

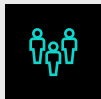
# REDEFINING BRAND INTELLIGENCE

## YOUR CHALLENGE

In today's world, business leaders are inundated with data, but what you need are answers. Meaningful and long-term business growth is driven by a comprehensive understanding of your consumers, your brand and your market.



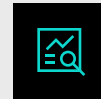
### YOU NEED TO KNOW



Who your consumers are  
and how they differ?



What they are buying and  
why are they buying it?



What is impacting the market  
now and what changes may  
impact the market in the future?

You are being asked to connect so much data and draw conclusions to drive growth, but you are only seeing a partial view of the market - and not in real-time. Traditional brand tracking and consumer research programs haven't evolved yet to meet the challenges today's brand and insights professionals need to inform their growth strategy and respond to immediate market changes.

#### Until now.

Morning Consult provides you with a complete picture of the current brand landscape - enabling you to make more informed, better targeted and faster strategic decisions - in the moment.

## OUR SOLUTION

By surveying tens of thousands across the globe every single day, Morning Consult provides the most comprehensive solution for global brand and reputation measurement available.

### **SPEED. SCALE. CUSTOM.**

Our proprietary data intelligence technology and expertise is unmatched in the industry. With access to more than 100 million people across 15 countries, we process more than 7 trillion unique data points everyday - enabling you to seamlessly find, analyze and share insights as they happen. No one else in the industry can provide you this kind of intelligence ensuring you are aware of and understand the opportunities and risks for your brand - at any given moment.

### **ONE SIZE DOES NOT FIT ALL.**

Morning Consult understands that every brand's needs are different. Our 360 degree approach enables you to take advantage of our technology for instant access to standard brand intelligence combined with custom research to help you uncover those key insights unique to your organization. Morning Consult's industry-defining approach gives you the market context to understand not only what is happening today, but what could happen in the future - and more importantly, why.



**And you're not alone.** Our dedicated team of experts work with you to develop meaningful surveys to get at the heart of what drives your market. We work with you to uncover key perceptions to directly inform your strategy, decision making and the overall impact.

## HOW WE CAN HELP

### BRAND & REPUTATION BENCHMARKING

Measure brand health among key audiences

- Establish key audiences and determine the most effective brand drivers
- Assess your baseline brand metrics
- Determine how your brand ranks within its competitive set
- Determine brand drivers (Uncover what brand attributes and messages are the most impactful to improve brand equity and loyalty)
- Track brand performance over time
- Compare brand performance against competitive set
- Access to custom demographics and trend charts with a range of customization options

### CREATIVE TESTING & CAMPAIGN ASSESSMENT

Optimize campaign content and track ROI

- Determine key brand drivers to inform campaign messaging creative pre, during and post-campaign
- Test the impact of those messages with target audiences
- Use our proprietary technology to evaluate the performance of videos, images, audio and more
- Gauge effectiveness of spokespeople and partnership opportunities
- Monitor campaign KPIs and optimize for success over time

### CRISIS & RESPONSE EVALUATION

React to crises more effectively and monitor response over time

- With daily monitoring and listening capabilities, detect a crisis immediately
- Determine affected groups & magnitude of impact in a timely manner
- Determine and test response strategy
- Track crisis response effectiveness over time

### ISSUE & TREND TRACKING

Track the issues most important to your goals

- Track pertinent issues over time
- Easily analyze issue impact on your brand & industry
- Monitor developments among key demographics and geographic areas

### NEW PRODUCT DEVELOPMENT

Discover key insights to bring products to market

- Test different feature sets with target audiences
- Determine best pricing models
- Evaluate branding concepts, product positioning, and go-to-market strategies

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**SCALE** Access to 100+ million people globally, enabling over 20,000 daily interviews across 15 countries

**CUSTOM** Our 360 degree approach enables you uncover those key insights unique to your organization

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