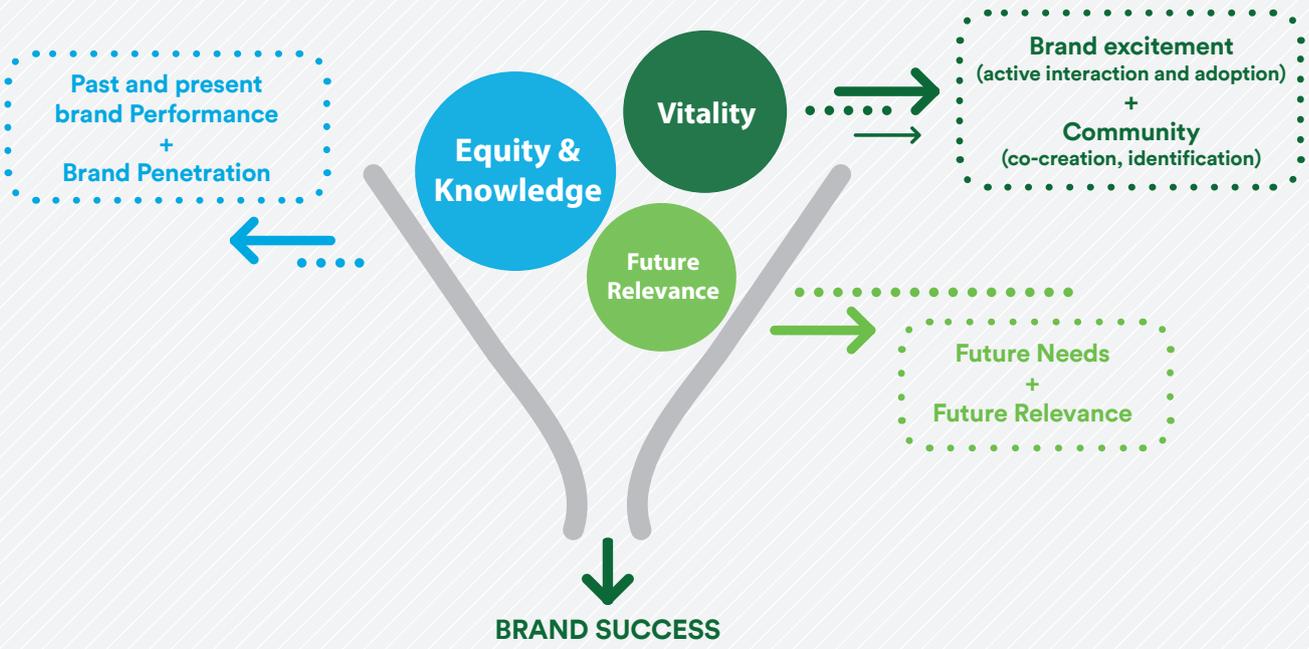




# How sustainable is your brand?

The prevailing models for measuring brand effectiveness are largely based on examining past and present performance indicators, and can fall short of telling brand managers anything about their brand's future potential. What was a strong brand yesterday, may still be strong today – but what does tomorrow look like? Will your brand still be as relevant? Harris Interactive has developed a new brand health management framework, **hi brands™**, which uniquely offers brand managers the more forward-looking measure of brand sustainability.

## hi brands™ – A MODEL TO MEASURE BRAND SUSTAINABILITY



### Building a successful and sustainable brand

Sustaining a healthy brand is critical for driving higher levels of consideration, recommendation and trust. **hi brands™** combines measures of your brand's equity, with your brand's future relevance and vitality to provide a strong indication of brand sustainability.

#### hi brands™:

- ✓ identifies the relative strength and weaknesses of your brands across all sustainability measures
- ✓ provides clear, actionable insight and direction to brand owners
- ✓ enables you to better manage brand critical activities to positively influence your brand's sustainability score

- Improving your brand's sustainability score will:
- ✓ improve the health of your brand and increase the likelihood of consideration and purchase – now and into the future.



## How sustainable is your brand?

### Reflecting the new era of brand management

The **hi brands™** model has been developed in conjunction with Aston Business School. During its development, **hi brands™** has been rigorously tested and extensively validated across many categories.

The core **hi brands™** study runs twice a year and measures brands across multiple categories using a nationally representative sample of the UK population.

### Find out more

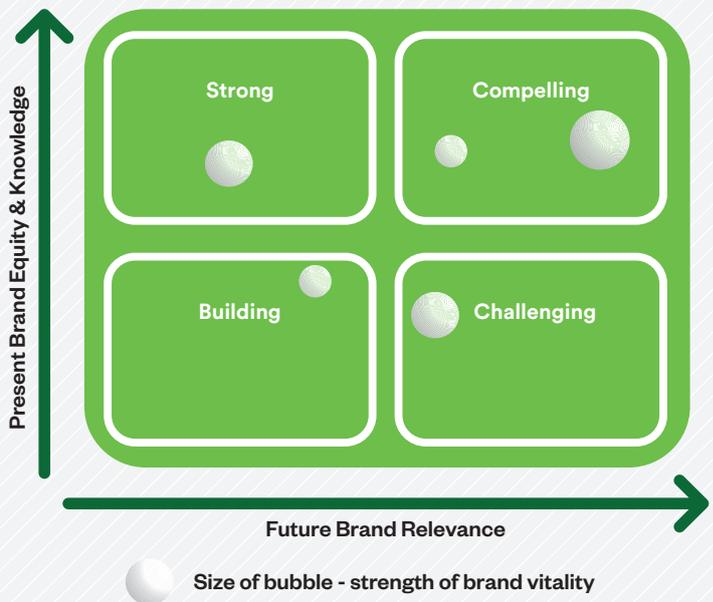
To deliver a step change in your brand's sustainability contact our experts today to:

- ✓ find out more about the **hi brands™** study
- ✓ get your brand added to the next wave of research
- ✓ ask for your category data we hold
- ✓ talk to us to explore if the framework can be incorporated into your existing brand tracking programme. (Harris Interactive will perform the analyses and share the outputs and recommendation with the brand owner directly).

### hi brands™ sustainability matrix

Brands fall into one of the sustainability quadrants

- **Strong brands:** high present equity and penetration. They are not perceived as relevant to the consumers in the future. These brands tend to have medium or low vitality.
- **Building brands:** low equity and low penetration with low future relevance. Their vitality score also tends to be small.
- **Challenging brands:** challenging the status-quo. These are brands which are niche, tend to have good equity but penetration is still low. These brands possess very high vitality and are future proofed.
- **Compelling brands:** tend to be mass market with high future relevance. These brands also perform well in terms of vitality; their bubbles being larger than those brands in the Strong quadrant.



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