

EquiTrend®

Understanding the power behind today's leading brands

Your brand is one of the most important assets you have. But how successful is your brand in capturing consumer attention? Even more importantly, is it successful in leveraging the equity it's built over time into an ongoing, fully-engaged relationship? EquiTrend can give you the answers.

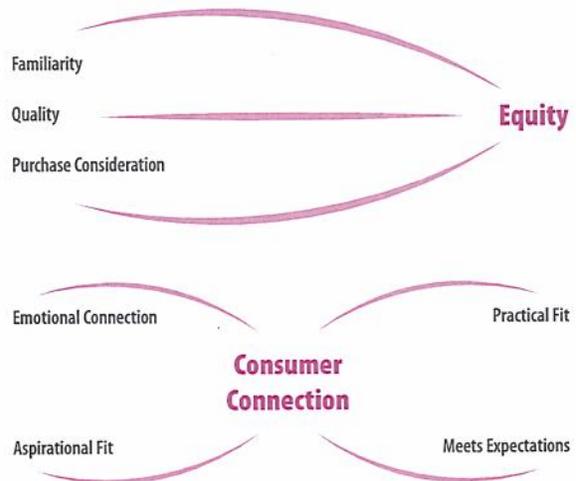
To actively manage your brand, it is important to have a benchmark of how it is perceived. EquiTrend is an annual research tool that provides you with a measure of your brand's health that can be compared to that of your competitors, as well as to all 1,000 brands that we measure.

In these uncertain times, it is more important than ever to keep a pulse on the power of your brand. When custom research budgets are being cut, EquiTrend is a cost effective way for you to measure and gauge changes in your brand strength today and into the future.

EquiTrend asks the general consumer population to rate your brand along several carefully selected measures that will allow you to quantify and compare your brand's power along four key measures:

Proven Metrics

- **Equity:** the legacy that your brand has earned in the marketplace, which we define as a combination of familiarity, quality and purchase consideration. This is the classic EquiTrend measure, which for company brands has been shown to correspond to financial performance. From these measures, we develop an "Equity Score," which can be trended back to 2004.
- **Connection:** perhaps the most important measure of all. Brands start with consumers, and not vice versa; it is their gut reaction to your brand on emotional, aspirational and practical dimensions that determine brand success. These measures have successfully predicted in-market performance for brands in multiple and diverse business sectors, spanning fast foods to financial services to politics.



New measures to create a holistic view of brand engagement

- **Commitment:** measured among brand users showing the degree to which consumers feel loyal to your brand. This has been validated to share of wallet.
- **Energy:** showing the degree to which a brand embraces change.

Additional measures to help explain these summary metrics include trust, brand advocacy, and brand behavior.

EquiTrend helps your brand strategy by giving you a comprehensive view of your brand health from legacy equity to forward brand momentum.

With EquiTrend you will:

- Understand how your brand compares to “world class” brands; other brands in your category; and all other EquiTrend-ranked brands
- Determine brand strengths and weaknesses among demographic segments
 - New this year! “Green” Profiling
 - Analyzes your company’s Equity ranking among respondents’ who consider themselves “green”. Harris Interactive’s proprietary “green” battery segments the U.S. population into four groups based on how strongly they evidence green beliefs and behaviors.
- Identify and evaluate high-potential candidates for co-branding, partnerships and brand acquisitions
- Support public relations and investor relations activities

EquiTrend Plus –

Augment your brand with media targeting information

- For the first time this year, Harris Interactive is linking EquiTrend with our Multi-Screen Engagement (MSE) study. MSE measures traditional and online TV viewership and cross-platform program engagement, covering over 150 programs, 70 networks, and 70 websites among 25,000 of the general public. The combination of these two research studies provides a unique single source for brand equity and media targeting behaviors.
 - With EquiTrend Plus, you will be able to:
 - Identify programs that your brand users, competitive brand users and those predisposed to your brand are watching;
 - Measure how “connected” these target prospects are with specific programs;
 - Help you select environments where your message will reach the most attentive, receptive and relevant target prospects!

Pricing

Report by Industry

Topline	\$7,500
Premium	\$10,000

Total Report

Topline	\$15,000
Trended Topline	\$20,000
Premium	\$25,000

Additional Options:

SPSS Data File: \$3,000

SPSS Data File for previous years: \$1,500

Licensing fee for each additional brand for which data is purchased: \$1,500

Rights to use EquiTrend ranking in advertising: \$25,000 with the purchase of a total Topline or total Premium report

Deliverables

Topline Report

Excel spreadsheet of all brands measured, their primary and secondary categories, and how they rated on the key EquiTrend measures.

Premium Report



PowerPoint presentation that shows how your brands of interest scored on the key measures of EquiTrend as well as an executive summary of findings and implications.

Contact Us

For more information about EquiTrend and Brand and Communications Consulting at Harris Interactive, please call 877.919.4765 or email info@harrisinteractive.com

AHEAD OF WHAT'S NEXT.

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