

# NIQ

# BRRM

## Banking Rapid Reaction Monitor Q4 2024

A syndication study  
in Indonesia retail banking market

**Monitor your  
brand update with  
NIQ's Brand  
Health Framework**

In the midst of digitalization in the financial industry, banks face greater challenges on acquisition and retention. Customers are exposed by more varied communication from many financial companies, coming from various channels, both from conventional and digital media. Awareness and consideration built through communication is getting challenging to attain.

Covering 2 segments in Q4 2024 (same as 2023) :

### Mass segment

The main customers segment that will be covered through BRRM, as they are the core market of retail banking.



### Emerging affluent

The competition and behavior among emerging affluent customers could be different. This segment is defined by those with monthly income min. IDR 15 mio.



### Coverage area

2,200 respondents across 9 urban cities in Indonesia



### Timeline

Full report delivery

14 Dec 2024

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## Research objectives

- Understand the competition in retail mass banking
- Monitor performance of your brands and competitors
- Identify the factors that drive the customers preferences in choosing brand
- Uncover customers relationship to brand
- Uncover brand equity of the brand

## Research methodology

- Face-to-face interview
- Random sampling using computerized questionnaire
- 1,900 mass respondents & 300 emerging affluent respondents

## Respondent criteria

- Male and female
- Aged 18 - 65 years old
- SES Upper 1 + Upper 2
- Working full-time with monthly personal income of min. IDR 5 mio for mass and min. IDR 15 mio for emerging affluent
- Own a saving products from banks
- Financial decision makers

## Investment

<b>Deliverables</b>	Full report in PPT format + one-time presentation	
<b>BRRM - Standard fee</b>	IDR 240,000,000 (Q2 or Q4 only)	
	IDR 480,000,000 (Q2 & Q4 2024)	
<b>BRRM Lite - Standard fee</b>	IDR 50,000,000 (Q2 or Q4 only)	
	IDR 100,000,000 (Q2 & Q4 2024)	
<b>Add-on</b>	<b>Presentation</b>	IDR 10,000,000 / session
	<b>Header analysis</b>	IDR 15,000,000 / header
	<b>Brand persona</b>	IDR 15,000,000

The investment has been prepared with the following assumptions:

- All costs stated above **exclude** 11% VAT
- Standard deliverable including analysis by city, personal income, and age group only
- BRRM is a Syndicated Report, NIQ has the ownership of the report
- Prior to Agreement signed, NIQ has the rights to hold the report
- NIQ has the rights to submit invoice after report is received by Client

## Covering a comprehensive analysis on some main topics:

### 01 Demographic

- Bank account/card ownership
- Occupation, age, gender
- SEC, monthly income, AUM

### 02 Brand Product Owned

- Bank's product ownership  
Bank used most often (main bank), Bank with most fund
- Product to consider to be opened  
(SA, CA, TD, Mortgage Loan, Car Loan, Unsecured Loan, Credit Card, Bancassurance, working capital/investment loan)
- Acceptance on investment and insurance product

### 03 Brand & Advertising Evaluation

- Brand awareness  
(TOM, spontaneous awareness)
- Ad awareness
- Source of ad awareness

### 04 Brand Relationship Hierarchy & Brand Health Ratio

- Awareness
- Main usage
- Consideration
- Loyalty
- Ownership

### 05 Drivers and Barriers

- Reasons on selecting a particular bank
- Usage influencer
- Initial purpose to have current bank account  
(among all bank accounts which currently use)
- Brand contact point

### 06 Image and Perception

- Bank imageries of particular bank vs. competitor
- Bank imageries of particular bank between its customer vs. non-customer

### 07 Advanced Analysis

- Brand equity index
- Loyalty segmentation  
(including under & over leverage analysis)

### 08 Digital Banking Exploration

- Definition based on customer perception

### 09 Passive Listening Analysis on Social Media

- Popular influencer & content types
- Mobile banking conversation themes

### 10 Brand persona **Additional analysis**

- Identifying personification of each brand users
- Cues on how to communicate based on personality types

## BRRM report package:

Topics	BRRM	BRRM Lite
1 Demographic	✓	✓
2 Bank Product Owned	✓	✓
3 Brand & Advertising Evaluation	✓	✗
4 Brand Relationship Hierarchy & Brand Health Ratio	✓	✓ <i>No competitor data</i>
5 Drivers and Barriers	✓	✗
6 Image and Perception	✓	✗
7 Advanced Analysis	✓	✗
8 Digital Banking Exploration	✓	✗
9 Passive Listening Analysis on Social Media	✓	✗
10 Brand Persona <i>Additional analysis</i>	✓	✗

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