

*Marketers need to be able to provide great results in a predictable, accountable way, so they can meet and exceed corporate objectives, maintain and grow their budgets – and earn their bonuses. Alongside ProRelevant’s Marketing Machine, the Brand Equity Machine measures and tracks marketing’s impact on your brand so you can effectively grow your brand.*

*It includes MindPower to track marketing’s success moving consumers down the purchase funnel, MarketPower to evaluate competitive brand position and MoneyPower to track the brand’s ability to garner higher prices. With the Brand Equity Machine marketers can grow their brands to deliver improved results for the short and long term with higher ROI and higher certainty.*

*The best marketers* capture consumer perceptions in order to track the equity of their brands. This is captured parallel to the measurement of online engagement, sales and advocacy. Measuring brand equity helps marketers build effective media plans and strategies to optimize short term sales and long term brand value.

## BRAND EQUITY MACHINE:

CAPTURE AND GROW CRITICAL CONSUMER PERCEPTIONS, SIMPLY, AFFORDABLY AND FAST

### Making Brand Equity Tracking – Simple, Affordable and Fast

For mid-tier marketers spending between \$5million and \$100million, typically those that advertise on TV, it’s critical to track consumer perceptions of their brand and their category. The Brand Equity Machine is the critical component of measuring and growing brand equity. It is the most important component of measuring the power of your brand in the minds of your consumers.



## MindPower

### Brand Health Tracking

Brand health is a key element of the MindPower of your brand. It captures critical elements of your consumer purchase funnel.

#### Key Questions Asked:

- ▶ Unaided awareness
- ▶ Aided awareness
- ▶ Consideration
- ▶ Purchase intent
- ▶ Purchase frequency

## MarketPower

### Brand Relevance and Loyalty Tracking

Combined with MindPower, MarketPower provides the competitive edge to determine how your brand stacks up compared to your competitors.

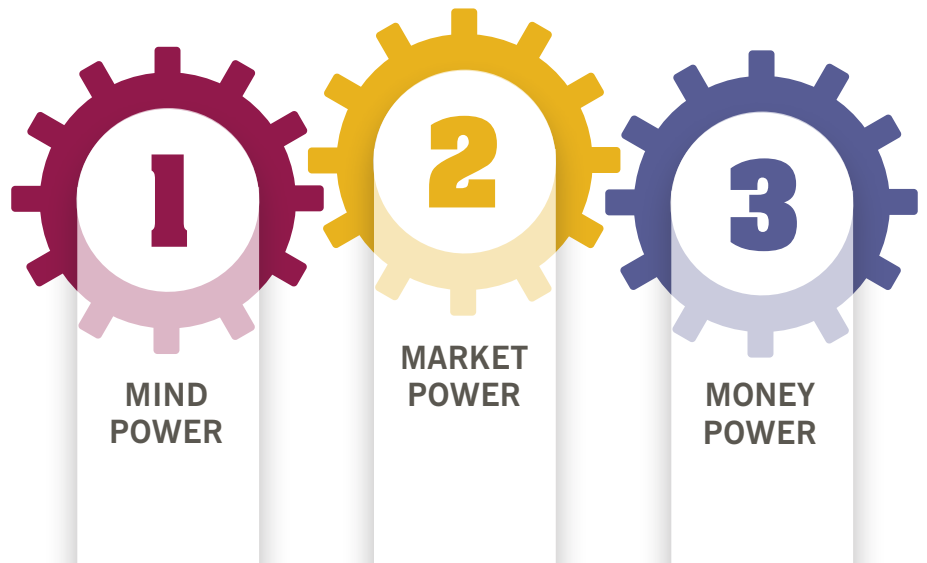
- ▶ Category attribute importance rankings for up to 10 attributes
- ▶ Brand/Product attribute association scores for up to 10 brands/products
- ▶ Brand Relevance/Differentiation
- ▶ Loyalty and NPS (Net Promoter Score)

## MoneyPower

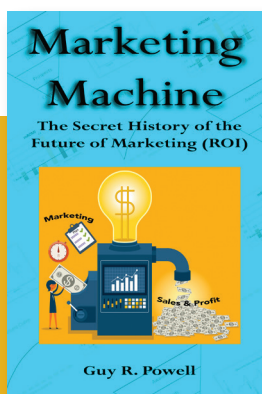
### Brand Value and Affordability Tracking

Pricing is one of the most difficult questions a brand manager can answer. With MoneyPower tracking, make highly informed pricing decisions.

- ▶ Is your product too expensive or too cheap?
- ▶ Is your product expensive but not compelling?
- ▶ Availability/Distribution strength



Ask about our 3-part series on building a marketing machine.



**Marketing Machine**  
The Secret History of the Future of Marketing (ROI)

For a detailed look at building  
MARKETING MACHINES,  
download the book from [amazon.com](http://amazon.com) or [lulu.com](http://lulu.com)

BUILDING MARKETING MACHINES  
BY PROVIDING STRATEGIC AND  
TACTICAL MARKETING ANALYTICS  
AND CONSULTING FOR BRANDS  
LOOKING TO GROW THEIR SALES

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