

BRANDDYNAMICS

A Stronger Brand Starts Here

How strong is your brand right now? These days, when it's widely understood that brands can be among the most valuable assets a business owns, it's a question that demands an answer—and not just in general terms. In today's competitive global markets, it's essential to have an accurate and detailed understanding of your brand's key strengths and weaknesses in order to maximize the effectiveness of your marketing plan and explore your options for growing market share.

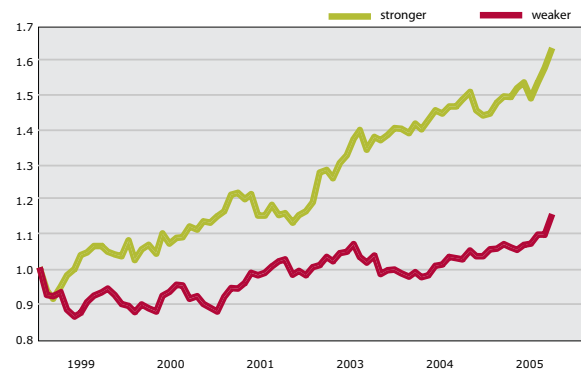
With experience in measuring brand equity in over 60 countries across 240 categories covering more than 50,000 brands, Millward Brown is uniquely qualified to provide the analysis and insight you need.

A Dynamic Approach to Measuring Brand Equity

Modern markets are complex and fast moving. The key to Millward Brown's BrandDynamics is that it presents you with a complete picture of your brand's current competitive position—starting with a detailed assessment of the relationship your customers have with it, in terms of the degree of loyalty your brand inspires.

Next, our sophisticated profiling techniques identify your brand's key strengths and weaknesses in relation to its competitors. And, before you decide what steps to take, BrandDynamics provides you with a precisely quantified evaluation of your brand's potential for future growth. Put simply, you can't start to build on your brand's strengths until you know precisely what they are.

Share Price: Stock Performance Relative to S&P 500



Analysis of our databases shows that companies with strong brands are more likely to increase their share price than companies with weak brands.

In today's marketing environment, the most successful companies are those that understand the strengths of their assets and how best to leverage them.

Brand Strength: A Question of Loyalty

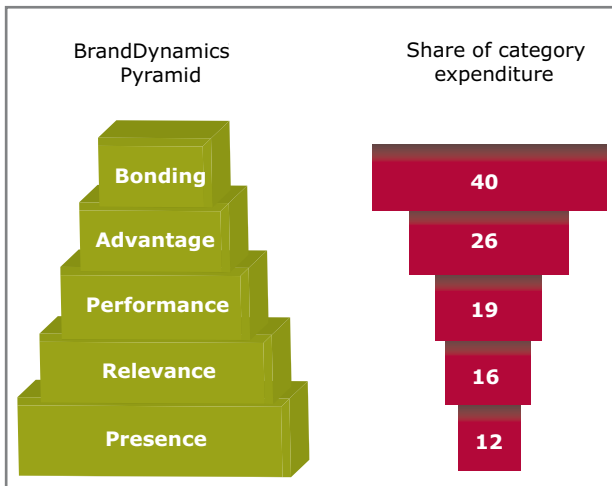
Of course, the strongest brands are those that are most successful in building loyalty among their customers. And nobody understands how this happens better than Millward Brown.

Over the last 30 years, we've observed from thousands of brand health tracking studies exactly how consumers interact with brands in real life. More specifically, we have acquired a clear understanding of how a customer's relationship with a brand can develop, from basic awareness to intense loyalty.

Identifying where your customers are on this "journey to loyalty" is a crucial first step toward developing an effective marketing plan. And that is precisely what our BrandDynamics Pyramid enables you to do — providing a graphic representation of the strength of your brand's relationship with customers.

Importantly, your most loyal customers typically spend much more of their total category expenditure on your brand than those at lower levels of the Pyramid. So you can see at a glance not just how many loyal customers you have, but also who they are and what their value is to you.

BrandDynamics Pyramid vs. Share of Wallet

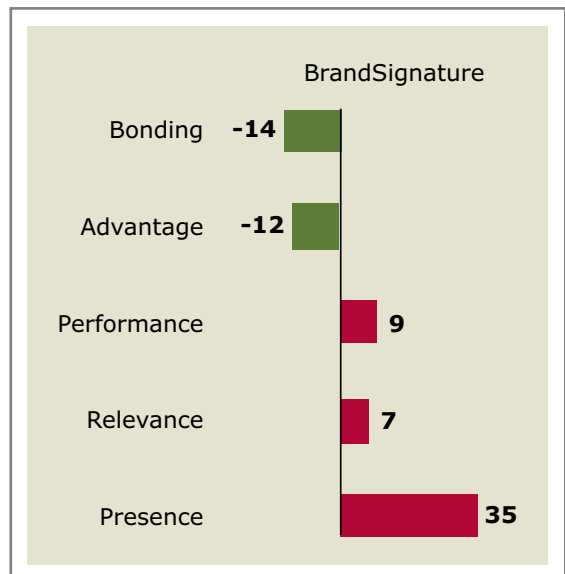


Understanding Your Brand's Strengths and Weaknesses

To build a stronger brand, you need to know more than the size and shape of your customer base. You need to understand how well your brand is performing in terms of winning loyalty.

Millward Brown's BrandSignature metric gives you this information. It shows you whether your brand is doing better or worse than its competitors in converting customers at each level of the Pyramid. And, even more valuably, it identifies the competitive strengths and weaknesses that may be helping or hindering your brand in the battle for increased loyalty.

Relative Strengths and Weaknesses



For example, the brand shown here scores well in terms of Presence, but lacks a point of difference to give it a competitive advantage that could encourage people to bond with it.

In terms of determining your marketing strategy and tactics, the value of BrandDynamics is clear. With an accurate picture of your brand's strengths and weaknesses, and of the make up of your customers at each stage of the loyalty journey, you can

identify exactly what issues your marketing needs to focus on and which segments of your customer franchise you need to target.

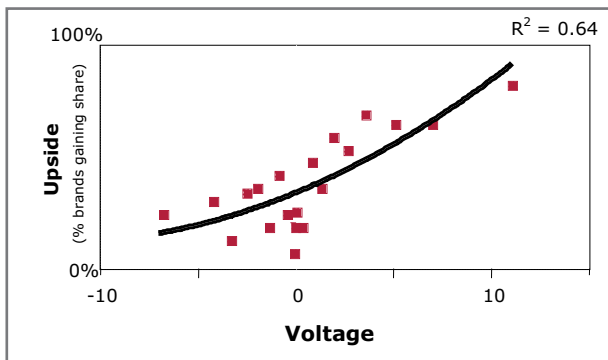
Evaluating Your Brand's True Potential

As important as it is to know your brand's current strengths and weaknesses, there's something else you need to understand before you make any major investment decisions — your brand's potential for future growth.

Our BrandVoltage measure puts this vital knowledge at your fingertips, in the form of a one-number summary of how successfully your brand converts people to loyalty, a unique way of gauging your brand's potential for growth and resilience to competitive pressures.

As the chart shows, the higher your Brand-Voltage score, the better your brand's chances of growing market share.

Strong Brands Are More Likely to Grow



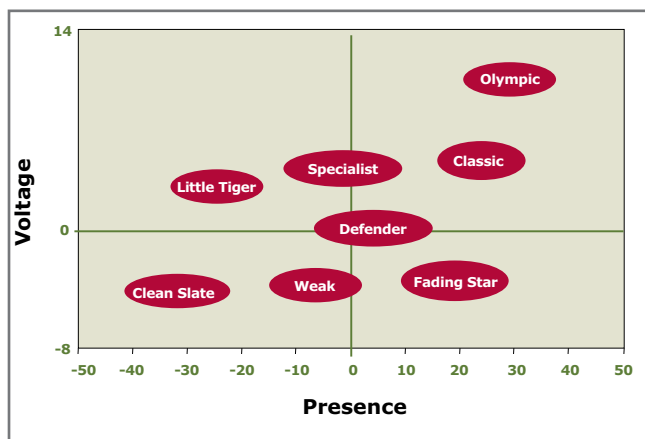
343 brands grouped on the basis of Voltage

How Does Your Brand Measure Up to the Competition?

Of course, you can't decide on a strategy without understanding your competitors and where your brand stands in relation to them. Unlike some other brand equity models, BrandDynamics allows you to diagnose consumer relationships with rival brands, highlighting their key strengths and weaknesses.

By looking at BrandDynamics' results from over 50,000 brands around the world, we have been able to identify eight broad types of brand, each of which faces similar challenges. We can plot these typologies, as well as where your brand and your competitors are placed relative to them, on the BrandDynamics map.

BrandDynamics Map



Your typology will tell you if you own an up-and-coming Little Tiger, or if you are managing a Fading Star. And you'll be able to benefit from our learning about what it takes to successfully manage each of these types of brands.

A Qualitatively More Complete Picture

In all these ways, BrandDynamics can provide you with unrivalled diagnostic data and analysis to help you understand why your brand is performing as it is.

In addition, our studies are often complemented by qualitative work carried out by our global qualitative team. Sometimes this will precede the quantitative study to ensure that we cover all the key choice triggers in a market. More often, qualitative will follow quantitative to delve into particular issues in order to understand how to remedy the weaknesses we have identified or capitalise on the brand's strengths.

Putting a Balance Sheet Value on Your Brand

For you as a marketer, the main value of BrandDynamics will be in helping you to devise a strategy that will maximise the return on your investment and result in increased share. But for your company, the major attraction may be the ability to measure accurately how much your brand assets are worth to the business.

Our financial and brand consulting practice, Millward Brown Optimor, has a team of leading experts in this field. Using the key learnings from BrandDynamics, Millward Brown Optimor builds financial models that can be used to inform and monitor the value creation activities that companies undertake. These techniques are used to build the BrandZ™ Top 100 Most Powerful Brands study each year.

Any Brand, Any Category, Anywhere in the World . . .

We have carried out studies in over 200 product categories, developing specific BrandDynamics questions for clients across a broad spectrum — from mobile phone manufacturers to major retailers, pharmaceutical companies to mutual funds.

And we're not just talking consumer brands; we've applied our expertise and proven methodology to business-to-business services, to e-commerce, and within the medical field.

As for geographical reach, the consistent analytical model at the heart of BrandDynamics makes cross-country comparisons easy, while providing you with information based on the particular characteristics of each of your regional or local markets.

From Argentina to Australia, China to the Czech Republic, the UK to the United States, BrandDynamics can give you the insights you need to help drive your brand forward.

Our Experience

Millward Brown helps the world's leading local and global brands maximise their marketing effectiveness. Providing both qualitative and quantitative research-based advice, we help marketers successfully manage their brand assets and optimise the return on their marketing, communication and media investments.

Our key areas of focus include:

- Brand Strategy
- Brand/Customer Experience
- Creative Development and Campaign Evaluation Across All Marketing and Media Channels
- Consumer Needs/Values
- Media Planning and Strategy
- ROI, Forecasting, Brand Investment Management and Valuation

Whatever the business issue, we always focus on the same numbers — the ones that appear on your bottom line.

Contact Us

Please visit our Web site for more information and contact details of an office near you.

www.millwardbrown.com