

# CONSUMER EQUITY RESEARCH PREVIEW

## THANKS FOR YOUR INTEREST IN OUR CONSUMER EQUITY RESEARCH

Here's what you can expect to see when you purchase access to results.

### HOW TO ACCESS RESULTS

Results can be purchased at the Industry-Country level. Browse for the levels available [here](#). Once purchased, data can be accessed via your account on Brandirectory.com and can be downloaded into Excel CSV format for your convenience\*.

There are two ways to view the results - both at the industry-country level and brand by-brand via the Brand Profile.



### BRAND HEALTH MEASURES

- ✓ Awareness
- ✓ Familiarity
- ✓ Consideration
- ✓ Preference
- ✓ NPS

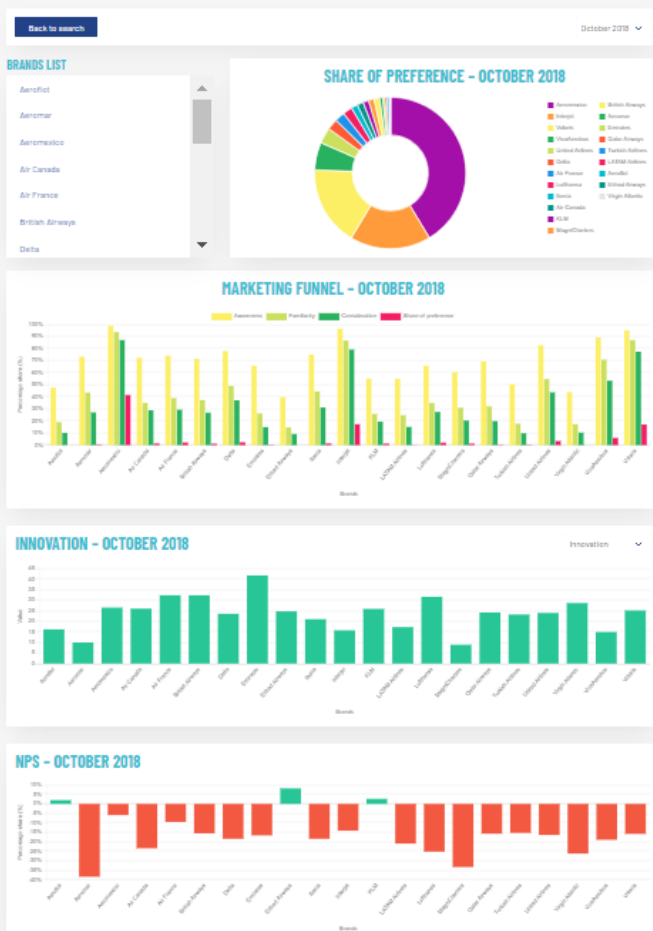


### 6 KEY PERFORMANCE INDICATORS

- ✓ Innovation
- ✓ Quality
- ✓ Value for Money
- ✓ Trust
- ✓ Loyalty
- ✓ Reputation

## INDUSTRY-COUNTRY VIEW SAMPLE

### INDUSTRY-COUNTRY RESULTS - SAMPLE VIEW

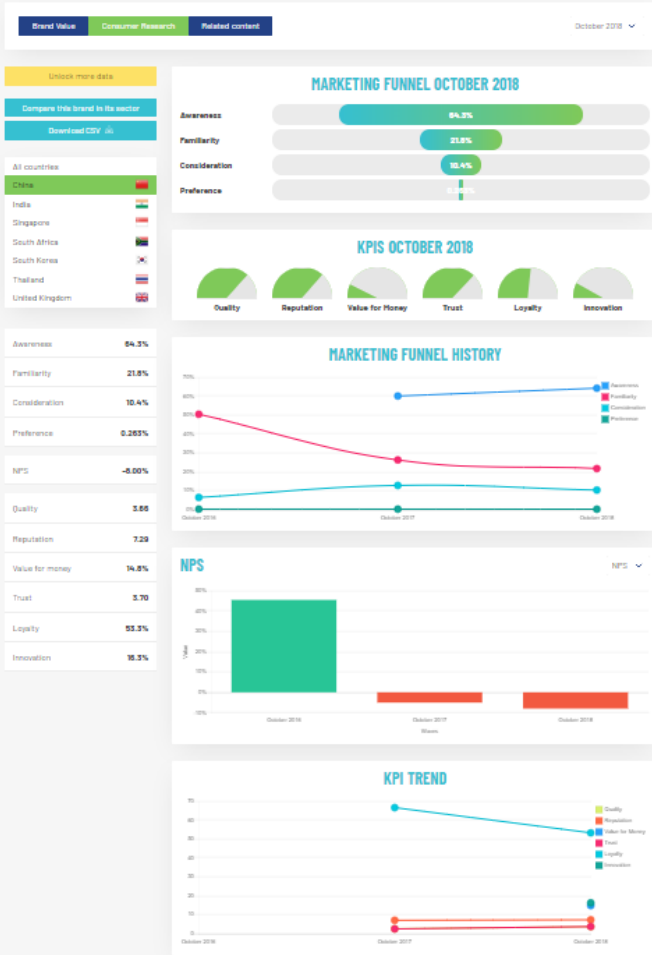


### COMPETITOR BRAND COMPARISON

This view allows you to compare the results by brand within the Industry-Country group per wave.

# BRAND PROFILE VIEW SAMPLE

## BRAND-COUNTRY TRACKING - COMPARISON BY WAVE

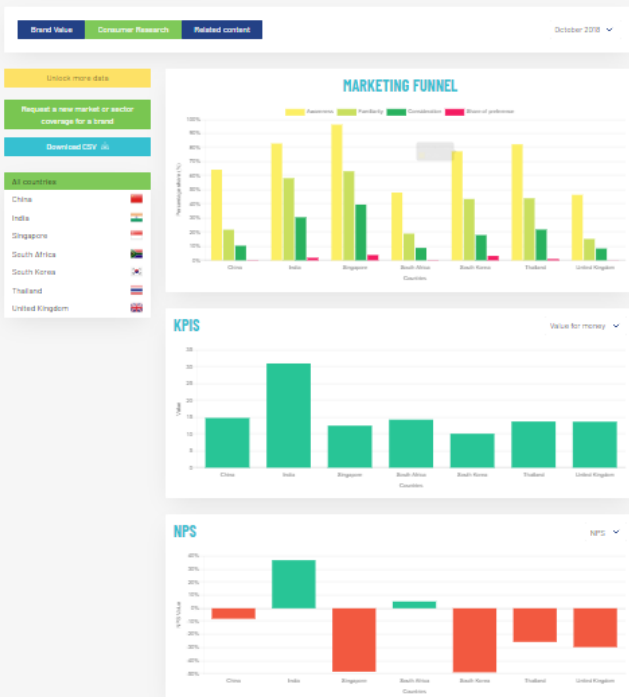


### RESULTS OVER TIME

This view allows you to compare the performance over time of each brand in a specific country.

# INDUSTRY-COUNTRY VIEW SAMPLE

## BRAND TRACKING - COMPARISON BY COUNTRY



### COMPETITOR BRAND COMPARISON

This view allows you to compare the results for a brand across its key markets within a wave.