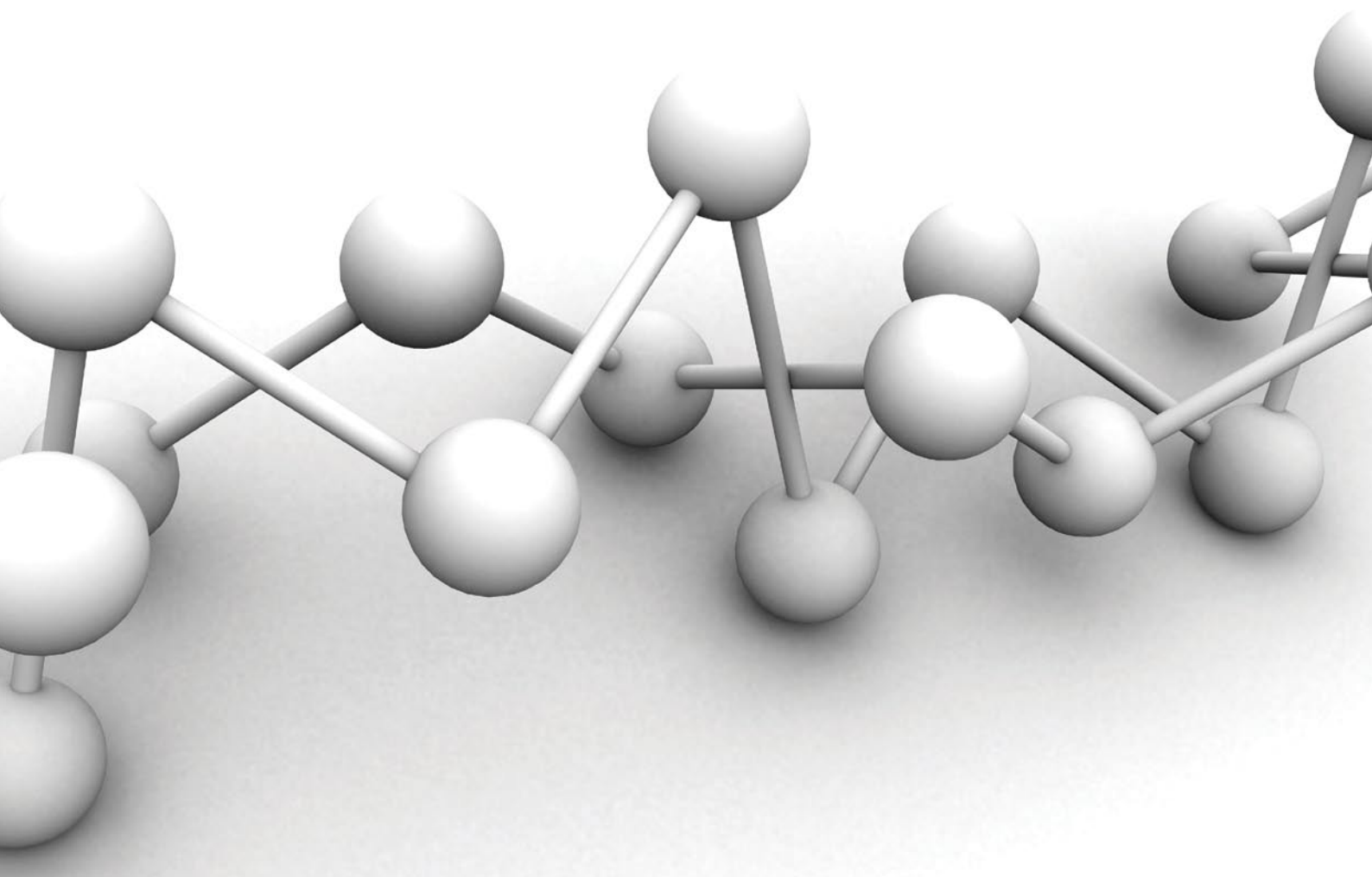


Brand³

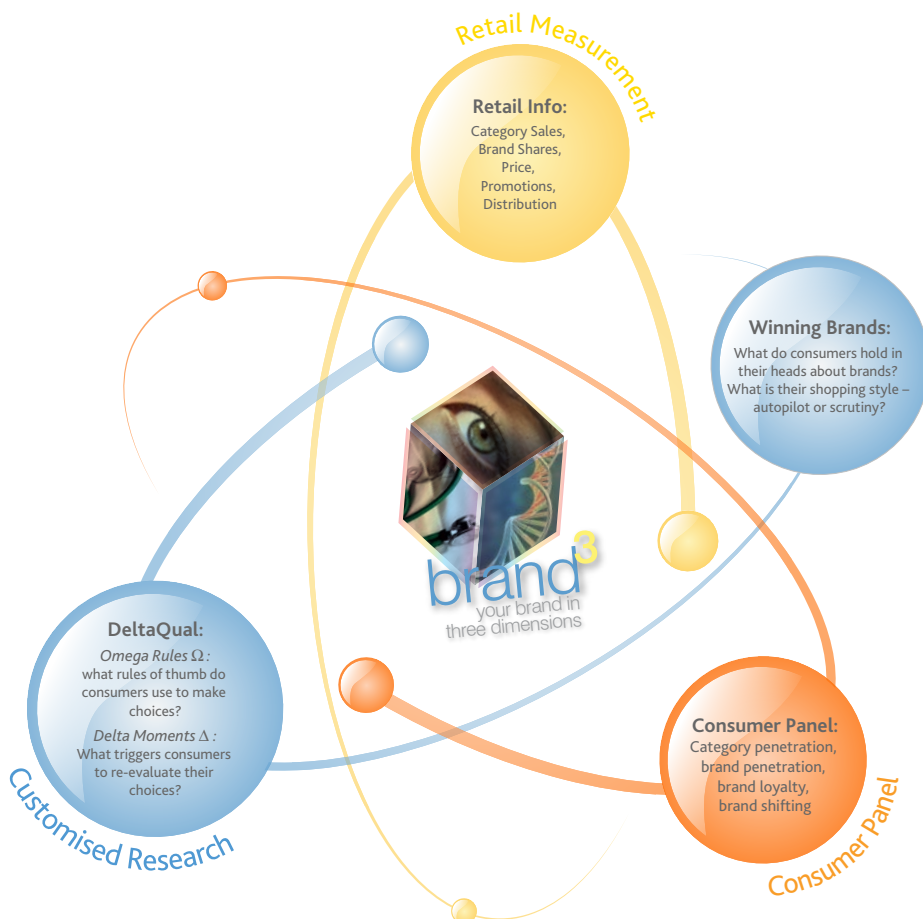
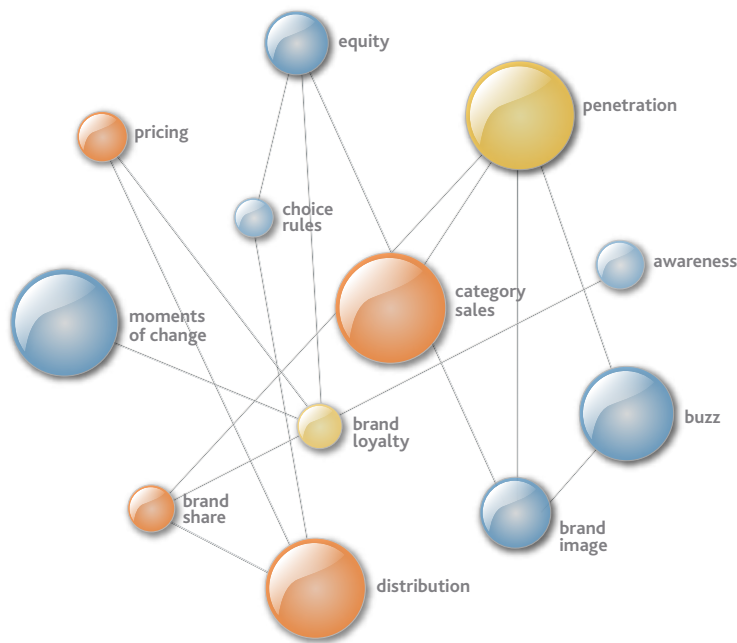
connects the dots...delivers more power



Fragmentation is out, connection is in.

You face massive information overload of attitudinal and behavioral data – consumer insights, brand equity, category sales, brand share, penetration, loyalty – in different formats, and on different systems, and you're left wondering how these integrate to enable you to make powerful decisions?

Your brand's true dynamics are bound in complex networks of data. The Nielsen Company can now push the boundaries of conventional analytics and unscramble these networks with Brand³.



Brand³ connects and converges Nielsen services to deliver brand management consulting for clear and powerful decisions.

Category Pulse & DNA: scan the contextual dynamics

Brand³ starts by scanning the outlook for the category to assess threats and opportunities that exist beyond the range of a conventional brand management radar.

Category Pulse

Is the category fundamentally growing or fading? What is over the horizon? Brand³ alerts you to the upcoming issues and opportunities the category faces. Are consumers tuning in or out of the category? Is it still hot or is it losing its sizzle? Are consumer concerns actually translating into behavioral changes?



Category DNA

Brand³ diagnoses the category architecture to help align brand strategy with category dynamics.

1. *Category Typology.*

- Does your brand operate in a high traction environment where consumers shop on habitual auto-pilot mode? If you are a brand leader, then you should avoid revolutionary repositioning, or risk disrupting habitual purchase of your brand.
- Or does your brand operate in a volatile, slippery environment where brand switching is rampant and it is critical to keep your consumers engaged with innovation, advertising and exciting promotions?

2. *Switch Triggers.*

What hot buttons should you push to induce brand switching in the category? Are consumers activated by buzz, advertising, price, promotions or new introductions?

Brand Pulse & DNA:

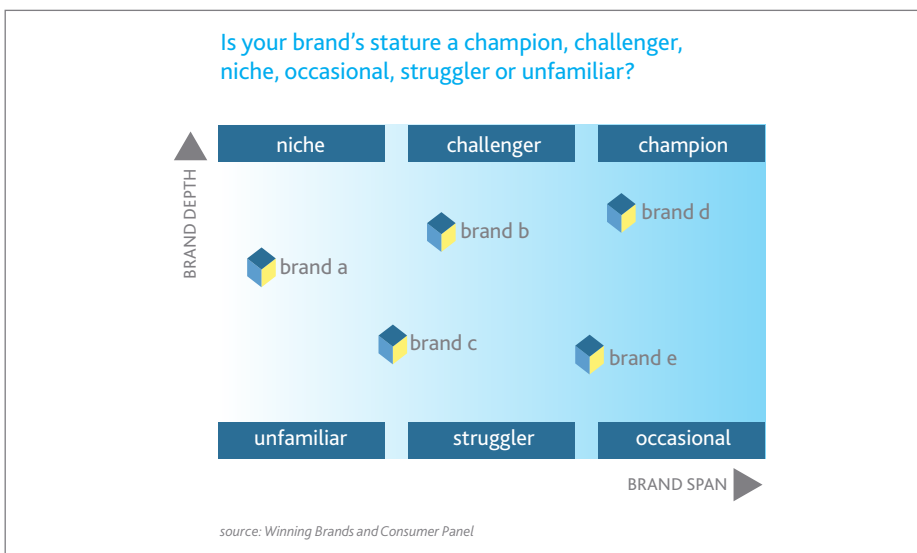
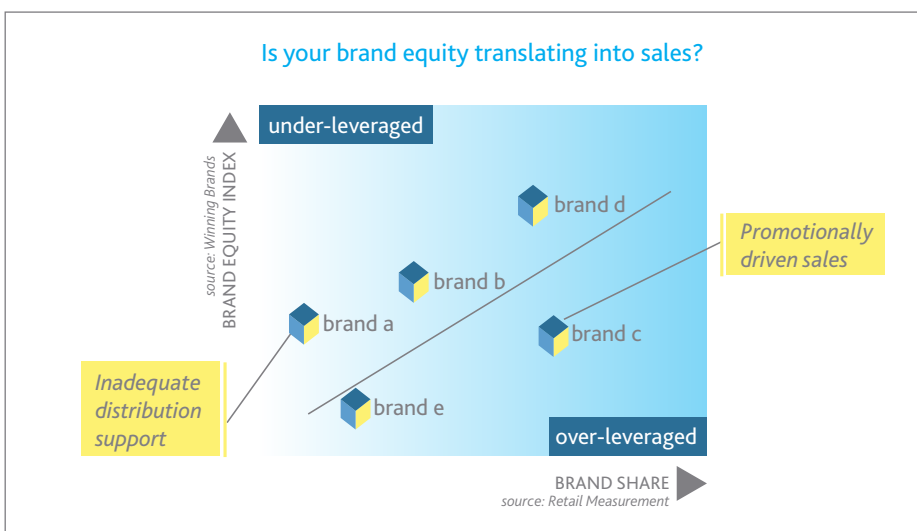
from this angle you can see new brand opportunities

Brand Pulse

How strong is your brand's market performance? Is it supported by emotive commitment?

Brand share | equity relationship: is your brand equity translating adequately into sales? If not, diagnose why. Does it have growth opportunities but is being held back by inadequate distribution support?

Is your brand share proportionately stronger than equity? Diagnose why – is it threatened and too promotionally reliant?



Brand DNA

Pricing footprint: Is your brand priced (Retail Measurement) in line with what consumers are willing to pay for it (Winning Brands)? Is it overpriced and vulnerable to competitive price attack?

Cross brand affinity: Which competitors are you most vulnerable to?

Brand cardio: Is your brand activating consumers with new introductions or has it become a sedentary brand?

Brand positioning: A matrix that identifies strategic opportunities.

Brand buzz: Are consumers talking about your brand?

Advertising activation: Are your ads engaging consumers and driving familiarity?

Promotional effectiveness: Are your brands promotions (Retail Measurement) being noticed and engaging choice (Winning Brands)? Or are they having a low impact because your consumers are on habitual auto-pilot mode and buy the brand regardless of the promotional activity?

Accessibility: Is the brand supported by adequate distribution?

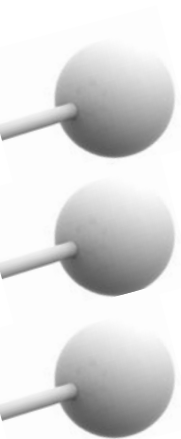
Brand stature: Integrating Winning Brands and Consumer Panel data determines your brand's stature – is it a champion, challenger, niche, occasional, struggler or unfamiliar?

Shopping modality:

Delta Omega profile: Are your consumers more Omega, shopping on habitual auto-pilot mode, or are they Delta, more liable to switch between brands? Brands with a stronger Omega profile are more resilient to competitive attacks.

Is your brand choice being triggered by advertising, buzz, packaging, price comparisons, promotions or new introductions?

Is your brand activated by pre-store or in-store triggers?



Brand Builder:

optimizing brand levers to unleash growth

Brand³, powered by advanced modeling, enables you to optimize the brand levers that need to be moved to achieve a desired share growth through a three-step process:



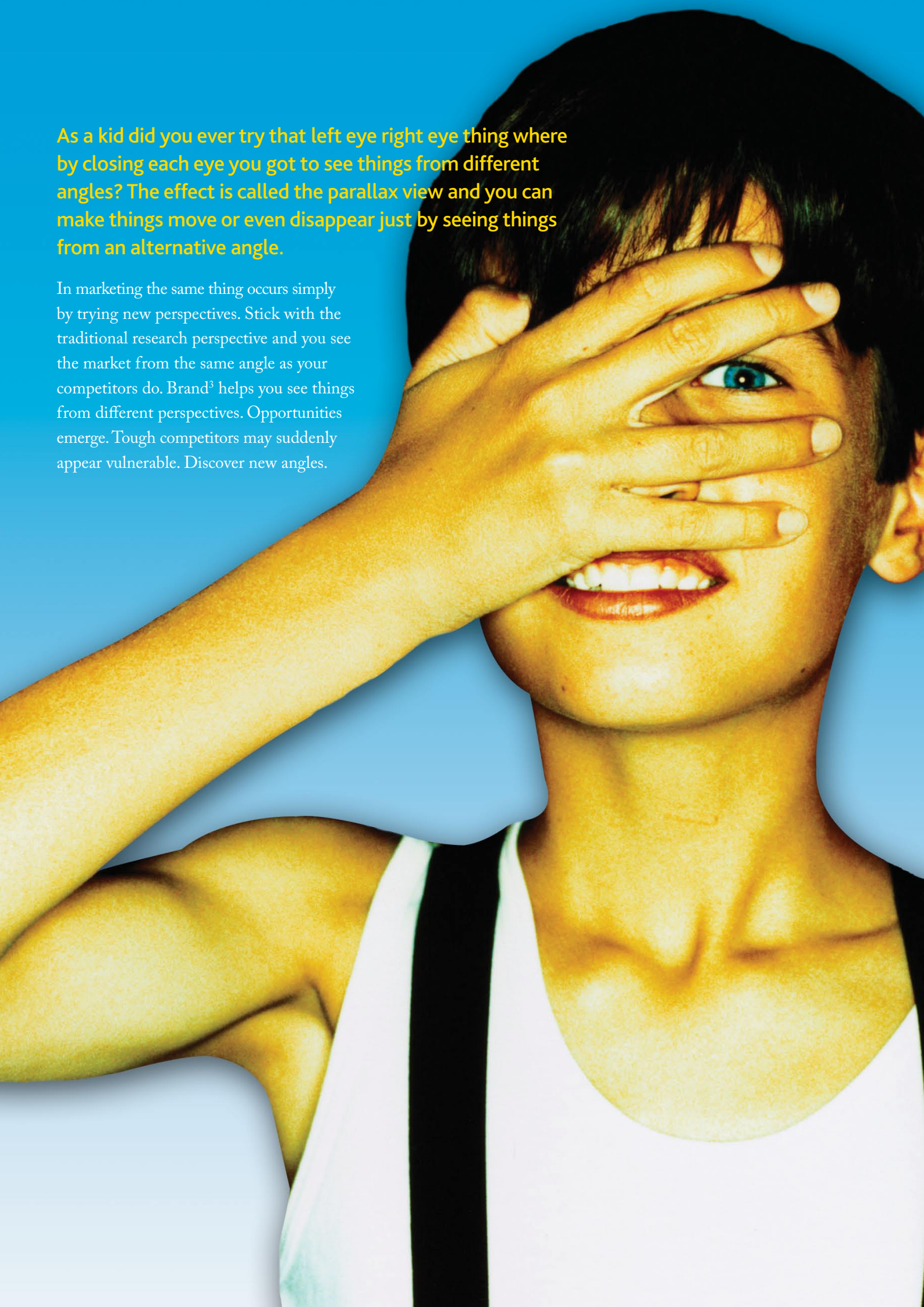
Avoid the Market Research Myopia trap where your brand decisions are based on either attitudinal or behavioral data – in a vacuum. You risk making the wrong decisions.

Leverage Brand³ to:

- Scope out new opportunities for growing brand sales
 - Identify the best levers for making the most of these opportunities
 - Identify marketplace as well as competitor threats – and the best means to deal with these threats
 - Gain predictive consumer insights that unlock the customer decision processes
 - Determine the long-term potential of your brand and its competitors – to make fundamental investment decisions.
-

As a kid did you ever try that left eye right eye thing where by closing each eye you got to see things from different angles? The effect is called the parallax view and you can make things move or even disappear just by seeing things from an alternative angle.

In marketing the same thing occurs simply by trying new perspectives. Stick with the traditional research perspective and you see the market from the same angle as your competitors do. Brand³ helps you see things from different perspectives. Opportunities emerge. Tough competitors may suddenly appear vulnerable. Discover new angles.



Client Buzz

Coca Cola

"We had trial & purchase data and we had attitudinal data, but we had nothing but hypotheses to link them together.

Brand³ linked data to construct a causal story, with recommendations, of why the problems were happening and how we could solve them.

Without that, we would have been relying on hypothesis. It provided a crucial link to understand the full story".

Senior Brand Manager, Coca Cola US

Sara Lee

"I truly believe you are creating a breakthrough tool that could be of great value to Sara Lee and other CPG firms. Specifically I believe the product can help:

- Balance trade and media spend
- Understand purchase process and drivers better than alternatives
- Provide better category understanding at a lower price than any other products I have seen.
- Identify opportunities for enhancing and leveraging brand equity to drive growth".

VP Marketing, Sara Lee

For more information, contact
your local Nielsen client
service representative.