

## What is Brand Vitality Tracking?

Brand Vitality Tracking (BVT) is GfK's brand tracking system designed to monitor: the health and vitality of your brand in its competitive context, and the effectiveness of your brand management activities. BVT is:

**Holistic** monitors a wide variety of marketing mix elements

**Diagnostic** helps you to understand factors that create brand vitality & identify trends that may impact your brand

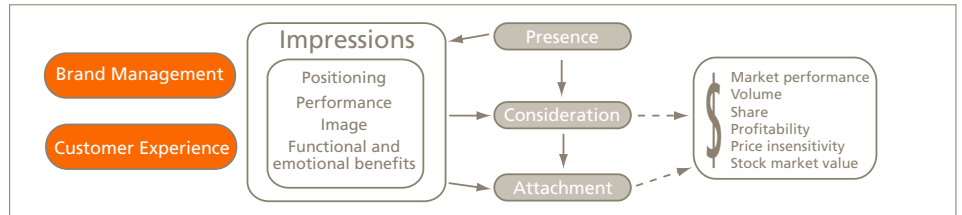
**Action-orientated** guides you in brand management decisions to enhance performance over time and maximise brand returns

## How does BVT work?

BVT is based on GfK's proven Brand Health Management Model (illustrated above). It monitors the performance of your brand in each of the areas shown. However, each tracker is fully customised to the dynamics of your brand and your marketplace.

## Who is BVT for?

Being fully tailored to your brand/marketing plan, BVT can be used for brands in any stage of the brand life cycle. It is just as



appropriate for established brands as for new launches; for brands employing an integrated, multi-media marketing plan as for those using largely below-the-line activities.

## What insights does BVT deliver?

BVT makes use of a range of powerful analytic tools to calculate Key Performance Indicators (KPIs) to answer your key marketing questions:

- What are my brand's strengths and weaknesses at each stage of the purchase process?
- How is my brand differentiated from the competitive set?
- How is my brand performing relative to the broader industry standard?
- What brand levers are key in: the short term (eg. increasing trial/ penetration/usage momentum/buy-rate), and the longer term, (eg. building a loyal customer base, creating the ability to command a price premium).

KPIs are benchmarked against historical and competitive performance, and are delivered in the format most suited to your marketing team. For clients wanting an ROI perspective, KPIs are linked to market activities, such as marketing spend and sales, in order to provide financial modelling of the impact of the key elements of the marketing mix.

## A note on our brand & ad tracking portfolio

GfK offers a suite of brand and communications tracking services – allowing you to choose the right tool for you. While BVT monitors your brand's health holistically, its sister product, Communications Vitality Tracking (CVT), is designed to focus more on the effectiveness of your advertising and other marketing communications activities. Please refer to our separate "Snapshot" on CVT for more detail.

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