

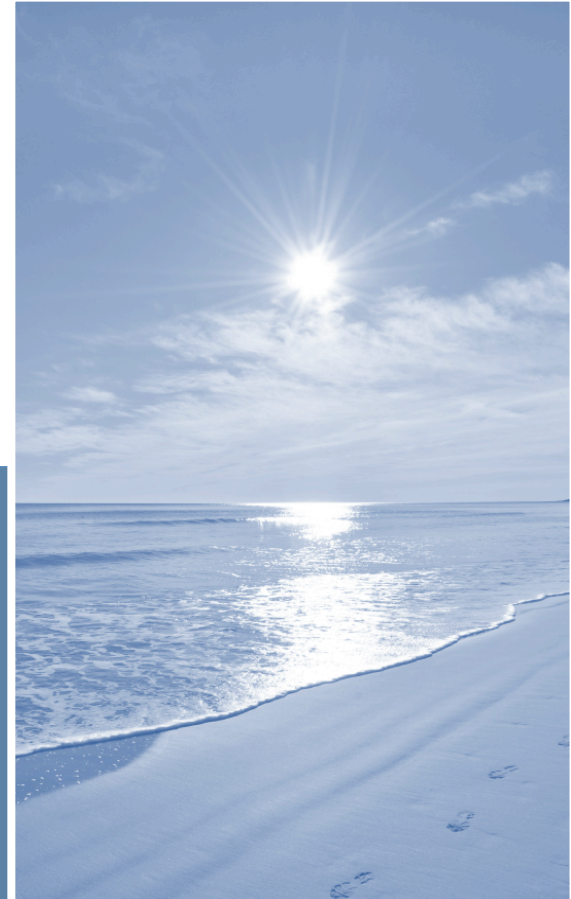
BrandNew™

*tailors trusted brand research methods to support your understanding of the **needs and perceptions of stakeholders** and helps you **create greater value for your brands***

BrandIQ can help Companies:

- Measure **brand performance**
- Build your **brand's equity**
- Extend brand by launching **new products** and **services**

We employ the *right* research methodologies for your business challenges and apply the wisdom of deep experience to give you confidence with your strategic decisions.



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BrandIQ
Experts in brand building strategy, research, and innovation

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What do you need to do?

Marketing

- ✓ Positioning
- ✓ Communications– Advertising and Promotion
- ✓ New Market Penetration
- ✓ New products
- ✓ Brand and Line Extension or Revitalization

Understanding

- ✓ Awareness & Usage
- ✓ Needs and Motivation
- ✓ Attitudes
- ✓ Habits, Preferences and Behavior

Competing

- ✓ Brand Equity
- ✓ Brand Image
- ✓ Brand Health
- ✓ Pricing
- ✓ Loyalty
- ✓ Competitors
- ✓ Employee engagement

Targeting

- ✓ Target Identification
- ✓ Customer Segmentation
- ✓ Lifestyle

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