

# 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

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

### AMERICAS

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

### ASIA/EURASIA MIDDLE EAST

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

