

# Introduction to 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 37 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

### EUROPE

<b>DENMARK</b>	<b>FINLAND</b>
<b>1,449</b>	<b>770</b> Weekly Interviews
<b>360</b>	<b>255</b> Brands Tracked
<b>FRANCE</b>	<b>GERMANY</b>
<b>4,466</b>	<b>18,060</b> Weekly Interviews
<b>835</b>	<b>1,200</b> Brands Tracked
<b>IRELAND</b>	<b>ITALY</b>
<b>420</b>	<b>420</b> Weekly Interviews
<b>80</b>	<b>60</b> Brands Tracked
<b>NETHERLANDS</b>	<b>NORWAY</b>
<b>600</b>	<b>714</b> Weekly Interviews
<b>80</b>	<b>280</b> Brands Tracked
<b>SPAIN</b>	<b>SWEDEN</b>
<b>630</b>	<b>1,155</b> Weekly Interviews
<b>90</b>	<b>290</b> Brands Tracked
<b>UK</b>	<b>BELGIUM</b>
<b>28,000</b>	<b>210</b> Weekly Interviews
<b>1,350</b>	<b>29</b> Brands Tracked

### AMERICAS

<b>BRAZIL</b>	<b>CANADA</b>
<b>980</b>	<b>1,862</b> Weekly Interviews
<b>350</b>	<b>200</b> Brands Tracked
<b>MEXICO</b>	<b>USA</b>
<b>1,148</b>	<b>33,600</b> Weekly Interviews
<b>380</b>	<b>1,630</b> Brands Tracked
<b>ARGENTINA</b>	<b>CHILE</b>
<b>105</b>	<b>105</b> Weekly Interviews
<b>29</b>	<b>27</b> Brands Tracked
<b>PERU</b>	<b>COLOMBIA</b>
<b>105</b>	<b>105</b> Weekly Interviews
<b>25</b>	<b>26</b> Brands Tracked

### ASIA/EURASIA MIDDLE EAST

<b>EGYPT</b>	<b>SAUDI ARABIA</b>
<b>2,275</b>	<b>3,080</b> Weekly Interviews
<b>290</b>	<b>500</b> Brands Tracked
<b>UAE</b>	
<b>3,500</b>	<b>Weekly Interviews</b>
<b>550</b>	<b>Brands Tracked</b>
<b>AUSTRALIA</b>	<b>CHINA</b>
<b>2,520</b>	<b>7,070</b> Weekly Interviews
<b>330</b>	<b>900</b> Brands Tracked
<b>HONG KONG</b>	<b>INDONESIA</b>
<b>2,240</b>	<b>4,200</b> Weekly Interviews
<b>310</b>	<b>670</b> Brands Tracked
<b>JAPAN</b>	<b>INDIA</b>
<b>1,400</b>	<b>2,548</b> Weekly Interviews
<b>280</b>	<b>110</b> Brands Tracked
<b>MALAYSIA</b>	<b>PHILIPPINES</b>
<b>2,800</b>	<b>1,680</b> Weekly Interviews
<b>375</b>	<b>225</b> Brands Tracked
<b>SINGAPORE</b>	<b>SOUTH KOREA</b>
<b>2,800</b>	<b>1,120</b> Weekly Interviews
<b>365</b>	<b>110</b> Brands Tracked
<b>TAIWAN</b>	<b>THAILAND</b>
<b>420</b>	<b>2,940</b> Weekly Interviews
<b>51</b>	<b>395</b> Brands Tracked
<b>VIETNAM</b>	<b>RUSSIA</b>
<b>1,120</b>	<b>280</b> Weekly Interviews
<b>195</b>	<b>100</b> Brands Tracked

# How do YouGov's clients use BrandIndex?

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

Unlike other brand intelligence services, BrandIndex continuously measures public perception of thousands of brands across 45 sectors.

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 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.*

