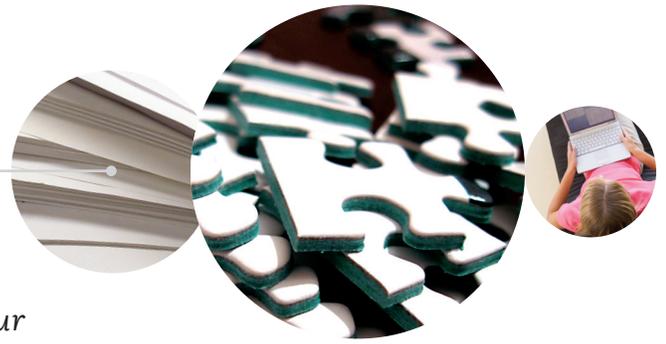


Predictor™

Connecting survey and marketing data to enhance your relationship with consumers in ways that impact your sales.



Why Predictor™?

Predictor™ bridges the fundamental divide that exists in market research today by linking tracking data with marketing mix data to provide you with a 360 degree evaluation of your marketing efforts. This integration of your data will assist the evaluation of marketing components, tactics and branding strategies.

What makes Predictor™ different?

Predictor™ takes consumer tracking and marketing mix analyses further through an integrated model that uncovers the elements of each that have a profound impact on your business. Predictor™ quantifies the impact of your Brand Affinity (gathered from tracking data) and your marketing mix elements (promotions, advertising, etc.) on sales volume. Furthermore, once the factors influencing Brand Affinity and the specific marketing mix elements that impact sales are identified, Predictor™ will enable you to evaluate and improve your ROI.

How does it work?

Predictor™ is a model that incorporates your marketing mix data with your survey data to provide you with a more comprehensive and accurate picture of what is impacting sales.

- The model identifies the marketing mix elements that are influencing sales and by how much. The identification of which tactic or strategy matters in the larger picture allows you to assess their value for future planning.

Predictor™ takes your tracking analysis further by directly linking Brand Affinity (your brand's relationship with consumers) to your most important business outcome.

- You will learn the extent to which Brand Affinity impacts sales. And, we can identify the elements of your brand imagery that impact affinity. The knowledge of what elements of your brand imagery to strengthen because they really matter, guides you on where to focus your efforts. »

When to use it?

Predictor™ is appropriate for both a new tracking study and as additional analysis to an existing tracking study that you have with us. It is a powerful tool that can help you...

- **Optimize Marketing Mix** by identifying which of your marketing mix elements have the most impact on a business outcome that is most important to you—providing direction in redistributing resources between media, getting the most out of your GRPs, etc.
- **Strengthen Affinity** by enhancing perceptions and then monitoring affinity and perceptions via tracking research.
- **Improve Advertising Content** by evaluating the impact of specific elements of your campaign so you know what is and what is not working.
- **Assess Effect of Competitive Actions** by evaluating the impact of competitive tactics and strategies on your bottom line.

What does it deliver?

Predictor™ brings your tracking data and your marketing mix data together into one powerful model that assists in the evaluation of marketing mix components and your brand's relationship with consumers.

Predictor™ guides you on where to focus your marketing efforts because you'll know what's working to strengthen your bottom line.

You'll know what elements of your operation to strengthen, in order to increase consumers' affinity toward your brand.

Ultimately, you'll know the dollar value contribution of each element and, if given the costs, we can calculate the ROI.

Case study

Which elements of this major Fast Food chain warrant investment?

In an increasingly saturated market, we stepped in to help a fast food restaurant conduct a broad assessment of their marketing components and brand strategies. We were able to tie together the components of our client's marketing efforts and consumer perceptions to learn how each ultimately impacted sales. In this case, we discovered the client's Promotional efforts and their customer's Brand Affinity had the greatest impact on sales. We learned the contribution of each component so we could guide our client on where to spend its future efforts. We took a closer look at which types of promotions had a greater impact on overall sales. This learning identified the types of promotions to emphasize and which to de-emphasize or eliminate. The linkage of Brand Affinity to consumer perceptions on specific characteristics guided our client on exactly what elements of their operation they should maintain or strengthen to increase Brand Affinity and, ultimately, impact sales. ●

