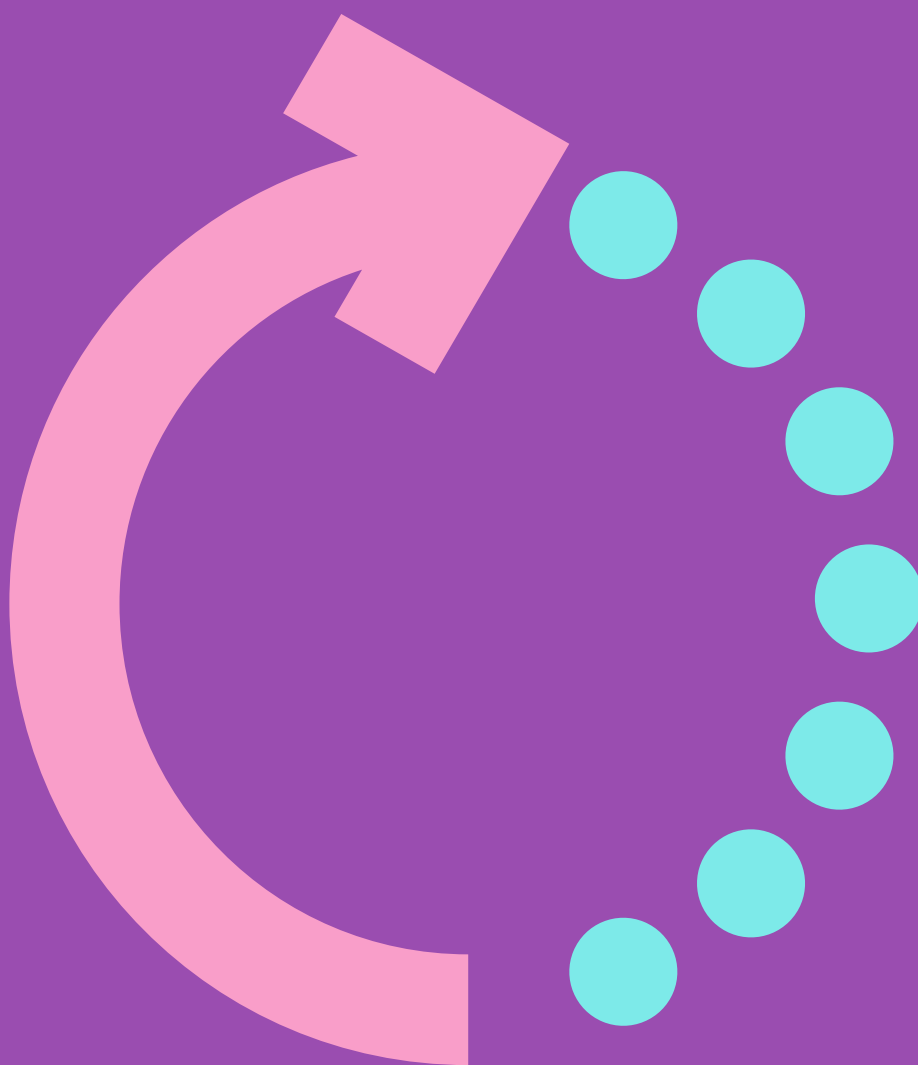


SYNDICATED

# Your brand's perception changes every day

**YouGov**BrandIndex



# What is BrandIndex?

BrandIndex is the first and only service that measures the fundamentals of brand health every day. We continually track the impact of your marketing and advertising campaigns on key business drivers. Every day, we interview thousands of consumers, yielding over 20 million interviews each year. Respondents are drawn from our online panels of over 6 million consumers across 38 markets. With over ten years' historical data about your brand and your competitors, we'll get you up to speed the moment you subscribe. If you don't subscribe to BrandIndex your competitors could be more informed about your brand's health and potential future performance than you are.

## YouGov Global Survey Coverage



AMERICAS	Weekly Interviews	Brands Tracked
Brazil	1,176	380
Canada	2,394	250
Mexico	1,270	390
USA	34,580	1,991
Argentina	110	30
Chile	110	27
Peru	110	25
Colombia	110	26



EUROPE	Weekly Interviews	Brands Tracked
Denmark	1,617	380
Finland	833	280
France	8,316	1,000
Germany	18,060	1,310
Ireland	420	57
Italy	1,050	150
Netherlands	730	110
Norway	784	280
Spain	840	150
Sweden	1,267	320
Uk	28,000	1,590
Belgium	210	29



ASIA/EURASIA	Weekly Interviews	Brands Tracked
Australia	2,520	420
China	7,140	990
Hong Kong	2,240	350
Indonesia	4,900	760
Japan	1,960	335
India	3,290	270
Malaysia	2,800	440
Pakistan	1,400	175
Philippines	1,680	260
Singapore	2,800	430
South Korea	1,540	170
Taiwan	420	51
Thailand	3,122	525
Vietnam	1,680	280
Russia	1,400	300



MIDDLE EAST	Weekly Interviews	Brands Tracked
Egypt	2,359	320
Saudi Arabia	3,234	550
UAE	3,584	600

# How do YouGov's clients use BrandIndex?



## Measure

BrandIndex is the authoritative measure of brand perception among the general public.



## Time-rich

Unlike other brand intelligence services, BrandIndex continuously measures public perception of thousands of brands across 50 sectors.



## Savvy

Not only will you get a real time picture of your brand's health, but also that of your competitors and entire sectors.

BrandIndex uses YouGov's proven methodology to gather the most accurate measure of public opinion, delivering results through our unique reporting tool. This makes it easy for you to keep a constant eye on the performance of your brand. As the data is updated nightly, you can immediately spot and take

action on any changes in perception. BrandIndex operates at national and international levels, allowing you to track brand perception in just one country, compare across multiple countries or monitor the global picture.

## Ikea case study

➡ Ikea releases a "Life at Home" report that sparks conversation about what everyday living across the world is like.

➡ Due to numerous accidents, Ikea issues a recall on drawers resulting in negative buzz but only slightly decreased consideration.

➡ Ikea launches "Let's relax" campaign that humorously satirizes the always-on social media culture. The ad increases Ad Awareness and "hits home" with viewers.



# Brand health breakdown

## BrandIndex tracks perception of the following metrics:



### Aided Brand Awareness

Which brands are you familiar with?



### Advertising Awareness and Word of Mouth Exposure

How many and which consumers are noticing advertising and participating in conversations about your brand.



### Buzz

The percentage of our respondents who report hearing something positive about your brand less the percentage who report hearing something negative



### Attention

The total number of consumers who have heard anything positive or negative about your brand.



### Purchase Consideration

A strong indicator of future sales, the metric asks which brands consumers are considering purchasing when next in market.



### Purchase Intent

Which brands are consumers most likely to purchase?



### Value

Do brands represent poor or good value for money?



### Customer Satisfaction

Are consumers satisfied or dissatisfied customers?



### Corporate Reputation

Would consumers be proud or embarrassed to work for a particular brand?



### General Impression

Asks consumers about their overall impression of the brand.



### Recommendation

Which brands do consumers tell their friends and colleagues to avoid and which do they recommend?



### Customer Status

Identifies consumers' status as a current or lapsed customer.



### Index

An overall measure of brand health, the Index is an average of Impression, Quality, Value, Satisfaction, Recommend and Reputation.



### Quality

Do brands represent poor or good quality?