

EquiTrend® A Brand Health Benchmark



Developed by the Brand and Strategy Consulting Practice, EquiTrend shows you how your brand measures up against:

- “World Class” brands
- Other brands in your category
- All other EquiTrend ranked brands

EquiTrend measurement is a concise way of measuring your brand’s widest appeal among the demographic segments.

Brand health is broken out by 28 demographic groups, then compared to the goodwill of competitive brands.

Normative data then provides a look at the evolution of perceptions of your brand.

For more information about EquiTrend and the Brand and Strategy Consulting Practice, please call: **877.919.4765** or email info@harrisinteractive.com

Does your brand stand out in the forest of brands competing for the attention of your customers? Consumers are inundated with brand messages consistently through their waking day. Consumers have formed opinions of your brand based on their experiences, the experiences of others.

To actively manage your brand, it is important to have a benchmark of how your brand is perceived. EquiTrend is an annual research tool that can provide a brand health benchmark for your brand that can be compared to over 1,000 brands in the marketplace as well as specifically compared to your competitors.

To provide the Brand Health Benchmark, EquiTrend gains insight from the general consumer population and measures your brand’s health through six key measures:



With EquiTrend, you will:

- Check regularly the relevance and distinctiveness of your brand versus competition
- Understand how your brand compares to competitors and world class brands
- Determine brand strengths and weaknesses among demographic segments
- Identify and evaluate high-potential candidates for co-branding, partnerships and brand acquisitions
- Support public relations and investor relations activities



EquiTrend: a Snapshot of Your Brand's Health

As most Brand Managers are well-aware, achieving and managing brand health is sometimes ambiguous and comprised of a number of factors. Therefore, EquiTrend was designed to focus on 6 measurements that were carefully chosen to reflect the fundamental characteristics on which we all judge brands on a daily basis:

Familiarity: In order for a brand to be able to sustain a presence in the marketplace, people must be familiar with it. Our assumption is simple (in most cases): the more people know your brand, the more likely they are to buy your brand if they like it.

Quality: Previously the cornerstone of EquiTrend, this measure has always been intended to provide a benchmark of the general population's opinion about a brand. Perceived quality is an abstract measure – and suggests that, whether we are aware of it or not, we have an organized world of brands that ranges from upscale to downscale. Perceptions of quality can be influenced by exposure to advertising, nostalgic associations with a brand, etc. – and provides us with a sense of what the world thinks of each brand.

Purchase Intent: This measure indicates the likelihood of the consumer's relationship with the brand. The question is asked in the context of “regardless of price, how likely are you to purchase this brand, etc.” This allows us to gather a sense of how much the brand is actually perceived as relevant and appropriate for the consumer. In other words, how do consumers perceive this brand to fit in with their lives?

Equity: This is a score that we calculate and use to rank the brands overall, based on a calculation of Familiarity, Quality and Purchase Intent. The Equity score was created to evaluate the combined performance of the brands in these three areas.

Brand expectations: Although not part of the Equity calculation, this measurement was chosen to supplement the knowledge gained regarding a brand's scores on Purchase Intent and Perceived Quality. After consumers were made aware of your brand, bought it and used it – did it live up to its promise? Did it deliver on what they expected, compared to other brands in its category?

Distinctiveness: This measure is also not part of the Equity calculation, and was intended to round out our understanding of how the category players might be differentiated from one another, in the minds of consumers. This measure provides a supplemental perspective on a brand's status among its competitors. In other words, are there brands that stand out more than others to most consumers? Can we determine if a brand is perceived as unique in comparison to its competitors?

Trust: Understanding the bond between a consumer and a brand also requires an analysis of consumer trust in the brand. Trust can be a driver of differentiation for a brand that is enduring and resistant to the competition. Trust involves more emotional connections and self-expressive benefits than the more functional attributes and benefits of a brand.



Harris Interactive is a worldwide market research and consulting firm, best known for *The Harris Poll*® and its pioneering use of the Internet to conduct scientifically accurate market research. We have been recognized by many of our clients for outstanding quality and client service, including the Eli Lilly 2002 Global supplier Award; in 2003, customer satisfaction scores averaged 9.0 on a ten-point scale.

EquiTrend Analysis and Reporting Options

Choose the level of analysis and reporting that meets your needs.

The following table outlines the basic packages available, and what is included with each. A one-hour telephone consultation is included at any price level, and allows opportunities to ask questions about the results.

Deliverables	Price
Top Line <ul style="list-style-type: none"> All brands, scores for all 6 Key Measures, and overall rankings in Word or Excel format. Add up to 10 brands of interest. 	\$15,000
Hardcopy PowerPoint – Premium Level <ul style="list-style-type: none"> Includes the Top Line report plus up to 10 brands of interest, for more in-depth analysis. A variety of analyses with trended data where applicable, six co-brand maps, and results broken down by 28 demographic groups. An Executive Summary with key findings about your brands and their primary category 	\$25,000
Additional Brands	\$1,000 ea.
Additional Co-branding Maps	\$2,000 ea.
Custom Data Files <ul style="list-style-type: none"> Variety of file formats available; cost based on individual requests 	
Trended Data Requests <ul style="list-style-type: none"> Cost based on individual requests. 	