BUILDING A BRAND WE LOVE
WINNING CONSUMERS’ HEARTS AND MINDS
WIN CONSUMERS WITH LOVE AND LOYALTY

CONSIDER

LOVE

LOYAL

BE RELEVANT DIFFERENTIATED

CREATE BOND

CONTINUE TO ENGAGE
HOW WE INTERACT WITH BRANDS YESTERDAY IS DIFFERENT TODAY, EVOLVED TOMORROW

FROM

Every consumer is the same
Mass Marketing
Single Screen
TV Primetime
Store Retailing

TO

Every consumer is different
Viral and Real-time Marketing
Multiscreen
Interactive and Embedded Advertising
Online Shopping
HOW DO YOU STAND OUT IN YOUR CATEGORY?

DRIVE BRAND EQUITY AND BUSINESS PERFORMANCE
THAT’S WHERE WE COME IN

Complete diagnosis of a brand’s health, envision your future state and help you develop strategies for continued success and prosperity of your brand.
HELP YOU SEE AROUND THE NEXT CORNER

- PROVIDE BRAND FORESIGHT
- MAKE YOUR AD WORK HARDER
- LEVERAGE GROWTH & IDENTIFY VULNERABILITIES
- ACTIVATE BRAND ACROSS TOUCH POINTS
- CONNECT THE DOTS
- 360° BRAND VIEW
LET’S DIVE INTO THE DETAILS

Making Your Ad Work Harder

Deliver Brand Foresight

360° Brand View

Activate Brand Across Touch Points
CAPTURE 360° BRAND VIEW
BRANDS DO NOT OPERATE IN ISOLATION

Start by evaluating your category health and identifying issues surrounding your brand

- SHRINKING CATEGORY
  - Has it affected your brand?

- CATEGORY X
  - How do you defend?

- GROWING CATEGORY
  - How do you leverage?

- ALTERNATIVE Z

- ALTERNATIVE Y

- NEW CATEGORY

WE HELP YOU MANAGE YOUR BRAND IN THE CATEGORY CONTEXT
DETERMINE YOUR CATEGORY HEALTH & LIFECYCLE

CATEGORY HEALTH DASHBOARD

- CATEGORY STATUS: 9%
- CATEGORY MOMENTUM (SHORT-TERM OUTLOOK): 24%
- CATEGORY VITALITY (LONG-TERM OUTLOOK): 16%
- CATEGORY TWITCH: 1%
- CATEGORY OSMOSIS: 61%

CATEGORY LIFECYCLE

- INFANCY
- STUNTED
- OBSOLESCE
- BOOMING
- MATURITY
- CATEGORY
- FADING
- CATEGORY PENETRATION

Source: Winning Brands Categories, Retail Measurement Service & Homescan
UNCOVER CATEGORY DYNAMICS THAT IMPACT YOUR BRAND

INTEGRATION – EXPERIMENTALISM GRID

IN-SHOP

Browsed through several
Promotion
New brand / variant
Read several packs
Checked Prices
Chose from special display
Attractive packaging
Out of stock, bought another
Bought one at random

PRE-SHOP

Auto pilot - same one

Advertising
External regulator - daughter
External regulator - friend
External regulator - family

Source: Winning Brands Categories
KEEP TABS OF YOUR BRAND HEALTH

Measure your brand’s ability to win consumers’ minds and hearts

Source: Winning Brands Health Check
### STRENGTH

**Familiarity**
How well do I know you?

**Quality**
What is my overall impression of you?

**Consideration**
Are you on my radar screen when it’s time to make a choice?

### EQUITY OUTCOMES

**Connection**
When your name is mentioned, is my gut reaction one of brand love or brand hate? Do I perceive you as a good fit for me personally?

**Preference**
Do I choose you above all other brands? Would I choose you when my brand is not available?

**Affirmation**
Would I recommend you? Would I go the extra mile to buy or use you?

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Source: Winning Brands Health Check
DECONSTRUCT THE BRAND EQUITY

Determine where you should focus your marketing attention to strengthen equity

SOURCES
Understand the building blocks of equity

BRAND SALIENCY
(Quality of Awareness)

CONSIDERATION

BRAND POSITIONING
(Rational | Emotional)

OUTCOMES
What people are willing to do

PREFERENCE
Favorite Brand

AFFIRMATION
Recommendation Willingness to pay price premium

CONNECTION
Love/Hate Brand Fit

MARKET SHARES

Source: Winning Brands Health Check
WHY IS BRAND EQUITY INDEX COMPELLING?

EASY TO TRACK
A single performance indicator of brand equity

PROVEN
BEI correlates closely with Market Share Performance

ACTIONABILITY
You get to know the drivers of your equity, along with priority

BENCHMARKING
You get the competitors’ stands as well as industry norms

LINEAR FIT BETWEEN BRAND EQUITY AND SHARES IN THE CPG SECTOR

Source: Winning Brands Normative Database - Validation of 390 CPG brands across 24 countries
IS YOUR BRAND EQUITY TRANSLATING TO SALES?
What are the possible reasons for it?

Possible causes:
• Low distribution
• Growth potential: equity growth is leading share growth
• Aspirational brand
• Brand skewed towards light category volume consumers

Possible causes:
• High distribution
• Threat: weakened equity signaling share decline
• Promotionally activated choice
• Brand skewed towards heavy category consumers

Source: Comparing Brand Equity Valuation with in-market Performance (Published by ESOMAR in 2003)
WHERE IS YOUR BRAND LOSING ITS FRANCHISE?

- **RECOMMENDERS**
  - (recommend the brand to others)
  - 40

- **PREFERERS**
  - (prefer the brand over competitors)
  - 41

- **DEPENDABLES**
  - (use brand most often)
  - 31

- **REGULARS**
  - (regularly use brand)
  - 46

- **TRIALISTS**
  - (have tried it)
  - 85

- **CONSIDERERS**
  - (regular use/will consider buying in future)
  - 93

- **AWARERS**
  - (top of mind, spont, total awareness)
  - 41

- **NON-CONSIDERERS**
  - (will not consider brand)
  - 6

*Source: Winning Brands Health Check*
WHICH COMPETITORS ARE YOU MOST VULNERABLE TO?

<table>
<thead>
<tr>
<th></th>
<th>BRAND A</th>
<th>BRAND B</th>
<th>BRAND C</th>
<th>BRAND D</th>
<th>BRAND E</th>
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<tr>
<td>BRAND A</td>
<td>-</td>
<td>138</td>
<td>104</td>
<td>108</td>
<td>77</td>
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<tr>
<td>BRAND B</td>
<td>123</td>
<td>-</td>
<td>124</td>
<td>63</td>
<td>83</td>
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<td>BRAND C</td>
<td>90</td>
<td>92</td>
<td>-</td>
<td>15</td>
<td>19</td>
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<td>BRAND D</td>
<td>70</td>
<td>32</td>
<td>75</td>
<td>-</td>
<td>322</td>
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<tr>
<td>BRAND E</td>
<td>41</td>
<td>29</td>
<td>0</td>
<td>324</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Winning Brands Health Check
DEVELOP BRAND STRATEGIES FOR YOUR STATURE

Are you a champion, challenger, niche, occasional, struggler or unfamiliar? What are the implications?

BRAND STATURE

<table>
<thead>
<tr>
<th>BRAND DEPTH</th>
<th>BRAND SPAN</th>
<th>BRAND DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>NICHE</td>
<td>CHALLENGER</td>
<td>STRUGGLER</td>
</tr>
<tr>
<td>Reinforcing current strengths or broaden franchise</td>
<td>Spread the good news while remaining true to proposition</td>
<td>Establish both brand span and depth</td>
</tr>
<tr>
<td>CHAMPION</td>
<td>UNFAMILIAR</td>
<td>OCCASIONAL</td>
</tr>
<tr>
<td>Maintain position through continual investment</td>
<td>Establish both brand span and depth</td>
<td>Milk or renovate brand to drive loyalty</td>
</tr>
</tbody>
</table>

BRAND SPAN
- familiarity
- penetration

BRAND DEPTH
- emotive loyalty
- behavioral loyalty

Source: Winning Brands Health Check & Homescan
IDENTIFY BLUE OCEAN OPPORTUNITIES
Diagnose brand positioning to identify your strength and unmet aspirations

BRAND IMAGE FACTOR PERFORMANCE SCORES

-Healthy/Shiny/Fragrance 21%
-Premium Quality/Tech advanced 13%
-Emotive (Attractive) 10%
-Accessibility/Convenience 5%
-For the Family 1%

Source: Winning Brands Health Check
ARE YOU ACTIVATING CONSUMERS THROUGH PRICE AND PROMOTION?

**PROMOTIONAL IMPACT**

**HIGH IMPACT**

- Activate consumers through promotions and impact choice

**LOW IMPACT**

- Promotion goes un-noticed by loyalists on auto-pilot mode and they buy their brand, (regardless of the promotion) by habit

**PRICE APPROPRIATENESS**

**OVER-PRICED**

- Reduce price or build equity on premium benefits to command price premium

**UNDER-PRICED**

- Opportunity to increase price and drive profitability

Source: Winning Brands Health Check & Retail Measurement Services
TRANSLATE INSIGHTS INTO ACTION

BRAND BUILDER
FORECAST EQUITY, OPTIMIZE LEVERS TO ACHIEVE SHARE GROWTH

STAKEHOLDER WORKSHOPS
LINK INSIGHTS TO IMPLICATIONS

LIGHT THE PATH
ACTION PLAN FOR BRAND TEAM

Source: Winning Brands Brand Builder & Retail Measurement Services
ACTIVATE BRAND ACROSS TOUCH POINTS
ACTIVATE YOUR CONSUMERS
Know where and how they interact with your brand and your competitors

BRAND CONTACT POINTS

<table>
<thead>
<tr>
<th>ACTIVE</th>
<th>BRAND A</th>
<th>BRAND B</th>
<th>BRAND C</th>
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</thead>
<tbody>
<tr>
<td>use the brand</td>
<td>35</td>
<td>41</td>
<td>10</td>
</tr>
<tr>
<td>talked about it with someone</td>
<td>13</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>picked up in-store</td>
<td>6</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>picked elsewhere</td>
<td>6</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>received a sample</td>
<td>10</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>visited website</td>
<td>7</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>participated in brand event</td>
<td>13</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>noticed a new variety/type</td>
<td>28</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>read about it online</td>
<td>16</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>saw in-store</td>
<td>9</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>saw elsewhere</td>
<td>11</td>
<td>26</td>
<td>5</td>
</tr>
<tr>
<td>heard someone talking</td>
<td>8</td>
<td>29</td>
<td>5</td>
</tr>
<tr>
<td>saw brand's ad</td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>saw promo in-store</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>heard in a TV/radio programme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>read in newspaper/magazine article</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

BRAND INTERACTION INDEX

Source: Winning Brands Activation
DETERMINE IF YOUR BRAND IS AGGRESSIVELY ACTIVATING THE MARKET

BRAND ACTIVATION

Source: Winning Brands, Retail Measurement & Media Measurement
IS YOUR BRAND ACTIVATED IN-STORE OR PRE-STORE?

Does the brand skew towards omega or delta shoppers?

Are your brand’s consumers:
- choosing brands on auto-pilot
- open to buzz
- influenced by family preference
- attracted to advertising

Are your brand’s consumers:
- browsing/reading packs
- engaged by attractive packs
- comparing prices
- attracted to promotions
- looking out for new introductions

Source: Winning Brands Activation
MAKING YOUR AD WORK HARDER
IS YOUR ADVERTISING PROVIDING THE ROI THAT YOU ARE LOOKING FOR?

Advertising Response Modeling (ARM) models the effectiveness of individual advertising executions against TARPS.
HOW EFFECTIVE IS YOUR AD CAMPAIGN?

Uncover at what stage your advertisement loses its effectiveness and find out the net impact

CAMPAIGN PERFORMANCE HIERARCHY

TARGET SEGMENT 100

REACH 69 38

SEEN AD 31 24

CORRECT BRANDING 7

RELEVANCE 18 4

APPLY/USE MORE 14

MEDIA EFFECTIVENESS

CREATIVE ACHIEVEMENT

VALUE PROPOSITION

Source: Winning Brands Communications
IS YOUR AD CREATING THE APPROPRIATE EFFECT?

Understanding that consumers connect with ads in different ways is crucial in providing vital clues for refining your ad.

COMMUNICATION

Is your ad getting across the message you wanted?

- Comprehension
- Prompted Communication

EMPATHY

Is the ad connecting with consumers?

- Relevance
- Absolute Liking
- Relative Liking

PERSUASION

Can it change or reinforce current behavior?

- Persuasion
- Persuasion Scale

IMPACT

Does it have what it takes to cut through the media clutter?

- Visibility
- Recognition
- Uniqueness

Source: Winning Brands Communications
HOW DO YOU OPTIMIZE IT?

Using the example below...

**Low on IMPACT**
(The Ad is unable to have the desired Reach or there is a problem with the Branding)

- Revisit **Media Planning**: The choice of media, media vehicle, spending pattern, threshold, plighting
- Revisit **Branding Elements**: Consistency of branding elements, color, ambassador, symbol, think of ways to make the brand more prominent

**Low on EMPATHY**
(The Ad is unable to connect with the Audience)

- Check the **creative elements**, tone of the ad, visual elements, pace of the ad, storyline- (simple vs complex)

**Low on COMMUNICATION**
(The Ad is unable to communicate the Message Clearly)

- **Message Delivery**: Simple vs Complex, sufficient focus on the message compared to story line, reinstate the message

**Low on PERSUASION**
(The Ad cannot Generate enough Interest)

- Check the **brand proposition**: Is it promising enough for the audience?

Source: Winning Brands Communications
DELIVER BRAND FORESIGHT
ANTICIPATE THE FUTURE OF YOUR BRAND

Determine your brand’s immediate and long-term horizon

PRESENT VS. FUTURE OUTLOOK

GROWTH VS. VULNERABILITY

Source: Winning Brands Foresight
IDENTIFY YOUR SEGMENTS AND STRATEGY TO GROW YOUR BASE OF CONSUMERS

**RETENTION**
- Target Tenuous
  - Strengthen emotive bonding to prevent defection

**ATTRACTION**
- Target Attracted
  - Induce brand switching and draw non-regulars to our brand

**BEHAVIORAL COMMITMENT**
- Tenuous
  - Defend & drive equity
- Bonded
  - Reinforce our resilient source of profitability
- Reluctant
  - Low priority
- Attracted
  - Target & drive adoption

**BRAND EQUITY**

Source: Winning Brands Foresight
PLAN STRATEGY TO DRIVE GROWTH/DEFEND

STRATEGIC
- Category Relationship
- Brand Salience
- Brand Meaning
- Competitive Focus

TACTICAL
- Shopping Modality
- Targeting

What is their relationship with the category?
Should the brand be driving its quality of awareness?
How should the brand be positioned?
What competitive brands should you focus on to prevent defection or induce switching?
What activates purchase for your target consumers?
What in-store or pre-store drivers should you focus on?
How will you reach your consumers?
What is their demographic, lifestyle and media profile?

Source: Winning Brands Foresight
**GROW SEGMENTS, IMPROVE BRAND PERFORMANCE**

**REACH CONSUMERS WHO ARE ATTRACTION TO BRAND**

### WHO ARE THEY
- Demographics
- Geography
- Life stage
- Lifestyles

### WHAT THEY THINK
- Attitudes towards advertising, career, fashion, finance, food cooking, health, travel, technology, products, general issues
- Corporate social responsibility

### WHAT THEY DO
- Activities & Interests
- Travel & Tourism
- Sports
- Music

### WHAT PRODUCTS ARE USED/CONSUMED
- Personal care/Beauty
- Food products
- Household products
- Technology products
- Banking products
- Automotive

### WHERE THEY SHOP
- Shopping habits
- Supermarkets
- Retail outlets

### HOW TO REACH THEM
- Media usage
- Mass media – TV, Radio, Newspapers, Magazines
- Pay TV, Cinema
- Internet
- Outdoor
- Direct Mail

Source: Winning Brands Foresight & CMV
WHY CLIENTS LIKE US
DELIVERING UNIQUE PARTNERSHIP BENEFITS TO YOU

CONNECT THE DOTS AND ACTIVATE INSIGHTS

LATEST TRENDS AND INSIGHTS

INDUSTRY AND SUBJECT MATTER EXPERT TO PROVIDE ISSUE-FOCUSED ACTIONS

VALIDATED MEASURES & NORMS TO ANTICIPATE MARKET CHANGES

About 20,000 CPG norms in 65 countries

BRAND HEALTH MANAGEMENT AND CONSULTANCY

Supported 564 clients in 73 markets across 213 categories
OUR RELATIONSHIPS WHEN IT COMES TO BRAND HEALTH TRACKING
DRIVING SMARTER, FASTER DECISIONS THE WORLD OVER

The Americas
Canada
U.S.A.
Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama
Argentina
Brazil
Chile
Colombia
Ecuador
Mexico
Peru
Puerto Rico

Europe/Middle East/Africa
Austria
Belgium
Czech Rep.
Denmark
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Luxembourg
Netherlands
Norway
Poland
Portugal
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
Yugoslavia
UK
Afghanistan
Albania
Armenia
Azerbaijan
Belarus
Bosnia
Bulgaria
Croatia
Cyprus
Estonia
Georgia
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Macedonia
Moldova
Mongolia
Pakistan
Romania
Russia
Serbia
Tajikistan
Turkmenista
Uzbekistan
Ukraine
Bahrain
Israel
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Syria
U.A.E.
Yemen

Asia/Pacific
Australia
China
Hong Kong
India
Indonesia
Japan
South Korea
Malaysia
Myanmar
New Zealand
Philippines
Singapore
Taiwan
Thailand
Vietnam
WE WOULD LOVE TO HEAR YOUR THOUGHTS...

Yael Gavriel
Israel CR Manager
Yael.Gavriel@nielsen.com
03-9200797