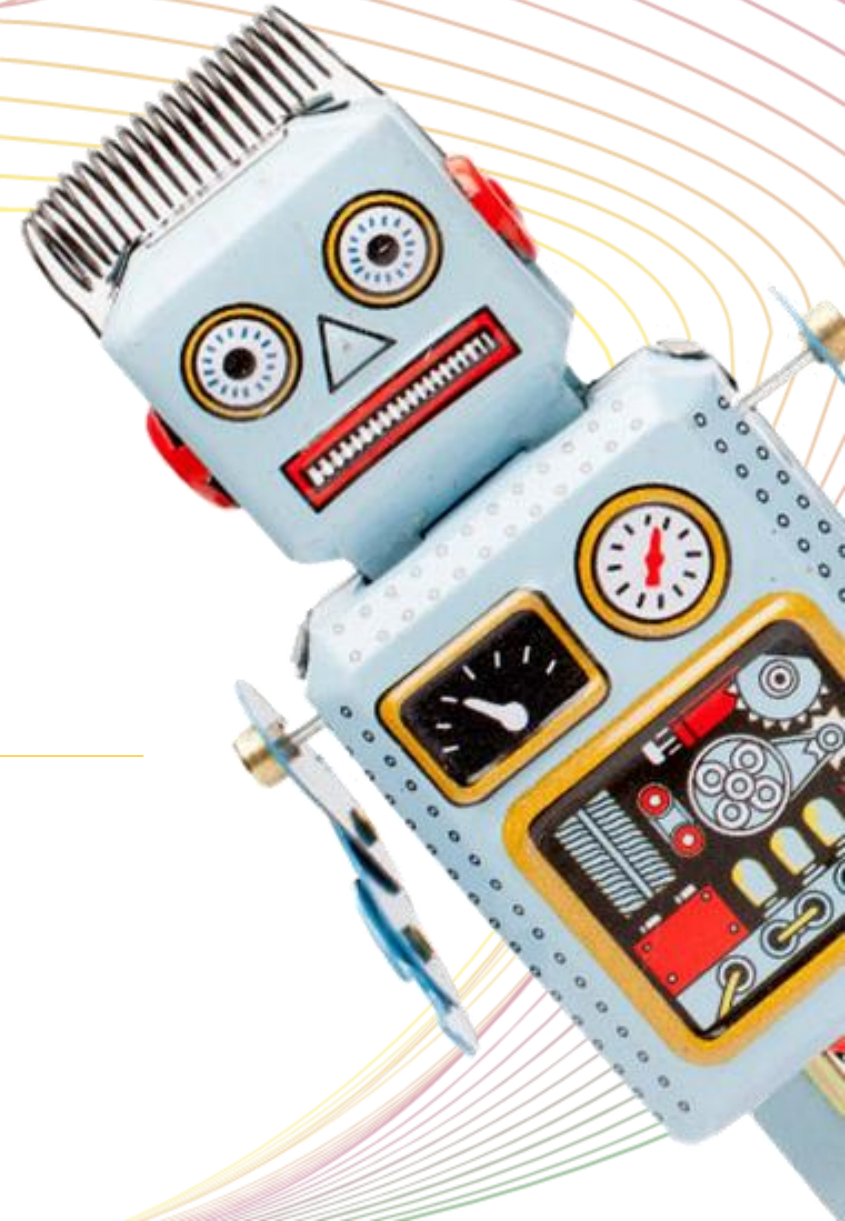


Toy brand doubles down to lift brand equity 33%

Stop playing around with slower brand equity feedback and start understanding how to adapt campaigns to drive sustained growth



Business challenge



**A leading toy brand faced
declining sales and launched a
massive TV and digital campaign
to reverse the trend**

Business need

**Taking smarter, faster action to
supercharge marketing and
reinvigorate brand equity**



brand equity pulse

Monitor and understand drivers of brand equity
– for your brands and your competitors
WITHOUT DOING A SINGLE SURVEY

Business Questions



- Is my brand strengthening its equity vs competition?
- How do I accelerate/reverse the trend?
- Which of my competitors are declining and why?
- How do I stack-up against ALL the brands?
- Can I have an “Always On” system that monitors all this every month without spending a fortune?
- How do I create equity-driven market share growth?

Measuring sales impact was easy. Measuring brand equity in time was not.

Positive or negative brand equity impact?

The campaign's goal was to boost both sales and brand equity performance.

The brand couldn't wait six months to measure the impact of the campaign – they needed to know how to invest or adapt now!

They subscribed to Brand Equity Pulse for rapid measurement of the campaign's effect on brand equity health.

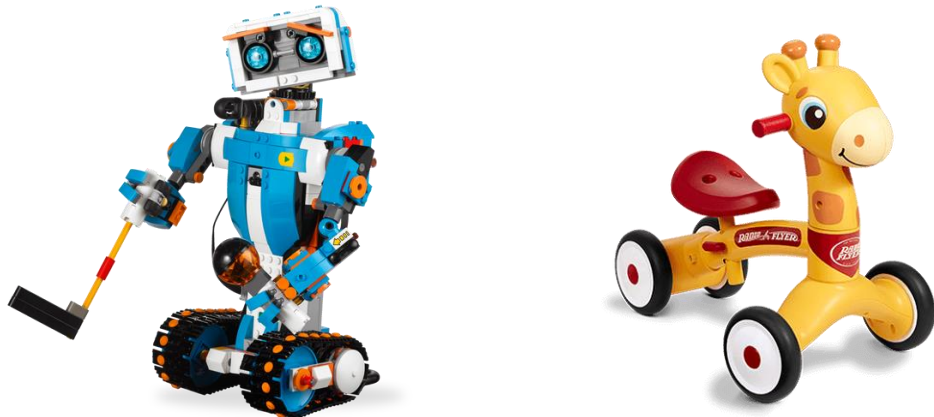


Quantifying the campaign impact with Brand Equity Pulse

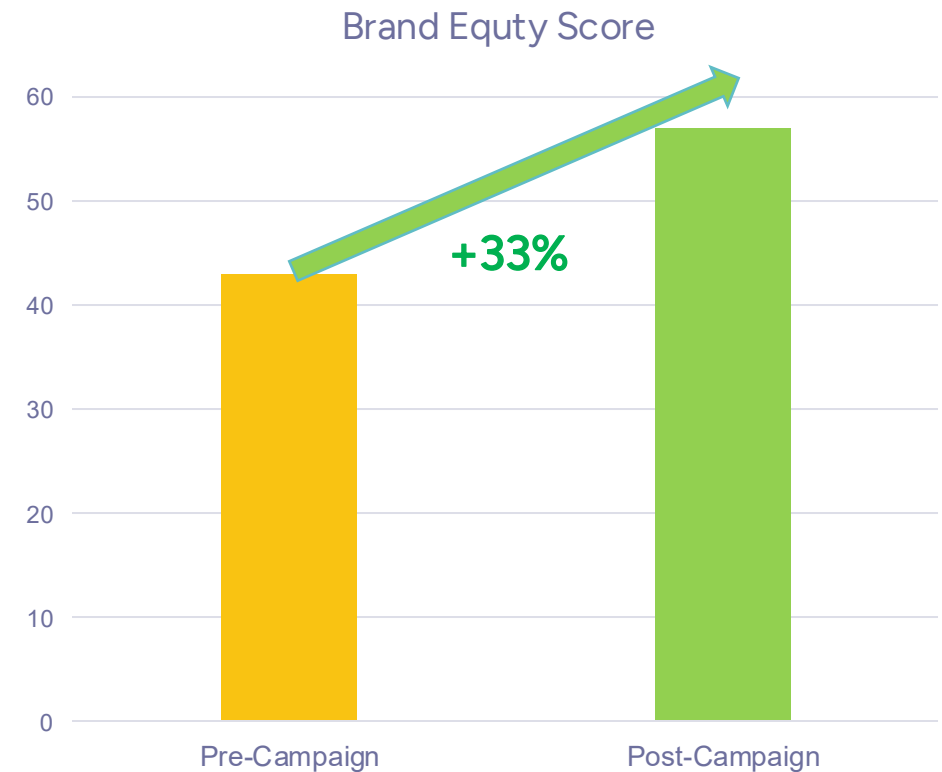
They were able to quantify the campaign's brand impact immediately.

Campaign clocked at driving a big boost to brand equity – 33% from a BPS of 43 to 57!

Brand equity score has a 0.75 correlation with market share 4 months out!



The campaign had a 33% impact on brand equity!



Digging into equity driver analysis to guide messaging updates

They were able to quantify the campaign's brand impact into specific equity drivers like Price, Superiority, Trust, Loyalty and more.

Details showed how the campaign most impacted Advocacy and Affinity, driving a significant Brand Equity Pulse Score change.

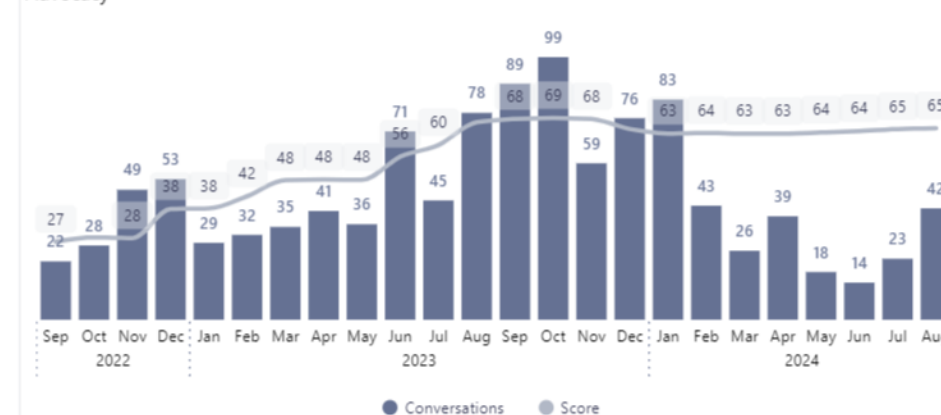
They used this to focus their messaging in their updated campaign messaging.

With swift insights, they were able to update creative and spend immediately, in time to impact their campaign.

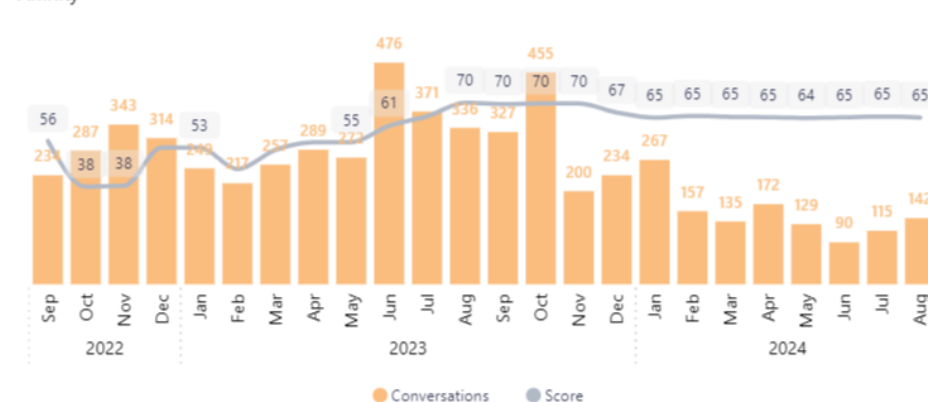
Faster. Cheaper. Better.

Campaign had biggest surges in Advocacy and Affinity – messages to reinforce

Advocacy



Affinity



FASTER & CHEAPER & BETTER

Faster

- Monitor brand equity in near real-time, so you can react and adapt marketing spend
- Align social and review signals all in one place without additional data engineering
- Track all competitors, before they become imminent threats

Cheaper

- Costs 3-6x less than surveys
- Provides access to all your brand managers for a fixed price
- Leverages social and review investment across other i-Genie products
- Provides Presto, our GenAI to drill down without custom internal requests



Better

- Uses 1,000x+ feedback of limited surveys
- Tracks all competitors, not just 10-12, with unlimited attribute tracking
- Analyzes 7 key pillars vs. traditional 3
- Measures 2-year history immediately
- Synthesizes key equity drivers with AI

**Are you ready for
faster, cheaper, better
brand equity tracking?**

Contact us at info@i-genie.ai