

BrandLifeSM Tracking and WONSM

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**.

Consumers are constantly talking about brands on Facebook and Twitter, and the impact of their chatter about your brand has grown exponentially. To help decipher the data, BrandLife Tracking captures consumer attitudes, brand performance, and the effectiveness of marketing expenditures. By linking unfiltered listening from social media networks with traditional survey tracking technology and behavioral streams, BrandLife Tracking's *single-source* approach yields dynamic, interconnected insights, rather than piecemeal data fused from different groups of individuals.

BrandLife Tracking is powered by Harris' proprietary Research Lifestreaming®, an innovation platform that gives you access to non-public posts—which make up 85% of online conversations—on the world's best known social-media sites.



Integration of WON, *Word-of-Network*

Word-of-mouth has evolved as a powerful digital force, better described now as WON, or *word-of-network*. WON is the first panel-based market research metric to measure *both the volume and tonality* of comments made about brands on social networks. Using consumers' positive, negative, or neutral sentiment, WON quantitatively categorizes brand mentions, so that you can measure and track performance with a research program that yields extraordinary, insider access into social media conversations.

What is the Harris approach to brand tracking?

Ask your target market what they think, feel, and know about your brand! The backbone of the Harris approach is our brand measurement framework which uses validated diagnostic tools to help you understand and monitor your brand's health—from awareness, through connection, ultimately, to equity—while identifying areas for improvement that will better drive business results.

- Establish forward-facing metrics about brand performance.
- Provide a highly effective early-warning system to alert you when something is not working for your brand.
- Use the unfiltered voice of the consumer, as you would in a much more expensive focus group, to provide you with the language and insights into the values that guide judgments about brands.
- Discover the aspects of your brand that generate ambiguous feelings. Uncovering these often-hidden sensibilities allows you to address them straight on, convincingly, and powerfully.

How Do You Know it Works? The David Ogilvy Awards

Harris Interactive has won the David Ogilvy Award 17 times for our work with such diverse clients as Subaru, General Motors, Chili's, and The Ad Council.

The Vital Importance of Understanding Emotion

BrandLife Tracking features our Consumer Connection battery, which includes measures of trust, brand relevancy/fit, emotional connection, and performance.

Consumer Connection has been validated using such Harris Interactive resources as our EquiTrend® database, measuring 25,000 Americans 15+ each year, as well as the latest theories in neuroscience and cognitive psychology. The Consumer Connection battery allows you to clearly identify which metrics influence the love/hate relationship consumers have with your brand. It also delivers segmentation that pinpoints the messages that are most likely to motivate ambivalent consumers to become brand advocates.

Contact Us

For more information please contact us at 877.919.4765 or info@harrisinteractive.com

AHEAD OF WHAT'S NEXT.

877.919.4765 info@harrisinteractive.com www.harrisinteractive.com

© 2011 Harris Interactive, Inc. All Rights Reserved. 11.11

