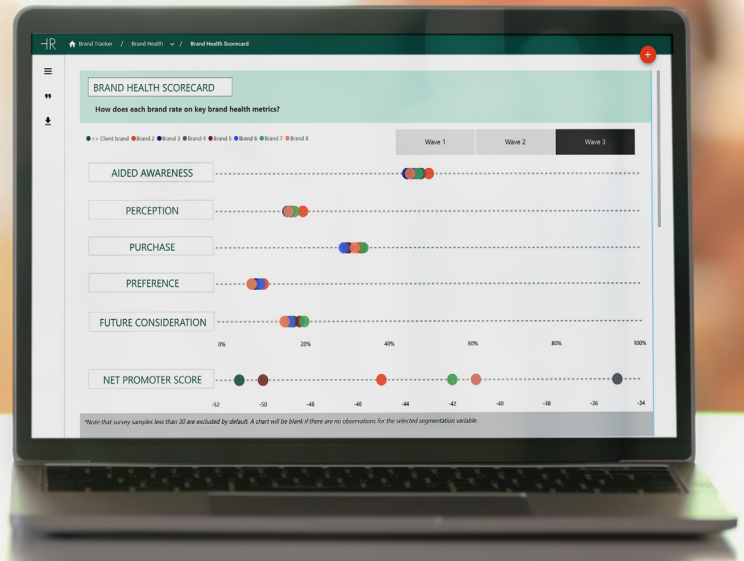




BRAND TRACKER MEASURE WHAT MATTERS

With insights into consumer perceptions and associations of your brand, you can easily pinpoint opportunities to increase brand awareness and consumer loyalty, and improve brand recognition.



You can't improve what you can't measure. To successfully measure brand health, you first have to understand how consumers use fast-changing technology to discover, engage, and comment on your brand and your competitors.

Hanover's Brand Tracker helps you understand how your consumers view and interact with your brand.

KEY FEATURES

- ✓ Best-in-class brand tracking survey
- ✓ Brand tracking metrics across the brand funnel, including awareness, perception, and NPS
- ✓ Dynamic dashboard for insights and longitudinal tracking
- ✓ Consultative review identifies key findings and action items
- ✓ 2 waves of data collection per year
- ✓ 1,000 respondents per wave in the U.S.
- ✓ Up to 10 competitors for tracking
- ✓ One product category per wave

Customization Note: Additional waves, samples, or products can be added to Brand Tracker for an additional fee.

“Utilizing Hanover's Brand Tracker has enabled us to quantitatively assess core segments of our consumer base, namely across baby food and children's snacks. Taking a data-driven approach to measure key metrics such as Awareness, Consideration, and NPS, as well as how consumers rank key attributes vis-à-vis other brands, has enabled us to confidently track market reaction to our creative campaigns, which helps both us and our consumers/partners.”

—Katie Marston, CMO and Nicole MacNeill, Brand Manager, *Once Upon a Farm*

MEASURE ESSENTIAL BRAND TRACKING METRICS

- Aided Awareness
- Perception
- Purchase
- Preference
- Future Consideration
- Net Promoter Score (NPS®)

PROVE ROI



Track Brand Health
Measure brand strengths and weaknesses over time



Course Correct
Identify and diagnose underperformance early



Zero In
Identify and target groups that prefer your brand



Compare
Benchmark yourself against competitors

GET STARTED TODAY

Request Your Brand Tracker Consultation

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