



Brand Optimizer™

Diagnose your brand's strengths, opportunities, and challenges, and identify a new position of power.

Brand Power

Research shows that brands which deliver strong emotional and aspirational benefits are the most powerful among their competitors. Companies that maximize the power of their brand know how to manage and communicate the emotional and aspirational aspects that differentiate their brand.

Emotional benefits express people's feelings when they interact with the brand—whether they are engaged with a product or service, or speaking with a customer service rep. *Aspirational* or social benefits are about what the brand gives them, in terms of self-image or standing among their peers.

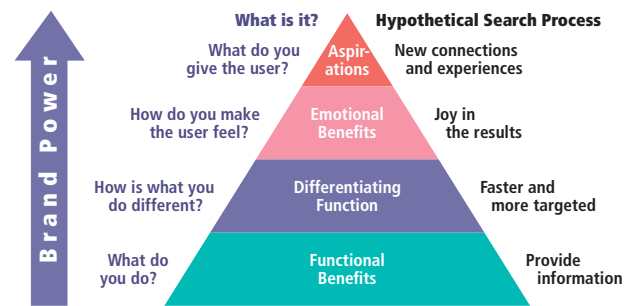
Functional attributes, while important to have, are easy for competitors to claim or duplicate and rarely differentiate one brand from another. For example, "high quality" is a typical functional attribute. "A brand I can trust" is the emotional benefit that could express "high quality."

Reinvigorate with Brand Optimizer

Ipsos MediaCT has helped numerous technology, telecoms, media and entertainment companies reinvigorate their brands to a stronger position

Hierarchy of Brand Power: A Search Engine Example

Communicating emotional benefits that differentiate is the essence of great marketing



of power using the *Brand Optimizer™* approach.

Brand Optimizer's technique is consistent and normative, yet flexible enough to accommodate the unique positioning of your brand and complex conditions of your market. And, the *Brand Optimizer* analysis can be applied to existing brand tracking programs, without a need to change attributes or scales, or start a new tracking program from scratch.

How It Works

Each *Brand Optimizer* analysis is unique to each client's business, industry, and market. It pairs Ipsos' proprietary **Market Power** framework, which diagnoses a brand's strength in the marketplace, with the equally unique **Brand Power** analysis. Together, these elements deliver a benchmark

assessment of a brand's health, uncover market drivers, and identify positioning opportunities that will lead to greater sales.

Market Power diagnoses your brand's Clarity, Distinctiveness and Leadership relative to competitors.

Brand Power provides insight into how to adjust your brand's position to achieve the desired goal, i.e., awareness, equity, sales.

Brand Envisioner allows you to run what-if scenarios for testing potential brand positions with our user-friendly Excel-based simulator – from your own desktop.

Armed with this information, you will make better brand strategy, marketing communications, and copy writing decisions.



Ipsos MediaCT

The Media, Content and Technology Research Specialists



Power your
brand with
Brand Optimizer™

What Makes Brand Optimizer Different?

Unlike other brand assessment or tracking approaches, *Brand Optimizer*:

1. Focuses on your brand's *potential*, producing a more management-friendly tool than other common diagnostic and backward-looking tools.
2. Uses **normative** benchmarking and proven diagnostics that point to greater brand health.
3. Can be applied to *existing brand tracking* programs to add insight while preserving valued tracking investments.
4. *Integrate analyses to tell a complete brand story*, which is different from some disconnected brand products offered by others.
5. Points the way to the optimal positioning that will *drive sales*.

About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behavior, the value of brands across different platforms and how they can minimize risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information about Ipsos MediaCT, please connect with us at:

www.ipsosmediact.com