

Harris Interactive **BrandLife**SM Solutions

Integrating Social Intelligence into Brand and Communications Research

The great brands of **yesterday** told the best stories about **themselves**; the great brands of **tomorrow** will be those **whose consumers** tell the best stories about **them**.

BrandLife Solutions represents an array of innovative research approaches for measuring brand impact in today's world of influence marketing. Our toolset seamlessly incorporates discoveries from unfiltered digital conversations, allowing us to measure true *Word of Network (WON)*SM—the cumulative impact of thousands of private conversations on your brand, without the noise created by "expert" bloggers or company-promoted posts or tweets. The result is *Social Intelligence* – quantifiable insights into and more accurate measurements of consumer attitudes, behaviors, and brand perceptions – to guide, track, and optimize your total marketing effort.

Brand Delivery: BrandLife TrackingSM is enabled through our proprietary Research Lifestreaming[®] platform by incorporating social intelligence into any survey-based tracking program. And, because our panelists are initiating these conversations, we provide *representative* listening . . . conversations that can be weighted and analyzed alongside your survey data to provide the true "surround sound" accompanying the numbers.

Amplifying Your Message:

WebLife AdConnectSM delivers a panel based approach to digital advertising effectiveness in brand building and allows us to observe exposure to your digital marketing initiative. Powered by Research Lifestreaming[®], our approach goes beyond the click to the person behind it: who they are, the path they took to your ad, and what they intend to do as a result of exposure. Our approach patrols for cookie deletion and does not intrude on the user experience.



Brand Discovery: LifeVisionSM is a new qualitative research approach that uses creative visualization to bring a unique understanding of the inner world where people connect to brands, products and concepts. LifeVision can be implemented as a stand-alone project, or can support other qualitative or quantitative methods such as *ValuesConnect* or *CommConnect*

Communication Development: CommConnectSM is our consultative approach to communications evaluation. Our diagnostics screen for and optimize strategic choices at any point in the launch process, across any creative medium. Listening can enhance any communication test by providing insight into real consumer buzz and language.

Brand Positioning: ValuesConnectSM aligns your brand strengths to your target's values to produce a more enduring, broad-reaching and motivating brand positioning. *Listening* before embarking on a positioning exploratory provides fast and deep insights about how real people feel and behave with regard to your brand today, so you can more effectively shape your research efforts to position your brand to compete tomorrow. *ValuesConnect* is the underlying method that has helped us to earn over 17 Ogilvy awards in recent years.

For more information on these solutions...

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