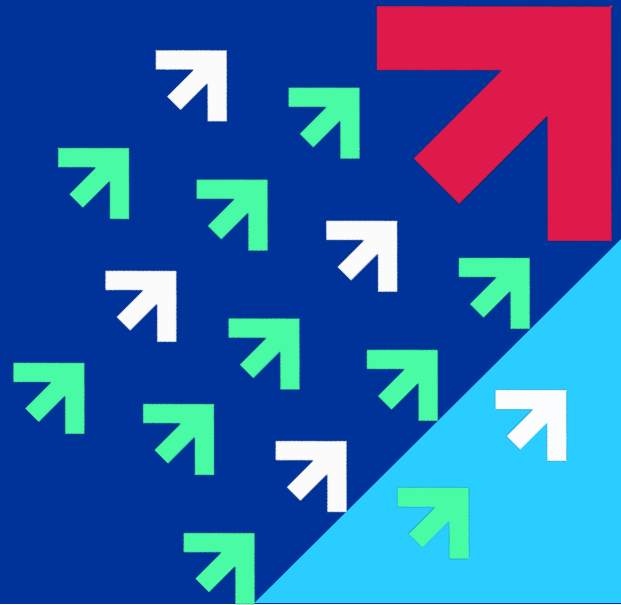


# Brand Health

Make sure you've designed your brand to maximize success now and into the future



Understand your brand's performance with our unique automated brand health framework. Assess brand vitality and fit for future with a brand score that measures performance and penetration, excitement and community. Test brand equity, future relevance, trust, consideration and recommendation.

## Access key metrics that are designed to deliver critical brand insights

- ▶ Assess future relevance and brand vitality.
- ▶ Ensure your brand is fit for the future and to fight competitive threats.
- ▶ Make impactful decisions faster to ensure the future health of your brand and in-market success.
- ▶ Gain a more holistic perspective by looking beyond just static metrics.

Brand Health

How familiar are you with our brand?

Not at all familiar

Slightly familiar

Very familiar

Extremely familiar

toluna\*

## Output you can trust and act on

Our brand health methodology is a unique approach focusing on future relevance and brand vitality, ensuring your brand is fit for the future and to fight competitive threats.

### Product attributes

- ▶ Sample size should be set to achieve a minimum of 100 responses per brand.
- ▶ Up to 12 brands per survey.
- ▶ Most ratings from those who are Top 3 Box brand familiarity.
- ▶ Integrate qualitative insights along the way to better understand consumer sentiment.

### Real-time infoboard

- ▶ **Hi brand/brand health score**; a ranking of overall brand health vs competitors.
- ▶ **Brand ranking against key pillars**; knowledge, equity, future relevance, excitement and community.
- ▶ **Marketing outcomes**; a ranking of consideration, recommendation and trust.

## Understand your brand's current and future potential

