

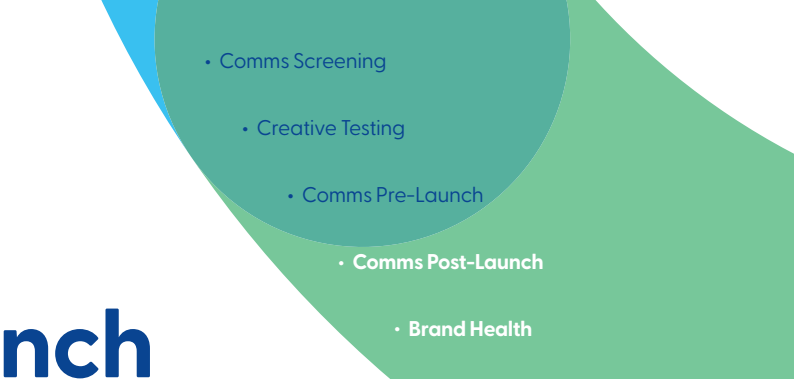
## Comms Post-Launch

Harris Interactive's proprietary brand health framework, **hi brands**® is now available with the same quality but faster and more cost effective insights.

Offering agile brand measurement, it uses the Toluna QuickSurveys platform with Harris templated design and semi-automated outputs combining market-leading research technology with world-class research methodology.

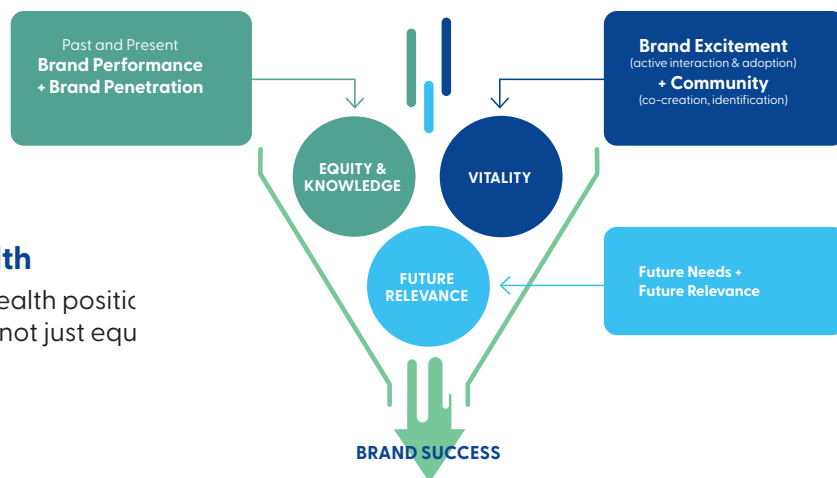
**hi brands**®, when linked with category needs, brand perceptions and ad effectiveness modules, provides a holistic and integrated view of your brand's position in category amongst your target market.

Each module can be deployed as needed or tracked together over time; either replacing your existing brand / comms tracking or supplementing it with category benchmarking including challenger brands.



This depth and flexibility, combined with our unique approach, sets us apart from other agile providers in this space.

### A MODEL TO MEASURE BRAND HEALTH



**1 Brand health**  
Your brand health positive competitors; not just equ

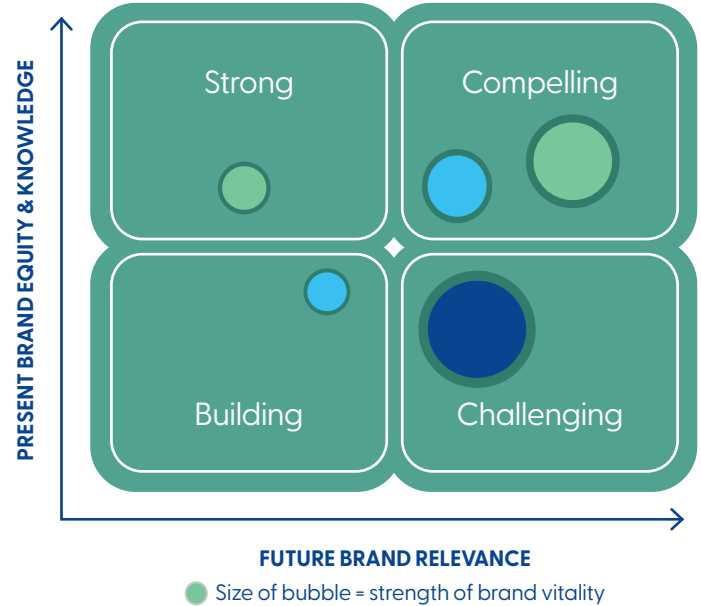
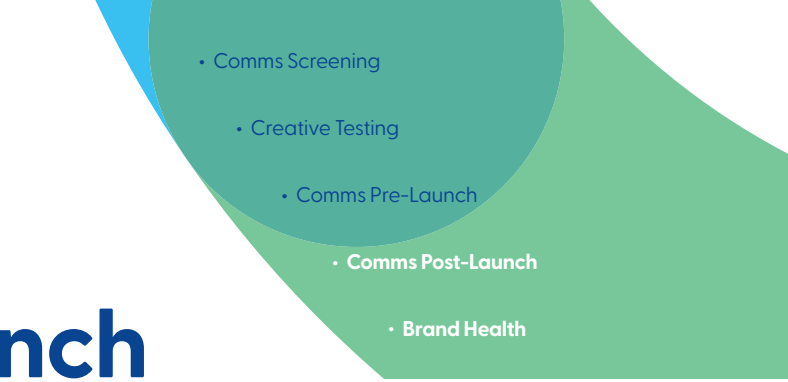
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## Comms Post-Launch

### 2 Category Needs & Brand Perceptions

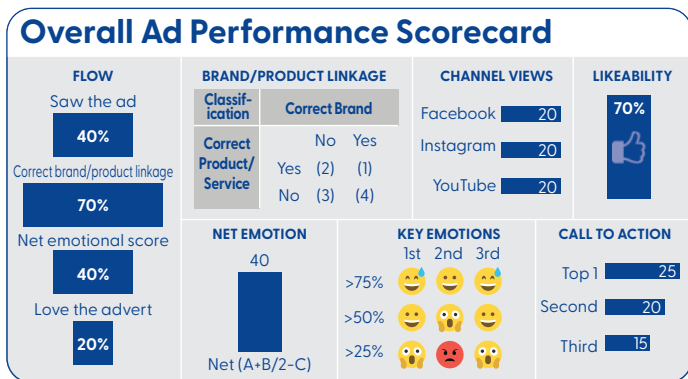
The most important category needs, your strengths and weaknesses vs competitors, and brand health actions.



### 3 Comms Post-Launch

#### Ad Campaign Effectiveness

Core KPIs i.e. ad recognition, brand/ product linkage, channel, likeability, emotional connection, and call to action.



### A bit more about hibrands...

Jointly developed with Aston Business School, **hi brands**® uniquely offers brand managers and marketers a different perspective. Instead of focusing purely on Equity which can often result in a static brand measure based on past and current performance, **hi brands**® focuses on the future.

Inclusion of sensitive tracking measures around future needs/relevance and vitality provide clearer direction including the social and excitement impact of challenger brands. We can show where your brand sits against its competitors and how their positions are shifting over time (i.e. strong, compelling, building or challenging). All important elements given your brand's future relevance and engagement with consumers is constantly changing.

**hi brands**® provides a strong indication of brand health which is critical in driving higher consideration, recommendation, trust and ultimately, in-market success. Across 32 categories and 48,000 respondents, a strong **hi brands**® score correlates in driving these positive outcomes.