

Brand Tracker AustraliaTM



The Brand Tracker AustraliaTM is a new and cost-effective information service to help monitor the brand perception and preferences of consumers in Australia. It provides detailed consumer insight to predict the buying decision at the POS.



Brand selection @ POS!

Most brand research focuses on unit sales and category rankings to measure the brand performance. The information is usually sourced from scan data or online surveys.

The **Brand Tracker AustraliaTM** measures the top-of-mind awareness, recalled brand attributes, consumer attitude and other consistent predictors of the buying decision. It links these measures to the buying intentions or sales of that brand by retail outlet.

This behaviour based methodology provides a direct and instant measure of the brand equity both, absolute and within the category. It lets brand managers 'look' inside consumer minds and understand their decision framework for choosing one brand over another.

This insight is vital for marketers to keep the brand alive and on top of consumer minds. In addition, the report provides indicators to help track the brand position, market segmentation, marketing mix and customer experience as part of the unique brand personality.

The **Brand Tracker AustraliaTM** is targeted at marketing managers of the top consumer brands in Australia. It is available on a weekly, fortnightly or monthly subscription basis.

Please contact MARKET BEAT RESEARCH for further information.

Brands @ POS
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