

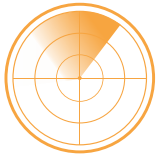


GIM CUSTOMER PERCEPTION

| Navigating
Performance



GIM | RELEVANCE COUNTS.



*How can companies measure their marketing success?
 How can they find out how consumers perceive their brands relative to the competition?
 How can companies succeed in managing their brand values efficiently and continually?*

GIM Tracking studies answer those questions among others by measuring over the long term the most important key performance indicators (KPIs) for marketing, e.g.:

- **Brand/product image**
What is the image of our brand/products? How does that image compare with the image of competitive brands and products?
- **Brand/product performance**
How does our brand/product perform against competitive brands and products? Regarding key marketing aspects such as awareness, consideration, purchase, satisfaction?
- **Consumer needs**
How are customer needs developing over time? Within a local and across multiple markets?
- **Communication effectiveness**
What is the effectiveness of our communication measures?

Image KPIs include for example innovative strength or trustworthiness. Possible KPIs in the sales funnel can be brand awareness, purchase intention and brand loyalty. Regarding communication performance, KPIs like memorability of advertisements or sympathy for a communications campaign are surveyed.

Once the KPIs most critical to marketing success have been defined, GIM periodically surveys these KPIs for our client's brands and products as well as the most important competitors. In this way, developments within the competitive environment in different markets are rendered transparent and the success of marketing techniques can be evaluated by monitoring the KPIs over time. KPIs are not only surveyed by using traditional market research methods, but also by tracking brand performance indicators in the internet (NET-LISTENER™).



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