



# Ipsos OTX MediaCT



## ConsumerMaps™ A Revolution in Brand Evaluation

In today's dynamic media environment, consumers play a critical role in the brand communication process. As marketers, we are tasked with finding new ways to connect with consumers and innovating new methods to listen to this dialogue. ConsumerMaps™ is a syndicated study that offers a new approach to maintaining and strengthening brand equity in a changed consumer marketing environment.

ConsumerMaps™ helps manage consumer brand knowledge and relationships and offers a macro view of how brands operate today using a universal straightforward metric. It measures the extent to which marketers are effectively communicating their ideas and how these ideas are embraced differently by varying consumer segments.

The study is designed to measure brand equity for many different types of brands—products, services, media content, and personalities—in the vast multi-dimensionality of popular media culture. Further, ConsumerMaps™ not only shows how brands connect with consumers, but how brands connect with other brands. The output is your brand's profile and "social network," which can be used to identify, activate and track brand growth, marketing partnerships and talent casting opportunities.



### The Study

ConsumerMaps™ is an online quantitative evaluation fielded every 4 months among 5,000 U.S. online consumers ages 13–74. Monitoring consumer-to-brand and brand-to-brand relationships since 2008, it provides a unique window into a universe of 3,000 brands and growing.

Deliverables include access to data through a fully integrated online reporting solution which includes a series of syndicated reports and customizable report views.

### The Measures

Four components of how consumers connect with brands are derived from a single question, providing marketers with a holistic and simple RAPP score:

- Recognition:** The proportion of the population that is aware of your brand
- Attraction:** The average affinity or satisfaction (Love or Hate) expressed toward a brand
- Presence:** Measurement of how much presence—or intensity—a brand has in a consumer's life
- Polarization:** A measure of the consensus about the attractiveness of each brand

### Key Questions Answered

- What is the nature of the connection that consumers form with my brand, and how does this change over time?
- Where does my brand live in the consumer brand universe and how can I reposition for growth?
- How can I leverage and share connection points with other marketers and where do I begin?
- What is the right talent or personality choice to connect with my audience?

### For more information:

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**Ipsos OTX MediaCT** is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. By integrating new technologies and immersive techniques with extensive traditional research experience, Ipsos OTX MediaCT's market leading research solutions help clients better understand media and technology consumption, evaluate content, monitor the value of brands and provide guidance for successful innovation. The Ipsos OTX MediaCT approach results in deeper and more profound consumer insights that allow companies to maximize their return on investment.