



## BrandVision

Monitoring brand health requires more than just tracking. It requires vision.

- Vision to guide brand building strategies and tactics
- Vision into the underlying drivers of brand equity and their relationship to brand share
- Vision into the linkages between brand, sales force and corporate equities



## Ipsos Healthcare

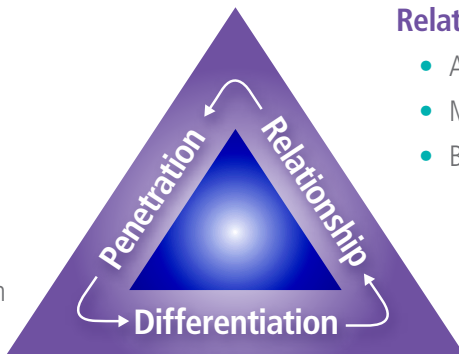
The Healthcare Research Specialists

### BrandVision

An integrated brand performance monitoring system featuring BVC, the award winning measure of attitudinal equity

#### Penetration

- Awareness
- Access
- Usage
- Adoption
- Advocacy
- Momentum
- Buzz



#### Relationship

- Attitudinal Equity
- Market Barriers
- Brand Attachment

#### Differentiation

- Mapping the brand landscape
- Relevance of brand choice criteria
- Drivers of Attitudinal Equity

### Benefits of BrandVision

- **Provides a complete and integrated picture of brand health**

Measures brand performance against three critical marketing objectives: penetration, differentiation and relationship

- **Delivers guidance for action rather than a "rear-view mirror" perspective on the past**

Robust driver analyses to direct brand and market share building strategies and tactics

Ability to link brand performance to sales force and corporate equities

- **Analytics built around BVC (Brand Value Creator), the award winning measure of attitudinal equity which is predictive of real world brand share**



### Contact

To find out more, please contact:  
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### About Ipsos Healthcare

Ipsos Healthcare is a global business focusing on research in the pharmaceutical, bio-tech, and medical device markets. It is also the leading provider of global syndicated patient chart studies covering over 20 different disease areas in over 20 countries. Operating in over 40 countries, the team of 600 healthcare market researcher experts, marketers and client-side brand-builders focus on delivering outcome-oriented research for its' clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programs to evaluate motivations, experiences, interactions and influence of stakeholders forming the multi-customer markets which increasingly drive business success in the healthcare industry.