

insights for the brand custodian

In an era in which all marketers are being asked to justify their focus and effective use of budgets, it is critical that soft measures make way for precise and accurate research that brings scientific rigour to the marketing planning and decision making process.

PreciseBrand – an innovative research and analytics reporting system developed in Australia – analyses the reaction, or changes in predisposition, following PR or sponsorship activity. For example, are target consumers more likely to purchase as a result?

While you may already have a Brand Health Tracker in place, we augment those results with our advanced analytics.

By analysing attitudinal shifts, we provide deep insights into the reasons behind customer behaviour and what influences future sales or opinion shift. This knowledge sets the valuable foundation for PreciseMix, an innovative through-the-line analytics service.

How does PreciseBrand add value for Brand Managers and Custodians?

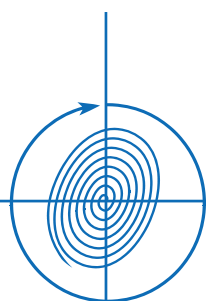
- Removes the guesswork from message customisation and media targetting: learn which media are reporting most positively or negatively on your brand, campaign or sponsorship.
- Proves which activity has contributed most to positive or negative brand sentiment: early identification of strengths and weaknesses enables Brand Management to streamline go-to-market messages/activity in a more timely and proactive manner.
- Benchmarks your ideal brand attributes against nominated competitors based on public perception (editorial coverage): ideal for identifying points of strength, weakness and success for strategic planning and reporting to senior management.
- Reduces reliance on reports from sponsorship properties through independent proof of actual brand impact from sponsorship activities: verify brand perception uplift across a range of desired criteria for any given sponsorship, including performance relative to competitors.



- Generate statistically verifiable insights that support strategic message planning: understand which brand messages have the greatest natural traction or saliency (talkability).
- Track impact of campaigns or launches over time: statistically sound, verifiable, **proof of the effectiveness of your efforts to senior management or clients.**
- Understand the impact of your efforts versus your competitors: seasonal competitor benchmarking across a range of brand attributes that you define as being important.
- Increase returns on effort 'ROE' for the time-poor executive: gain a detailed and accurate insight into which media to contact and influence for the greatest impact on any given audience or topic.
- **Generate metrics that are ideal for performance management:** quantitative proof of the effectiveness of your agency or team.

PreciseBrand can analyse perception and reaction across multiple channels: print, electronic, broadcast and the internet. Up to 50 different measures are employed including media tone, message impact, volume, and an overall statistical effectiveness index.

It lets you know the public impact of your marketing efforts including what journals are appropriate for which messages and how these messages performed.





PreciseBrand can tell you:

- How much effort to direct to each issue or product
- Whether or not to react to certain coverage
- How to differentiate from your competitors' messaging strategies
- Where to focus valuable media relations for best results
- Which media your competitors are dominating

Precise analysis can also help you quantify the Return on Investment of your individual brand elements. The terms of this proof can be customised to the business requirement, for example:

- What is the ROI of your Marketing Communications in terms of long term product sales?
- How strongly is Advertising, Sponsorship driving the driving brand compared to PR?
- What do we need to say more or less on a particular topic to help our share price grow?

Because the service is customised, we also provide valuable advice on opportunities and threats.

Case study

Using Precise analysis, one of our clients was able to prove the Return on Investment of their Public Relations effort. This enabled PR and Communications to be enumerated in concrete terms within the broader marketing mix. It also elevated the visibility of their role within the business. Each individual element of the marketing mix improved its budget effectiveness through this process.

Such sophisticated analysis is made possible only by having a team of people whose skills range across PR, Marketing Strategy, Market Research, Statistics and Software Development. You are welcome to review our Case Studies [Proving Effort](#) and [Crisis Management](#).

To ensure that advanced analytics are integrated as a critical part of your organisation's activities, [New Media Era Requires New Tools](#) may prove helpful to build your internal business justification. Precise Value works with you to create a customised one off or ongoing solution. To understand this, please refer to our typical [five stages of engagement](#).

Basis of engagement

Precise Value has become an important piece of the marketing arsenal for many of Australia's leading companies. Most retain our services on an ongoing basis and request additional bespoke reports from time to time. In addition we are able to provide one off engagements on a campaign, crisis or limited basis as required. Our costing model is flexible enough to allow for small and large projects.

Our promise: All work at Precise Value is undertaken by experienced high-calibre professionals. No more paying for seniors and getting juniors!

Contact us today to discuss your needs

We would be delighted to meet you for a chat or a presentation.
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Precise Value: Where scientific rigour meets the art of communication

precise value
 the science behind the art of communications

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