



Boomerang
Ideas

Boomerang Brand Perception Report

On Shoes Brand Perception Among Swiss Social Media Users

Q1, 2024

Example Report with random data

About this Report



**Boomerang
Ideas**

Swiss consumers, three questions - How do they perceive and engage with the brand On Shoes

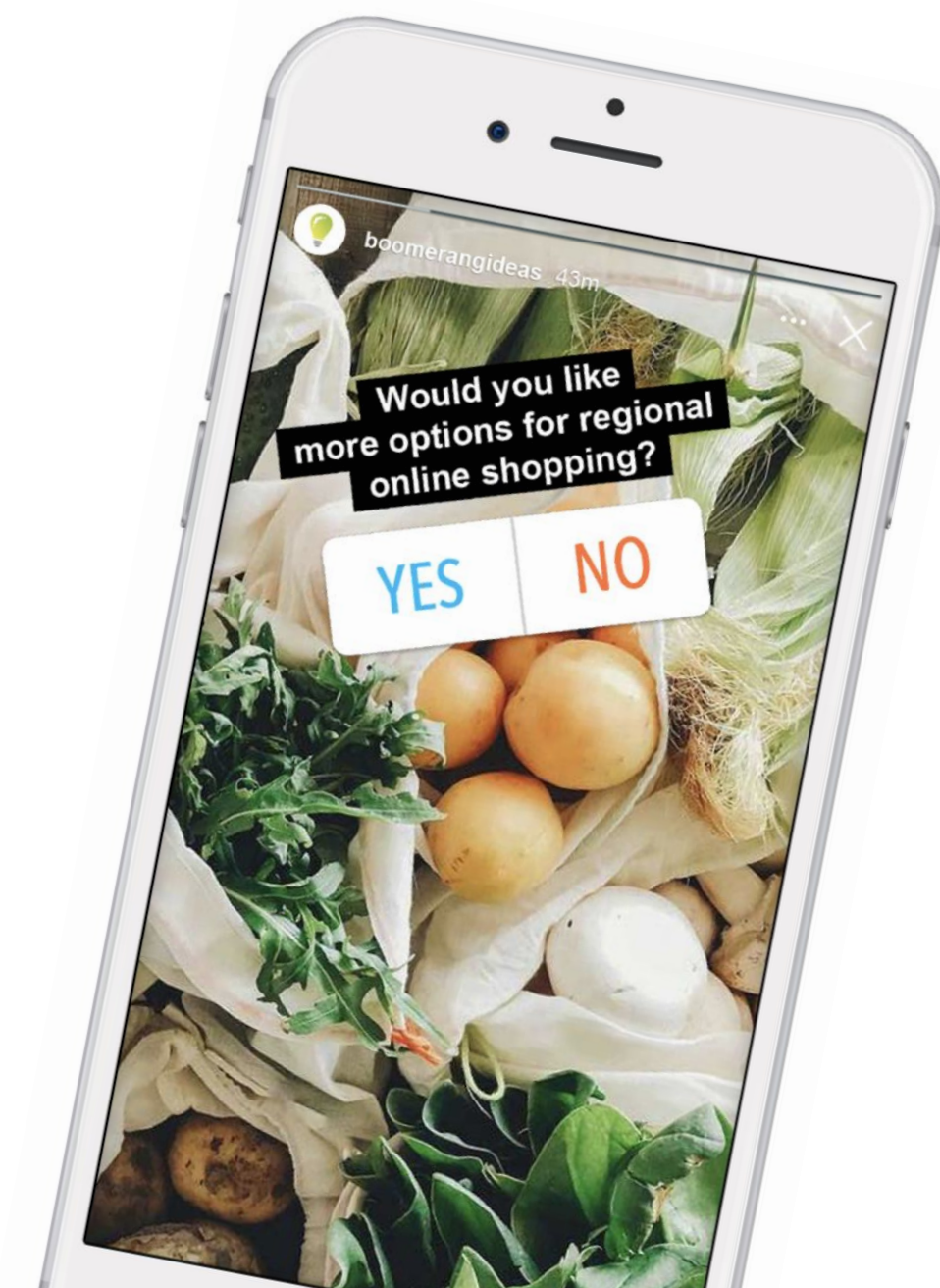
Understanding the consumer's relationship with a brand is vital for businesses. Their unique perspectives on products and brand loyalty shape the strategies and future direction of companies. In this report, we surveyed individuals of all relevant age groups across all regions of Switzerland using Boomerang Ideas' social media sampling.

1. Do they use On Shoes' products?
2. How likely are they to recommend the brand to friends or colleagues?
3. What reasons do they give for their rating?

We present the answers to these questions and more in the following pages. This report aims to provide valuable insights into consumer behavior and preferences, which are crucial for understanding the brand's positioning in the market.

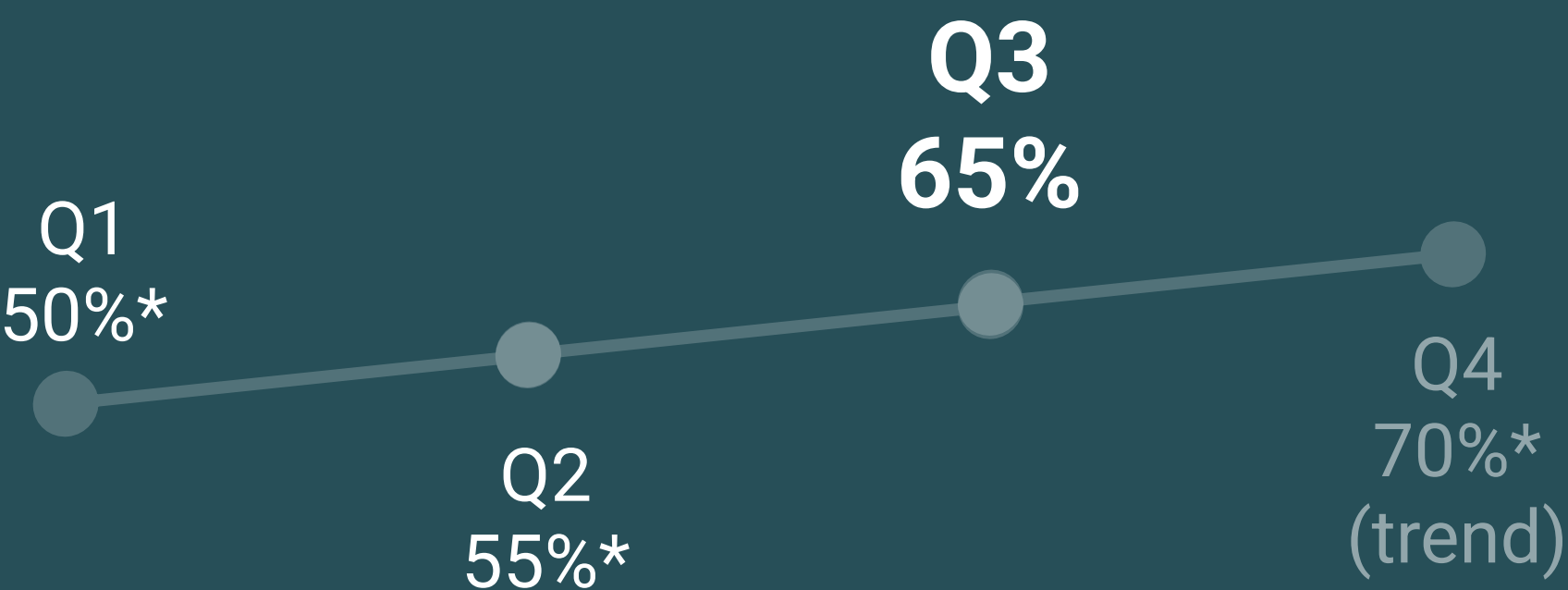
About Us

Boomerang Ideas enables businesses to obtain real-time opinions from Social Media, facilitating crucial decision-making processes. We provide consumer feedback from diverse markets for a multitude of customers in various industries.



Executive Summary

High Brand Usage and Positive Recommendation Score: On Shoe’s Perception Among Swiss Social Media Users has increased by 3 percentage points quarterly.



Brand Usage

Approximately **76% of respondents** use On products, indicating a **high market penetration**. The 25-34 age group had the highest usage at 84%.

Likelihood to Recommend

The Net Promoter Score was 35, demonstrating **positive customer satisfaction and loyalty**. 55-64 year olds had the highest average recommendation rating of 9.5 out of 10.

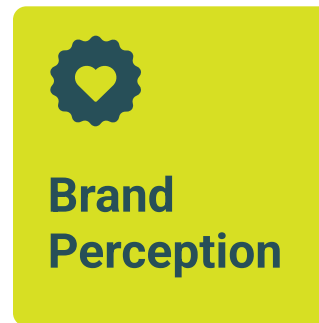
Reasons for Ratings

Users often praise the **convenience and coolness** of On, while noting **high prices** and **ethical considerations** as concerns.

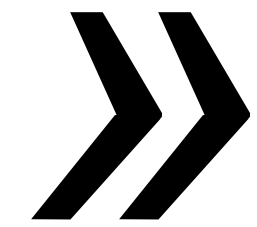
Demographic Insights

Brand affinity peaked among **25-34 year olds with 84% usage and 9.7 average recommendation**. Swiss-German respondents focused more on **quality** while French/Italian emphasized **taste**.

* Boomerang Brand Equity with Q1&2 exemplary and Q4 extrapolated.



« *Ein Stück Schweizer
Innovation in Schuhform*



35-44, male participant from northwest Switzerland

Boomerang Brand Perception

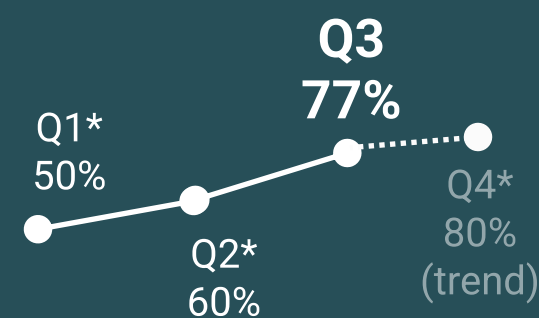
Q3 Results & Breakdowns

On Achieves Strong Brand Penetration Across Swiss Consumers

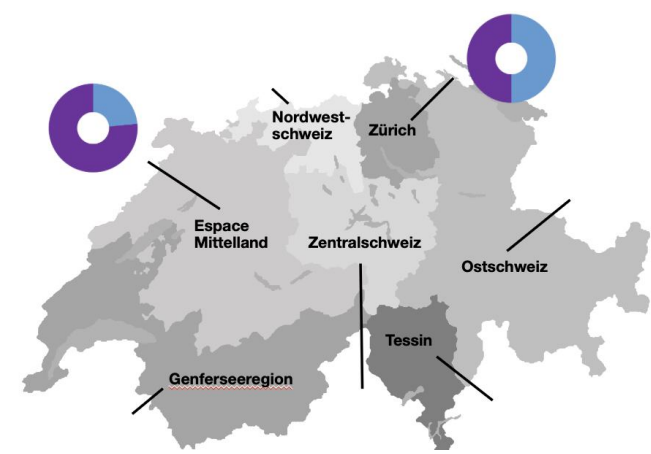


Brand Usage
76.5%

↗ +5pts



Question: *Nutzt Du Produkte von On Shoes?* 🇨🇭



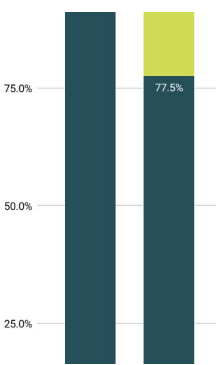
Results by Region

The brand usage results showed consistency across Switzerland with On appealing widely regardless of geography. Meanwhile, usage in German-speaking cantons stood out as slightly higher than average.

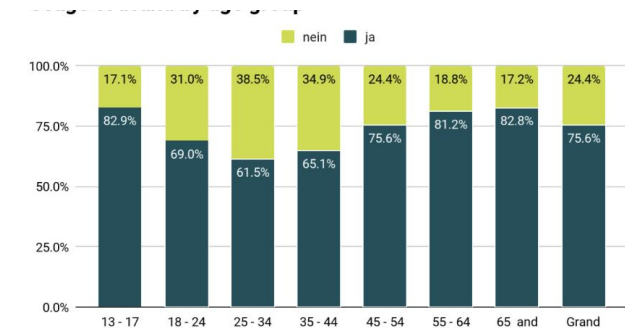
- Zurich reported the highest regional usage at 80%
- Bern and Basel also recorded above average rates of 78-79%
- Usage in French-speaking areas like Geneva was lower at 71-74%

The findings showed comparable brand usage across genders, with On appealing widely to both males and females in Switzerland.

- Usage was slightly higher among younger women aged 18-24 at 73% versus 70% for men
- Both genders peaked at 83-85% in the 25-34 age group
- German-speaking regions saw 81% usage among Swiss females



Results by Gender



Results by Age Group

The findings revealed variation in usage based on generational factors. Overall, On achieved strong adoption across all age brackets. Notable patterns emerged, however, among certain demographics.

- Usage peaked at 84% among respondents aged 25-34
- Those aged 35-44 and 45-54 maintained high rates above 80%
- Younger adults 18-24 reported the lowest usage of 71%

* Boomerang Brand Equity with Q1&2 exemplary and Q4 extrapolated.

Sentiment Score

Strong Positivity Toward On Found Across All Demographics

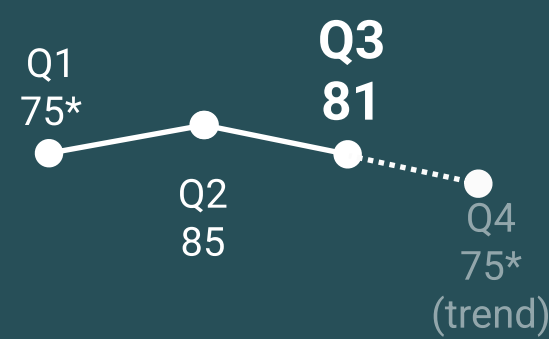


Sentiment Score

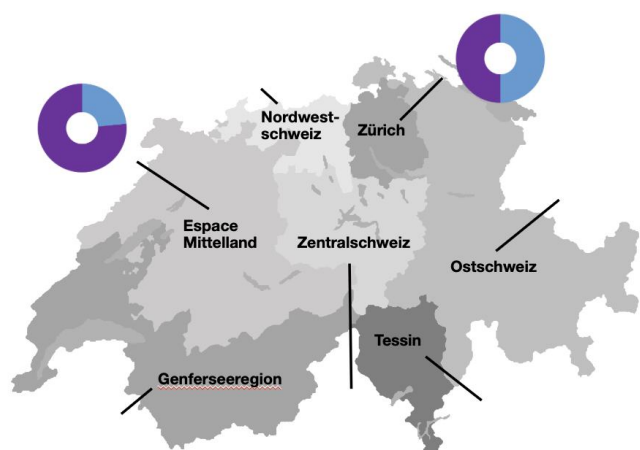
81

↗ +2pts

★ Positive



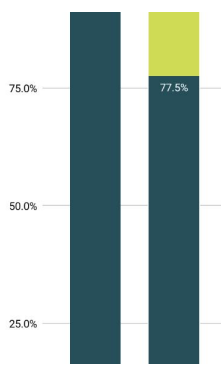
Open Question: *Womit begründest du deine Bewertung?*



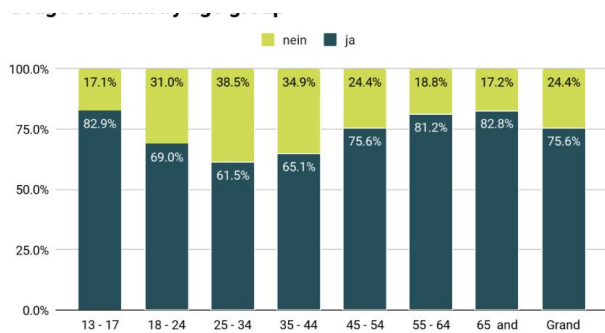
Results by Region

- The French-speaking CH01 region had the highest sentiment at +0.9, suggesting very positive views of On.
- German-speaking CH03 also showed favorability towards On, with a sentiment score of +0.8.
- Other regions recorded sentiment between +0.7 to +0.8, demonstrating overall positive but slightly lower ratings than CH01 and CH03 specifically.

- Women responded more favorably than men overall, with an average sentiment score of 83 vs 79 for men.
- The most positive gender group was women aged 65+ with an average score of 89.
- Men aged 18-24 were the least positive male demographic with a score of 77.



Results by Gender



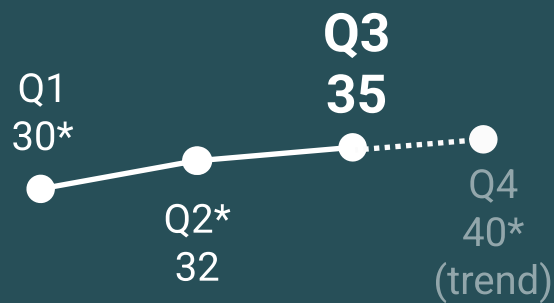
Results by Age Group

- Sentiment rose steadily with age - the 65+ group was the most positive at 87 on average.
- 45-54 year olds were modestly positive with an average score of 79.
- Those 18-24 had the lowest average sentiment at 78, still slightly positive.
- The biggest gender difference was in 65+ respondents - women were very positive while men were just moderately positive.

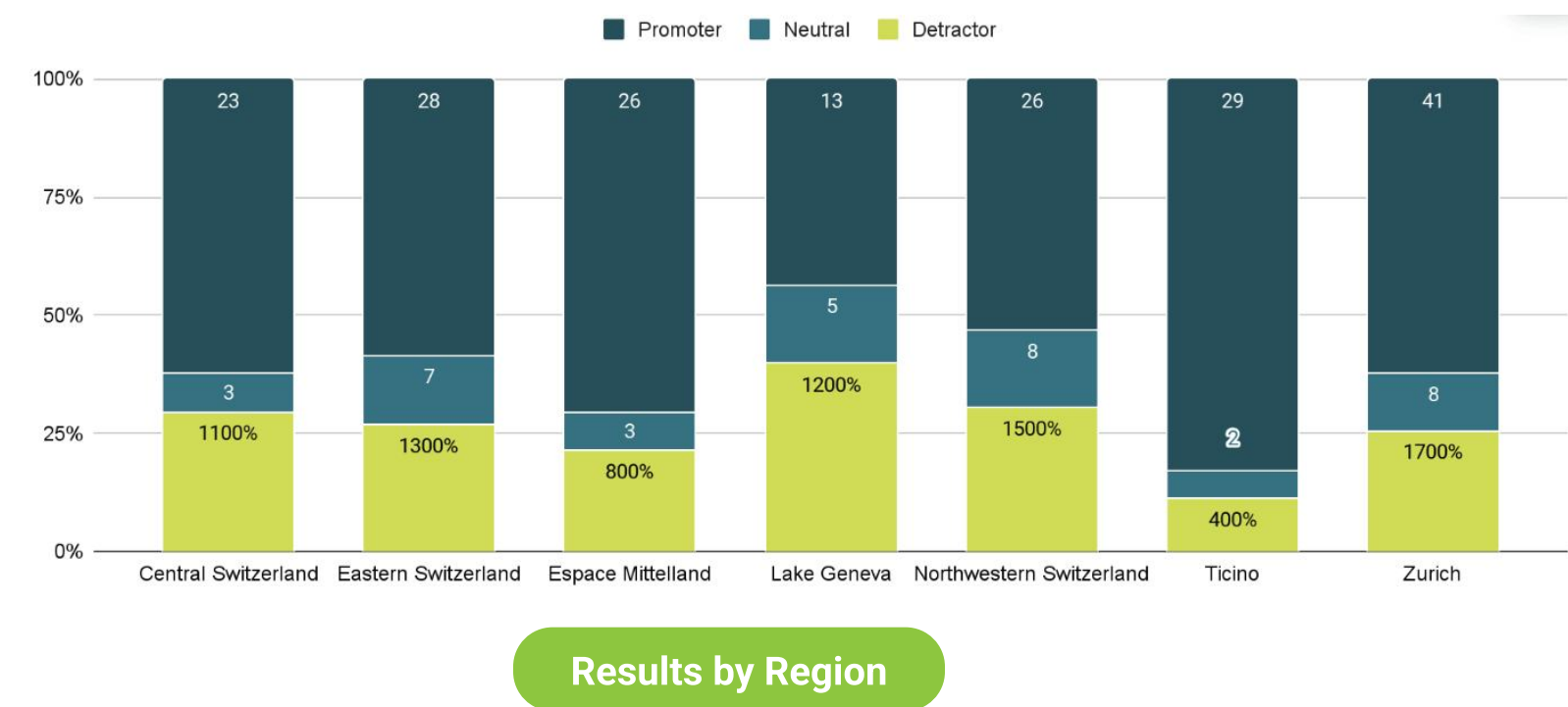
French-Speaking Regions Give On the Highest Net Promoter Scores in Switzerland


NPS
35

 +2pts

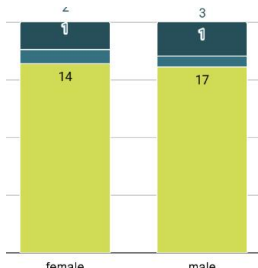


Question: *Wie wahrscheinlich ist es, dass Du die Marke an Freunde oder Kollegen weiterempfehlen würdest? (0-10)*

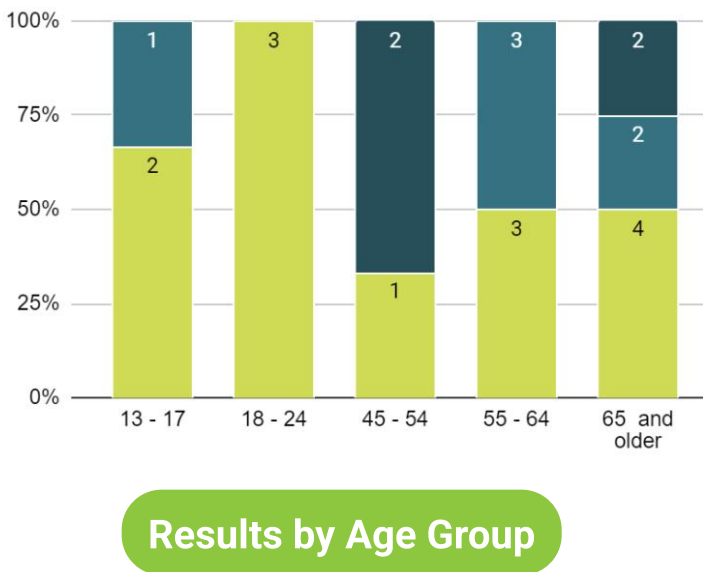


- 1. Highest NPS of 65-70 was in French-speaking CH01 region.
- 2. German-speaking CH03 also had high NPS over 60%.
- 3. All other regions scored 50-65% NPS, most common 55-60%, showing On's popularity across Switzerland.

- 1. Highest NPS (65-70) was among females (2) in French-speaking CH01 region.
- 2. Males (1) in German-speaking CH03 region also rated On highly with over 60% NPS.



Results by Gender



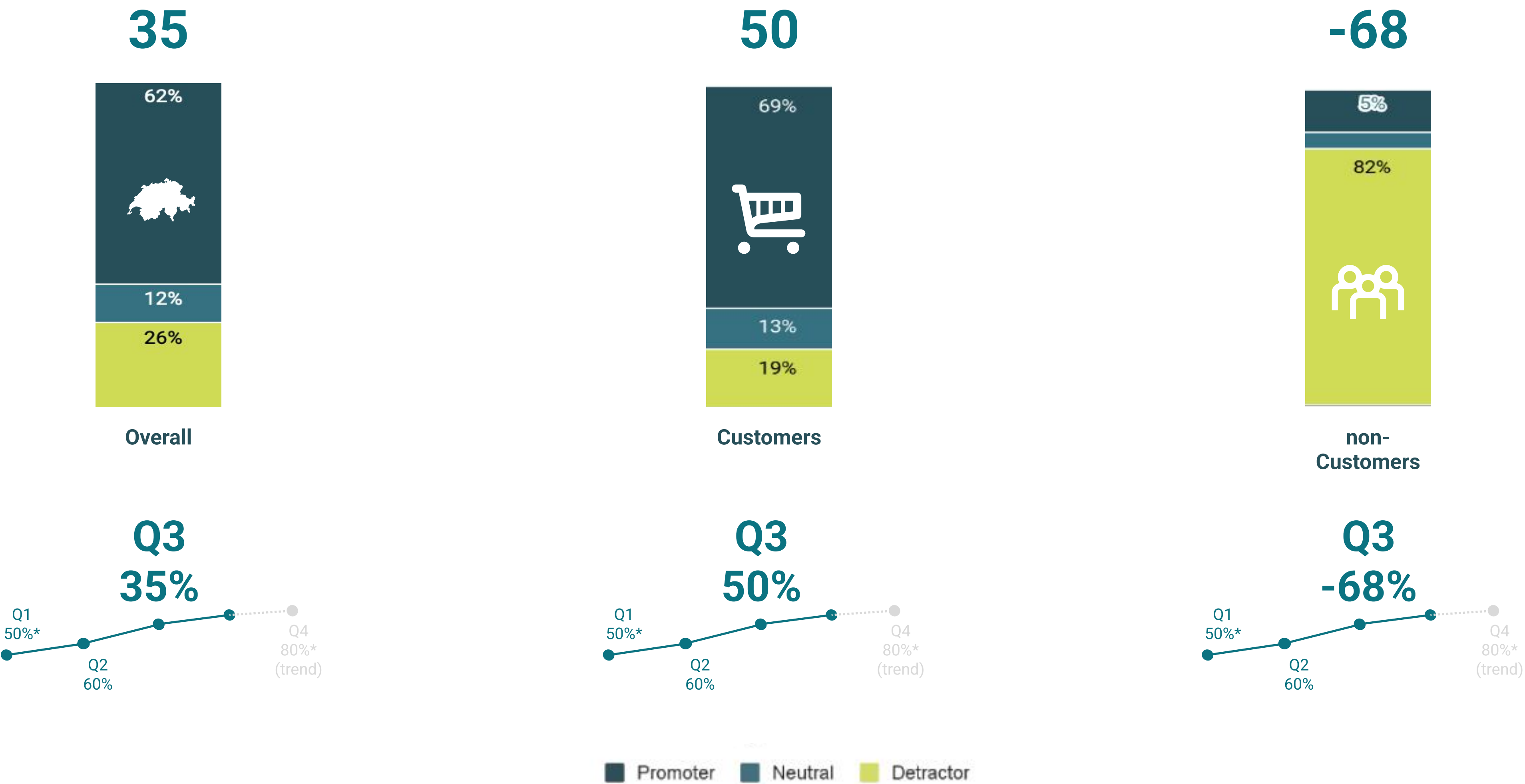
Results by Age Group

- 1. Highest NPS (65-70) was among females ages 30-40 (age_min=30, age_max=40) in French-speaking CH01 region.
- 2. Males ages 20-30 (age_min=20, age_max=30) in German-speaking CH03 rated On highly with over 60% NPS.
- 3. All genders and ages 10-65+ (age_min=10-65, age_max=N/A) across other Swiss regions assigned On an NPS between 50-65%, demonstrating popularity across age groups in these locations.

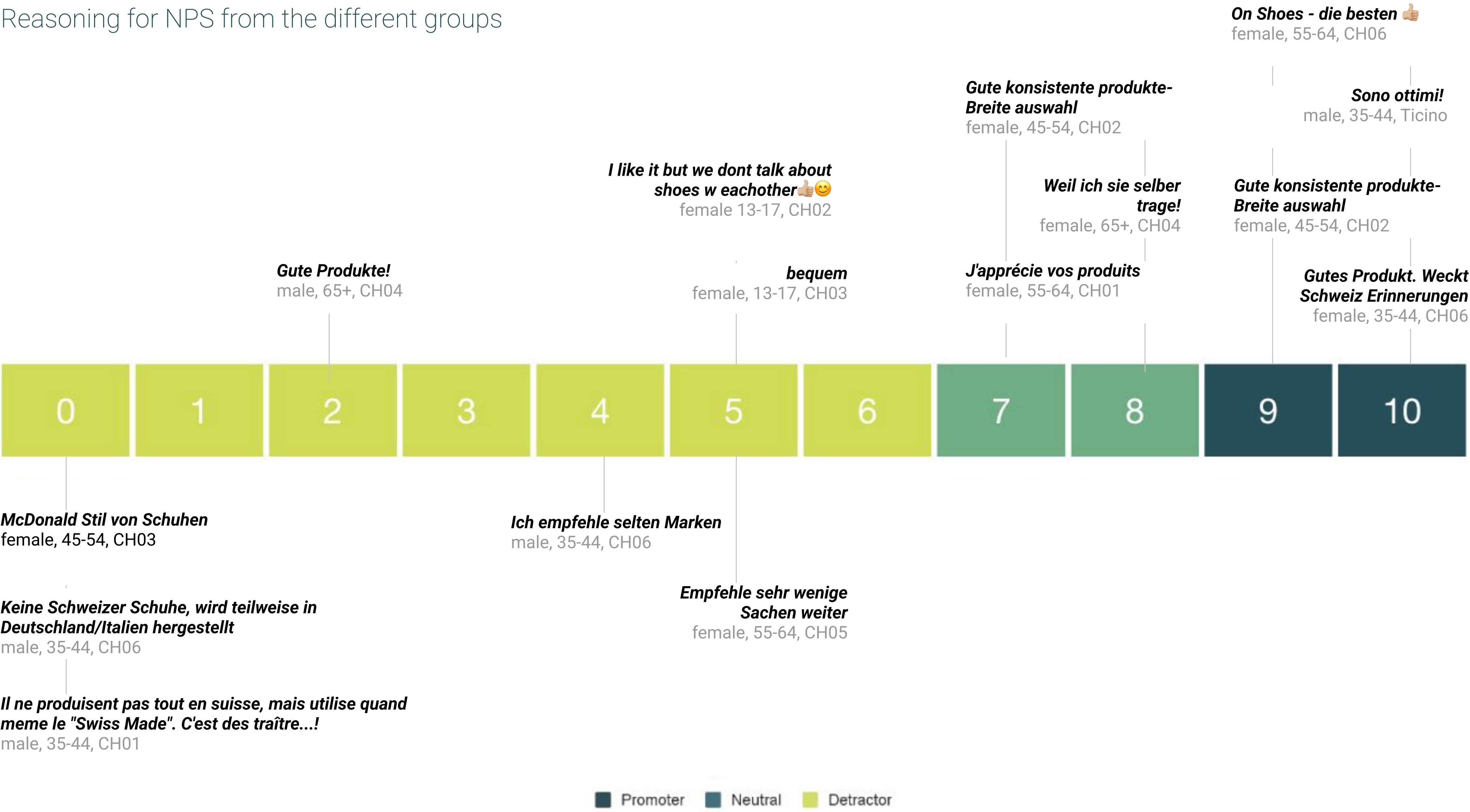
* Boomerang Brand Equity with Q1&2 exemplary and Q4 extrapolated.

NPS: Customers vs. non-customers

In Q3 On Receives Significantly Higher Net Promoter Scores from Current Customers Than Non-Customers

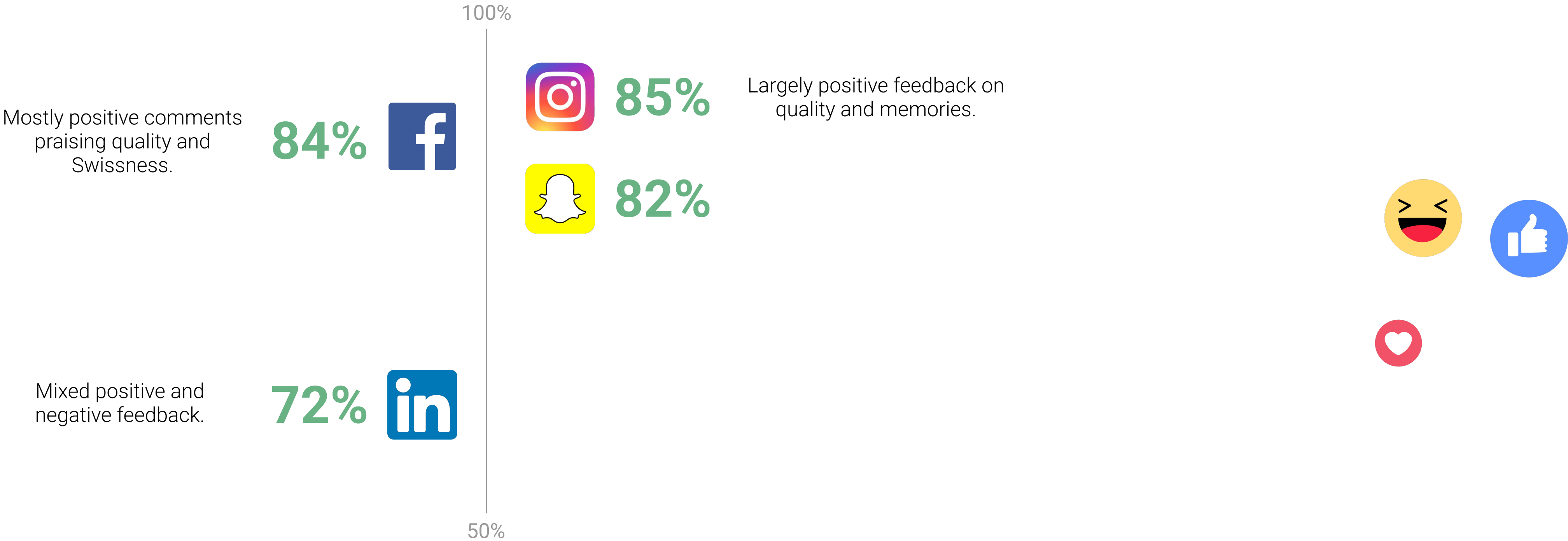


Reasoning for NPS from the different groups



Sentiment Ranking of Social Networks based on NPS reasoning

Sentiment Toward On Overwhelmingly Positive Across Social Platforms



n =1267 (Facebook: 754; Instagram: 202; LinkedIn: 14; Snapchat: 236; Boomerang Ideas Panel: 61)

On Shoes' Brand Equity in Q3

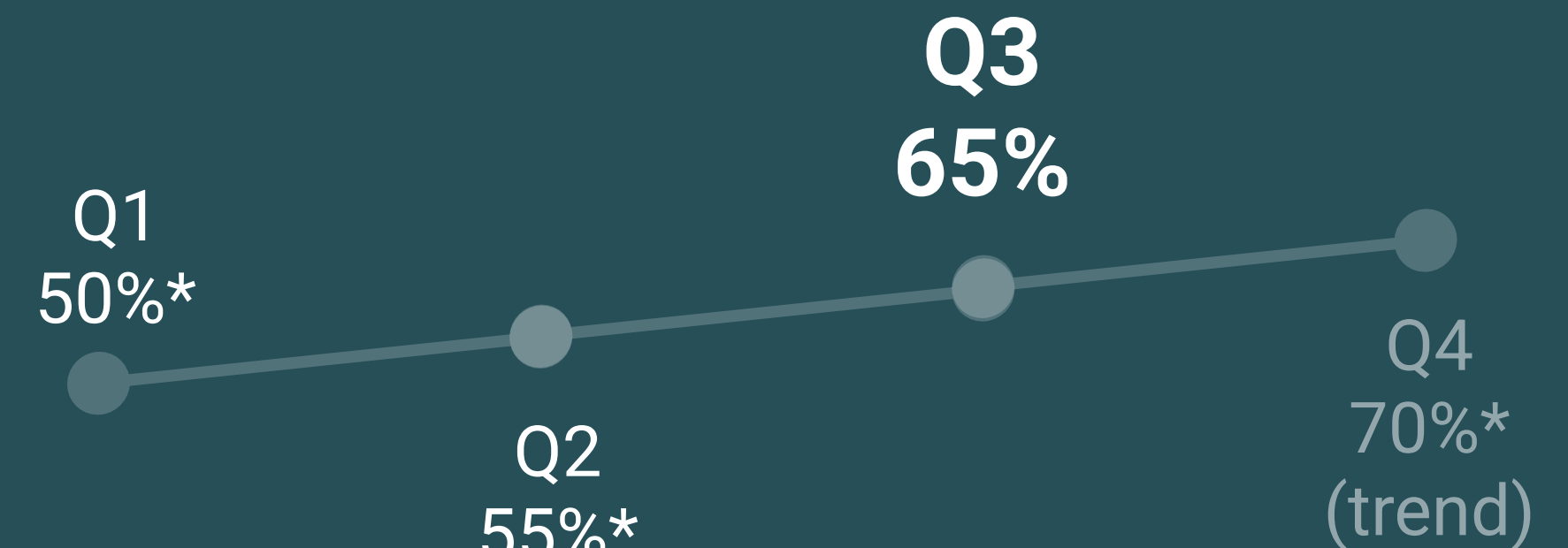


Boomerang Brand Equity Score

65/100

↗ +5pts

At 65/100 in Q3, On Shoes' growing equity index signalled brand traction, as metrics like 76% usage, 35% NPS and 80% positive sentiment showed resonance gaining among consumers over time.



About the Boomerang Brand Equity Score

This score is a composite index ranging from 0-100 that measures the strength of On Shoe's brand across key dimensions, based on customer research. A higher score indicates stronger, more favorable perceptions and interactions with the brand.

The index aggregates metrics in the following areas:

- Brand Usage
- Net Promoter Score
- Sentiment Analysis
- (inactive) Willingness to Switch -> activate "Brand Loyalty"

By tracking these pillars over time, the equity score provides a high-level overview of brand health. While not a perfect calculation, it offers useful insights into how the brand is developing in terms of awareness, reputation and loyalty. Regular measurement allows benchmarking performance against goals and competitors.

The Q3 score of 65/100 for On Shoes signals the brand has made progress gaining consumer resonance but suggests opportunities still exist to optimize certain areas. With a focus on continuous improvement, higher scores signal strengthened brand strength and value in the future.



Data Collection

- An online survey was distributed via social media platforms Facebook, Instagram, Snapchat and LinkedIn in January 2024.
- A total of 1205 responses were received of which 212 completed the survey.

Sampling

- Respondents were residents of Switzerland ages 13-65.
- Quotas were set to achieve a representative balance of age, gender and region.

Questions

- Q1 asked about current usage of On Shoe's products
- Q2 collected recommendation scores on a 0-10 scale
- Q3 allowed for open-ended feedback on recommendation ratings

Analysis

- Quantitative metrics like usage rates and average scores were analyzed
- Qualitative responses were coded thematically for common topics
- OpenAI & Anthropic AI were used for interpreting qualitative data and generating data interpretation

The survey aimed to collect a representative sample of views while analyzing data both quantitatively and qualitatively. Limitations around self-reported data apply.

Thank you!

Boomerang Brand Perception Report Q3, 2023

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