

The document titled **"Who's #1: INSEAD, Harvard, Wharton, LBS? (A)"** discusses the brand strength and perception of INSEAD in comparison to other leading business schools. Here's a summary of its key elements:

Context

- INSEAD was ranked the #1 MBA program by the Financial Times for the second consecutive year, prompting Dean Ilian Mihov to seek a deeper understanding of the school's brand equity.
- The school's self-image, articulated as "The Business School for the World," is questioned: How does the external world perceive INSEAD?

Importance of Branding

- Branding plays a critical role in higher education, influencing 40% to 50% of students' choices.
- Understanding the strength and recognition of the INSEAD brand compared to competitors is vital for future positioning and marketing strategies.

Task Force Objectives

- A task force, including faculty and marketing experts, is commissioned to conduct a comprehensive study to gauge INSEAD's brand perception.
- The study aims to gather quantitative data through surveys to identify how the brand is viewed and what associations it invokes.

Survey Design Considerations

1. **Sample Selection**: Define the ideal respondents based on demographics, geography, and education. Determine which groups are "must-have" and "nice-to-have" for the study.

2. **Competitive Frame**: Identify key competitors to include in the survey, distinguishing between essential and secondary competitors.
3. **Brand Strength Measurement**: Propose key questions to assess brand strength, such as likelihood to recommend INSEAD. Consider a funnel approach to measure awareness, consideration, and decision-making.
4. **Brand Perception**: Explore how INSEAD is perceived relative to its competitors, using both open-ended and attribute-based questions.

Additional Considerations

- The design should minimize biases in responses, ensuring that respondents have a fair chance to express their perceptions without prior influence.
- Consideration of sensitive topics, such as income or ethnicity, should be handled delicately.
- The survey could be presented as commissioned by an independent party to enhance objectivity.

Conclusion

The insights gathered from this study will guide INSEAD's leadership in refining its brand strategy, optimizing its market positioning, and enhancing its relevance to prospective students and stakeholders.