

Brand Reputation

Insights is a unique subscription-based research tool that provides Canadian companies with an affordable means of measuring and evaluating brand performance over time, relative to 425+ other brands in the marketplace

Brand Reputation Insights (BRI) is a low-cost, subscription-based research tool that measures how a company's brand stacks up against its competition and 425+ other Canadian brands.

Why Brand Reputation Insights?

- Tracking brand performance is essential - Reputation is volatile and perceptions can change based on news events, marketing campaigns, competitive actions, etc;
- Context is everything – Benchmark your brand against 425+ other brands including your competitive set;
- What is driving your brand? - Understand key drivers for your brand;
- Understand the impact of digital - Shows the impact of digital interactions on overall corporate reputation scores;
- Evaluate your strategy - Period-over-period comparison with BRI's unique subscription model
- Low-cost - Robust tracking, yet very cost-effective.

What do we get?

- PowerPoint executive summary of results
- 600 completed surveys with a representative sample of adults
- Detailed tabulations
- Analysis of performance scores among various demographic groups

	Standard	Plus	Complete
Brand awareness & familiarity	✓	✓	✓
Overall rating of the brand	✓	✓	✓
Benchmark analysis against 425+ brands	✓	✓	✓
Ratings on 11 dimensions <small>(Supports the community, innovation, environmental responsibility, has good advertising, offers good value for money, is a good employer, is trustworthy, is well managed, supports Canadian values, is friendly, and provides good customer service)</small>	✓	✓	✓
Brand engagement/usage (vs. competition)		✓	✓
Brand consideration (vs. competition)		✓	✓
Digital engagement with the brand <small>(Facebook, twitter, mobile interactions and website visits)</small>		✓	✓
Customer vs. non-customer analysis			✓
Analysis of scores based on digital interactions			✓
Key driver analysis			✓
Up to 5 custom brand attributes (vs. competitors)			✓
Up to 3 additional competitors			✓

For more information on **Brand Reputation Insights**, contact:

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