



Ipsos ASI

The Advertising Research Specialists

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brandgraph*360

How successful was your Integrated Marketing Program?

Brand communications across touchpoints are not always optimized to work well together. Often entirely different agencies are working on different elements. But in this fragmented, competitive and evolving environment **it is more important than ever that brands communicate effectively, efficiently and holistically.**

Ipsos ASI's **Brand Graph 360** is a valuable future planning tool because it takes a holistic look at your integrated marketing efforts so you can:

- Determine if you achieved your objectives both for the initiative and your brand
- Learn what worked, what did not, and why
- Evaluate the return on your investment
- Apply what you have learned to future campaigns, for improved efficiency and efficacy

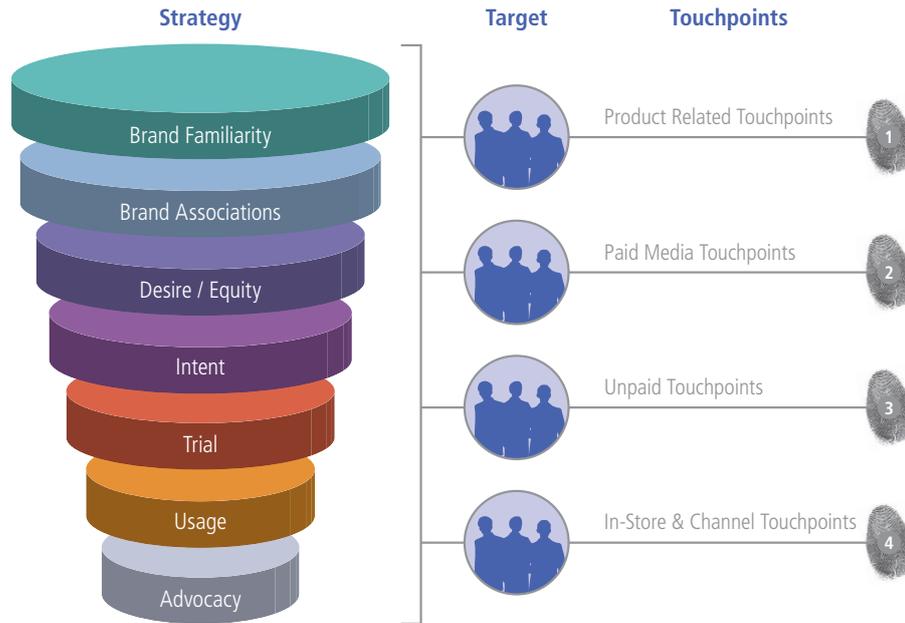


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How Brand Graph 360 Works

Brand Graph 360 tracks the in-market reach, impact, and cost effectiveness of all of the communications within an integrated marketing campaign. We use our proprietary consumer-mix model to show you the contributions made by every major touchpoint – traditional media as well as your point-of-sale communications, packaging, sponsorships – even uncontrolled communication like word of mouth.

We pinpoint areas of strength as well as missed opportunity – linking individual touchpoints and combinations of touchpoints to the various marketing objectives they drive. By analyzing the effects on brand equity, purchase intent, and other measures, we can help you to identify the messages and mediums that worked best.



How Brand Graph 360 Empowers You

Campaign evaluation via Brand Graph 360, aided by our rich database of norms and past learnings, ensures we can gauge effectiveness and guide improvement so you will know:

- How consumers perceived and responded to your campaign
- How well all the elements of your campaign fit together
- The contribution of each element of a campaign to the overall result
- If the elements of your campaign were a good fit with your existing brand character
- What you can do to improve your next campaign

About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the-art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit www.ipsos.com/asi