

The model for stronger, healthier brands from Ipsos-ASI

## Stronger, healthier brands

Fifty years ago, David Ogilvy revolutionized marketing and advertising with the concept of Brand Image. Some time later, Trout & Reis did the same with Brand Positioning. Today, we are evolving to Brand Health.

Brand Equity is typically defined as "the attitude associated with a brand and the desire a consumer has to want to buy the brand". Brands with strong equity:

- are less vulnerable to a competitor's marketing activities.
- show increased responsiveness to their own marketing activities.
- can justify higher prices.
- have more loyal customers.
- have higher shares.
- are more profitable.

**Bottom line: they are winning brands.**

However, there is more to successful brands than Brand Equity alone. Ipsos-ASI Equity\*Builder measures the overall health of your brand by looking at Brand Equity and loyalty in the context of category involvement, substitution, and value. Our model for measuring Brand Health correlates more strongly with in-market business performance than Brand Equity measures alone.

## What Are the Drivers Of Your Brand?

Ipsos-ASI models the key components of Brand Health which are correlated to in-market performance. This is measured for your brand and also your competitors' brands. Equity\*Builder enables you to answer the following questions ... and more:

- **Brand Equity:** How is your brand differentiated? Are these important attributes? Which attributes are driving your brand's equity? Which attributes are generic category attributes that other brands share? What attributes are the price-of-entry?
- **Value:** Is your price level acceptable? Do you have an opportunity to raise your price due to strong equity?



**Ipsos ASI**  
The Advertising Research Specialists

- **Brand Involvement:** How much do consumers care about equity in your product category? Is your equity leverageable, or are there identifiable issues restricting stronger brand health? Do you have a substitutability problem? Are there identifiable competitive threats? Which competitor presents no immediate threat?

## The Equity\*Builder Model

A validated model...

- 400,000+ individual brand assessments
- 65+ categories
- 350+ brands
- Strong correlation to in-market performance

## Strengthening Your Brand: The Action Plan

Ipsos-ASI provides a Brand Health analysis that will help you understand your position in the marketplace and identify the areas on which you should focus.

Most often, the focus is "What are the means to support or improve your brand's competitive health? What are the drivers of equity for your brand?"

We will conduct an in-depth investigation of your brand's image and positioning across a number of areas:

- category drivers: the price-of-entry
- current positioning versus intended brand strategy
- strengths and weaknesses in terms of image versus competition
- drivers and barriers for the brand

## Equity\*Builder Model



# Ipsos-ASI equity\*builder

The model for stronger, healthier brands from Ipsos-ASI

## Why Ipsos-ASI Equity\*Builder ?

**Dependable.** The model has been validated against market share and profitability trends, and works across diverse product categories: packaged goods, finance, retail and more.

**Actionable.** The output specifically shows what action to take to build the brand, not just a list of problem areas to consider. This includes equity, as well as price and involvement concerns, for better brand health.

**Flexible.** Equity\*Builder components are integrated with our other advertising evaluation services. They are included as diagnostics within Ipsos-ASI Next\*TV, our advertising pre-testing system and within Ipsos-ASI tracking services. It can be a full-scale audit or a tracking audit.

**Accessible.** The approach and the outputs are clear, logical and easy-to-use. Equity\*Builder is available globally.

## Ipsos-ASI, The Advertising Research Company

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. We are committed to working with our clients to build brand health and maximize the return on their advertising investment by helping them make decisions that improve and optimize their marketing communications.

Ipsos-ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.

## Ipsos ASI in Russia & Ukraine

### Definition:

Helping advertisers to build strong brands  
Ensuring a return on advertising investment through measurement of its effectiveness  
Research support for all phases of communication process  
Different media: TV, press, outdoor, radio, non-traditional sources (word of mouth, etc.)

### At Ipsos in Russia:

A dedicated brand: Ipsos ASI  
Full-time staff of 32 experienced researchers  
Dedicated team of 8 Data Processing specialists to handle copytesting and tracking projects  
More than 1,300 commercials pre and post tested to date  
More than 40 categories currently being tracked.



5 Gamsonovski lane, bldg 1  
Moscow 115191 Russia  
Tel.: +7.495.981.5646  
Fax: +7.495.981.5647

USvE0902EB

Strategy  
Storyboards  
Development  
Assessment  
Solutions

**Ipsos ASI**  
The Advertising Research Specialists

