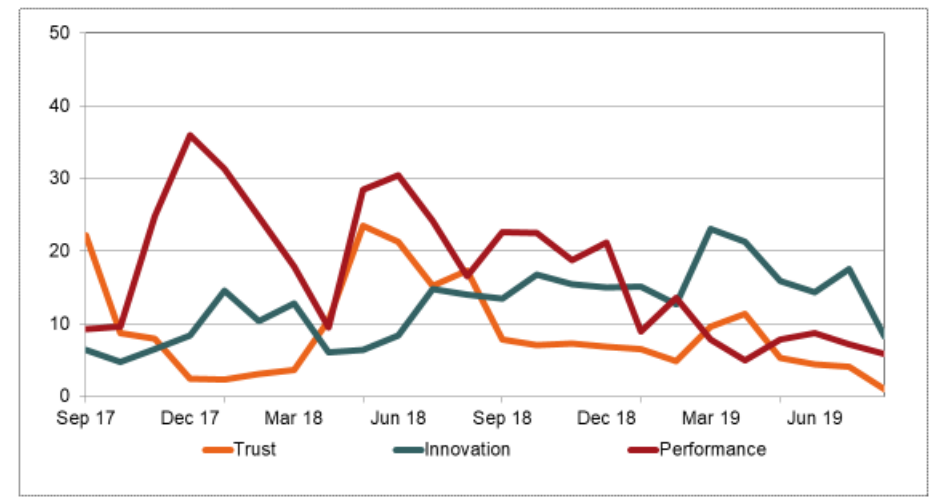
Positive Perception Top 6 Drivers Brand D (in %)



How did the top drivers develop within the last two years?

Brand Perception

Positive Perception Top 3 Drivers last two years Brand E (in %)



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Which positive attributes characterize the companies?

Study extracts (3)

The sample pages contain fictitious data

Brand Strategy

Core Values (in %)

Brand A Brand B

Service

Reliability

Brand Sustainability

Net Positive Brand Sustainability (in %)

Brand	Ecological	Other
Barclays	22	0
Commerzbank	9	15
Credit Suisse	5	0
Deutsche Bank	22	0
ING	9	15
Postbank	5	0
Santander	22	0
Sparkassen	9	15
UniCredit	5	0
VR-Banken	22	0
Average	6	18

Ecological

The positive balance is calculated by subtracting the negative from

Which brands show a comparable reputation positioning?

Reputation Positioning

Positioning/Similarities between the brands

Brand Promoter Score

Sustainability

Advocacy

Identity

Coverage

Commerzbank

ING

Postbank

Sparkassen

UniCredit

VR-Banken

Barclays

Credit Suisse

Deutsche Bank

Santander

What are the core values of the brands?

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at the price of **4.800 EUR** plus VAT.

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Latest studies on banking sector:

- Studie Operatives Produktmarketing Banken 2020
- Studie Unternehmensprofile Banken 2020
- Studie Sponsoring Banken 2020
- Marketing-Mix-Analyse Kreditkarten 2019
- Werbemarktanalyse Wertpapiere 2019
- Marketing-Mix-Analyse Ratenkredit 2019

Since 2005, research tools has been doing research within marketing and competition and positions itself as a marketing studies specialist. Since 2015, more than 40 studies have been published on the banking sector.

