

# Brand Health

Our Brand Health solution offers a unique approach that goes beyond traditional brand measurement. We assess your brand's health vs. category competitors with our proprietary hi brands™ model uniquely focusing on future relevance and brand vitality. This ensures your brand is fit for the future and to fight competitive threats. And because it's powered by Toluna Start automation, you get best-practice research quality coupled with instant access to your target audience and real-time reporting, all at the speed your business demands.



## Your business need

- Assess future relevance and brand vitality
- Ensure your brand is fit for the future and to fight competitive threats
- Make impactful decisions faster to ensure the future health of your brand and in-market success
- Gain a more holistic perspective by looking beyond just static metrics.

### 1 We make it easy

- Tell us your target audience – gen pop or targeted
- Tell us the market and language coverage you need
- We set-up your survey in hours using our customisable best practice survey templates

### 2 We provide high quality design, flexibility and expert advice

- Your brand health vs category benchmarks
- Test up to 12 brands including your own
- Instant access to your target audience via our online Global influencer panel of 30+ million people
- Expert advice on your custom questions and brand attributes

### 3 We launch quickly with real time results

- From launch to KPI dashboard and online reporting, in hours
- The infoboard shows you how your brand ranks against competitor brands on KPIs
- Access all data within our analytics platform on-demand
- Assessment can be done as a moment in time or via ongoing tracking

### 4 So you can focus on what matters

Our experts will be there at every step of the way helping with any support or additional analysis, so you can focus your time on making the best 'go/no-go' decisions for your business.

## Key best-practice metrics for ease, quality and consistency:

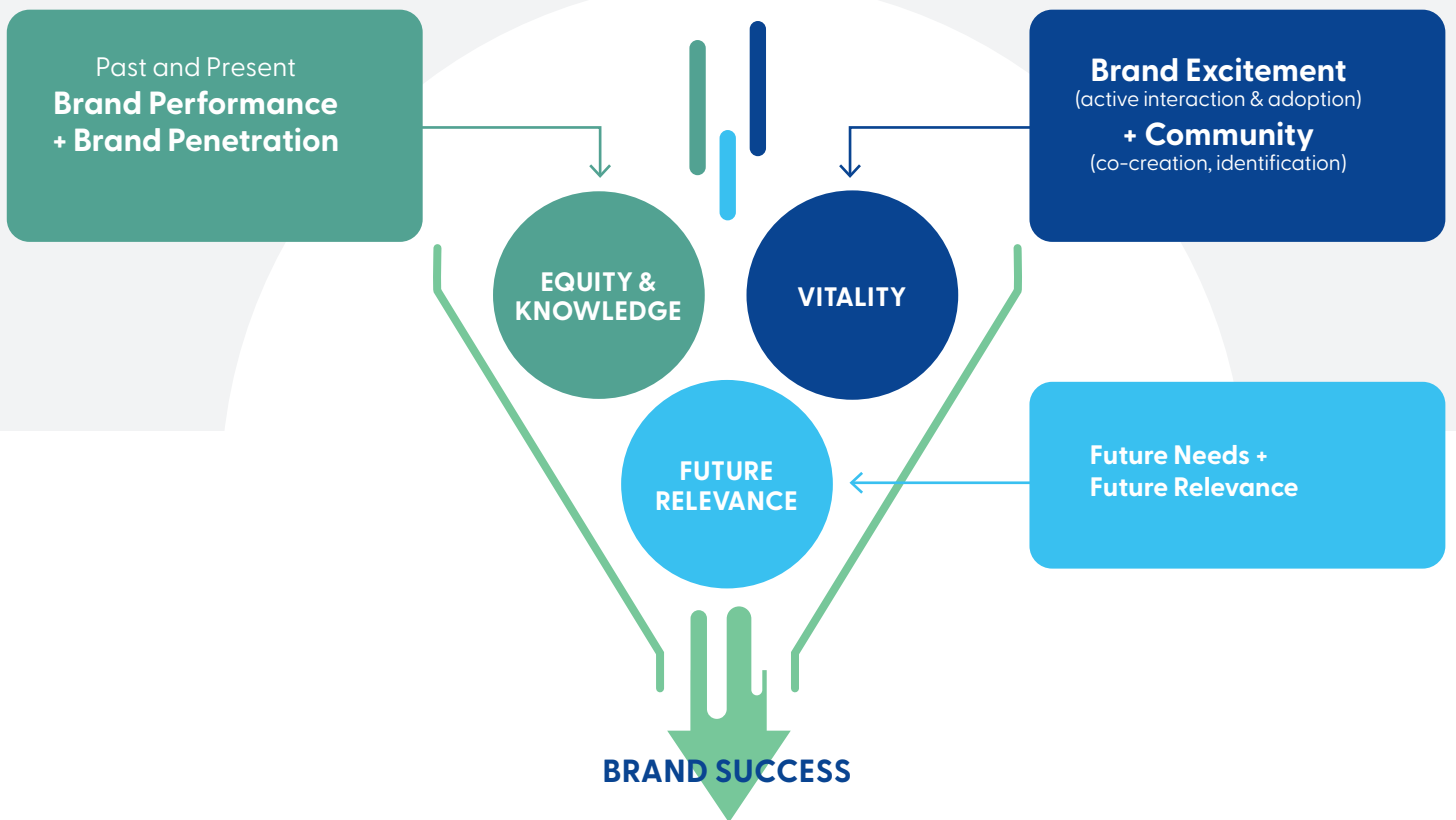
- Hi brands score
- Hi brands pillars - Brand Equity, Knowledge, Future Relevance, Excitement, Community
- Key metrics driving the brand pillars and overall scores
- Marketing outputs
- Trust, Consideration and Recommendation

# hibrands



Developed with Aston Business School and finalist in the MRS best innovation awards, this compelling brand health measurement model is delivered at the speed your business demands through the perfect fusion of expertise and technology.

## A MODEL TO MEASURE BRAND HEALTH



# hibrands