



Brand Measurement using the Brand Oracle™

Brand equity is one of the most important drivers of sales success. Yet, its intangibility makes it difficult to evaluate, as it exists only in the minds of customers and non-customers. Even more challenging, is the problem of determining how to enhance brand equity relative to competitors.

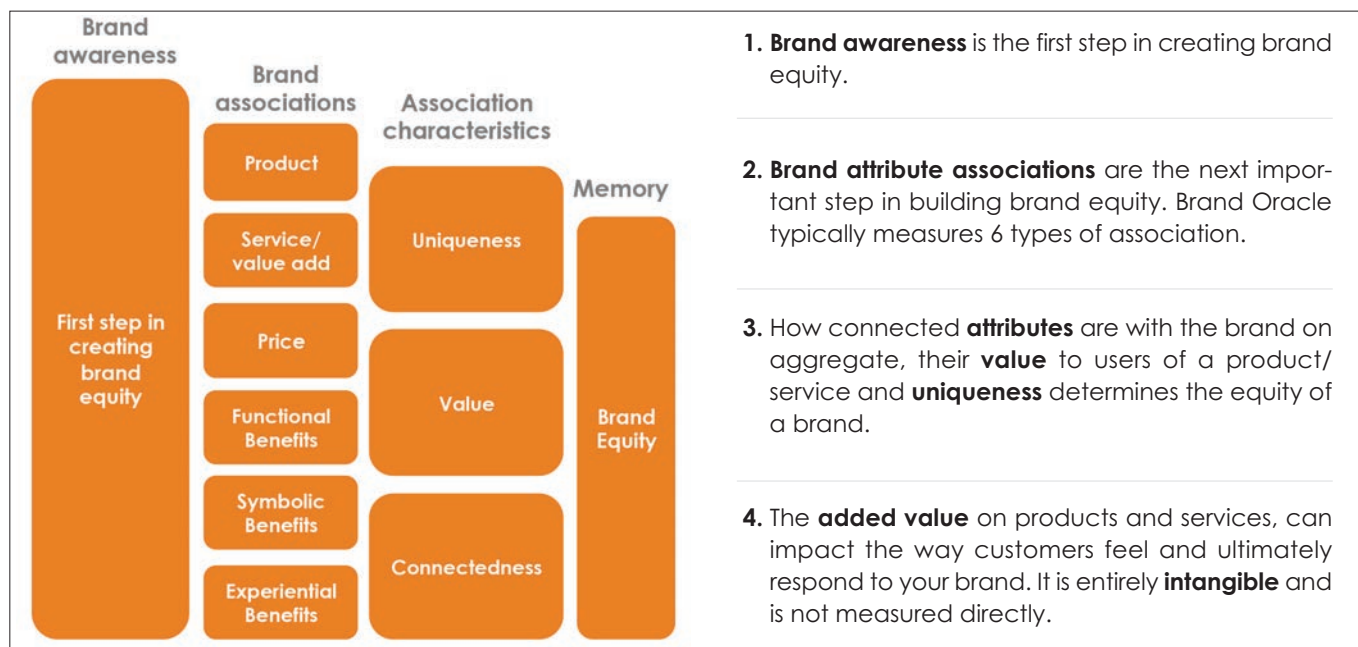
Ask Afrika's Brand Equity Model is a comprehensive brand measurement suite, measuring brand equity from the bottom up, allowing you to pinpoint the factors that create a brand's equity. The Brand Oracle™ is Ask Afrika's proprietary model for brand assessment.

Brand Oracle™

Brand Oracle™ is a multi-layered model for evaluating brands. It is centred on four core brand elements:

1. Brand awareness
2. Brand associations
3. Association characteristics
4. Brand equity

The diagram below provides a brief description of each element.



Benefits

- Ask Afrika's Brand Equity Model also has the ability to conduct re-positioning simulations and to determine the impact of re-positioning on your brand's equity
- Determine your customer-based brand equity relative to competitors
- Determine your brand's positioning
- Determine the uniqueness of the positioning and which competitors are closest and most likely to substitute your brand in the mind of the customer
- Determine what attributes to customer's value
- Determine the contribution of different product features to the brand equity
- Conduct simulations to determine how different scenarios impact on brand equity.

This product will appeal to:

- CEO's, Marketing & Brand Executives and Researchers that want a unique framework from which to devise and control brand strategies
- Executives looking to track their brand performance relative to competitors.

Contact Sarina de Beer
on Tel: +27 12 428 7400 or
Email: sarina.debeer@askafrika.co.za

