

Brand EquiTrackSM

Support the path to your brand's north star through a holistic view of brand performance.



Assess

Evaluate your brand's **performance** & **benchmark** against key competitors

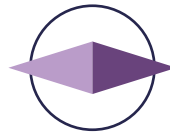
Marketing Funnel +
Competitive Scorecard



Predict

Illuminate the true drivers of **brand preference** to clarify areas of marketing focus

Holistic Brand Score +
Key Driver Model



Strategize

Inform **strategic brand planning** with a simple, actionable **construct**

EquiTrackSM Construct



Activate

Set strategic KPIs to move closer to your North Star

Activation Workshop



Additional Enhancements: AI-enhanced audio open-ended questions |
AI-based social listening | Follow-up qualitative research