

BrandBox

Track your brand's performance against the best in class.

How it works: Brand is not what companies produce but what consumers buy. It is more than a product. It's the sum of our feelings, memories, associations and interactions to them.

Measuring emotional engagement and response to brand communications and advertising is vital. Numerous research has demonstrated that emotions are very powerful influencers of brand choice and desire, and that emotional ads are more memorable and persuasive.

BrandBox is a new and innovative way for marketers to understand brand equity. Evaluating the competitive context, emotional relationship and the role of Connectors in determining a brand's position. It is a transparent, robust and flexible solution that uncovers the key levers that will drive success.

Our reporting platform highlights drivers of brand equity and how brands compare on a competitive level, providing you with clear strategic direction on where investment is needed to drive business success. In addition it provides clients with a toolkit, through drivers analysis, with which they can help their brands tell more effective stories.

Client benefit/deliverables:

Real-time launch monitoring for campaigns or products

- Brand equity evaluation utilising seven key attributes to assess attitudes and perceptions
- Identifying and engaging with the people who matter through our unique set of attitudinal statements
- Capturing and monitoring implicit brand responses using Timed Emotional Response
- Interactive questioning including gamification and implicit response testing to engage respondents

