

MarketMonitor

A TRUSTED SOURCE FOR CURRENT, ACCURATE, INSIGHTFUL INFORMATION ON BRAND PERFORMANCE

Market Monitor will provide you with the information needed to:

- + Benchmark and track brand performance
- + Monitor competition
- + Profile category users
- + Identify market trends

The more you know,
the better prepared you are
to make the right
marketing decisions



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SAVE!

How do you measure your brand's success?

In today's market, having accurate, up-to-date information on consumer trends and preferences is key to making the right marketing decisions for your brand.

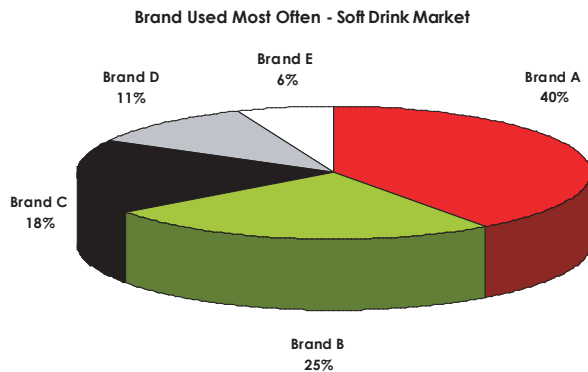
MARKET MONITOR is a research study designed to help consumer-driven companies measure the health of their brands in a timely and cost-effective manner.

MARKET MONITOR will help you to...

- Benchmark and track your brand's performance
- Monitor your competitors' performance
- Identify trends taking place in the market
- Clearly profile users and non-users of the product category
- Understand lifestyle and media habits of the target market

MARKET MONITOR will also provide you with a valuable new tool for evaluating your brand, and comparing it to others in the market place – The Market Monitor Index.

See how your brand performs against the competition



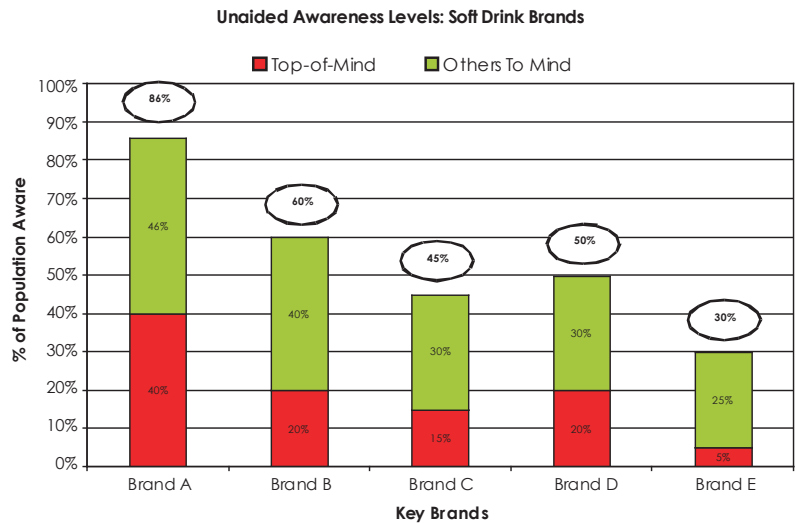
Key features

MARKET MONITOR analyzes data using a quantitative research and presents the results by product/service category.

These include:

- Penetration/Incidence of usage
- Awareness Levels (Top-of-Mind, Unaided, Aided, Overall)
- Usage – Brands ever used, Past-Month/Week usage
- Consumer Preference – Brand Used Most Often
- Category User Profile

Assess your brands presence!



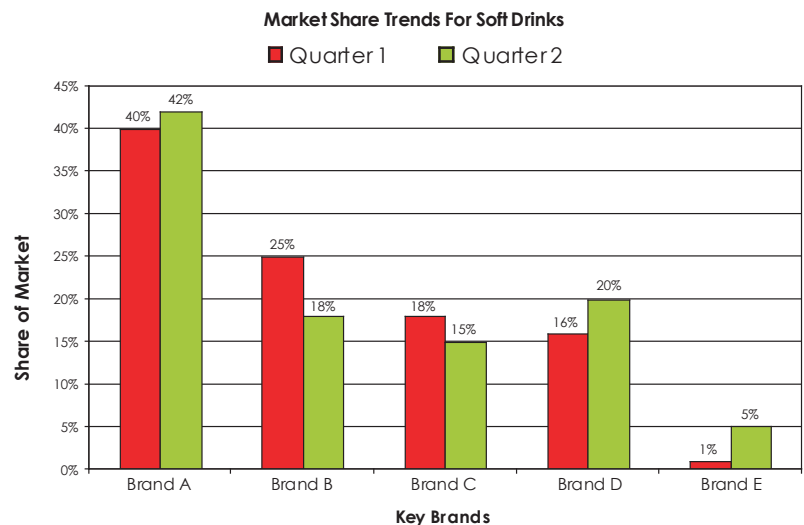
How we do it

Fieldwork will be conducted on a quarterly basis, using a nationally representative sample of 1500 people, along the dimensions of age, gender, socio economic status and location. Data will be gathered through face-to-face interviews in households and will include:

- User Demographics – Gender, Age, Socio-Economic Status and Location
- Levels of Propensity to adopt or try new products/brands
- Media Usage Patterns
- Other Lifestyle Factors – Internet Usage, Weekly Spend on Entertainment, Main Mode of Transportation, Frequency of Overseas Travel, etc.

The report will provide category and brand level analysis, including a ranking of brands based on the Market Monitor Index.

Benchmark and Track Your Brand's Performance



“What you think your brand is, doesn’t really matter. It’s only what your customer thinks your brand is that really matters”

Al & Laura Reis, The 22 Immutable Laws of Branding

Sample Data*: Profile of Soft Drink Consumer



**This sample data is for illustration purposes only and is not necessarily representative of the actual profile of soft drink consumers.*

The Market Monitor Index

	Q1	Q2
Brand A	82	85
Brand B	65	60
Brand C	58	58

The starting point for brand and marketing strategy development is to measure the current state of the brand. The Market Monitor Index has been developed using key measures of awareness and usage and will provide companies with a relative indicator of brand health. The index can be tracked over time and used as a guideline in assessing brand performance.

SUBSCRIPTION FORM

- Annual subscription includes four (4) issues per year per category. You will receive a report for the category in February, May, August and November each year. Should your subscription start in the middle of the calendar year, your invoice will be pro-rated for the remainder of the calendar year.
- The Quarterly report will be provided for the upcoming quarter (February/May/August/November).

The Annual Subscription Rate is \$280,000 plus 16.5% GCT per year per category.
Each Quarterly report is \$80,000 plus 16.5% GCT per category.

	Annual	Quarterly		Annual	Quarterly
<input type="checkbox"/> ANALGESICS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> AIRLINES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BANANA CHIPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> BILL PAYMENT SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> BOTTLED WATER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> CABLE SERVICE	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> CORN BASED SNACKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> COMMERCIAL BANKING	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> COUGH & COLD MEDICINES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> FAST FOOD	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DEODORANTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> HEALTH INSURANCE SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DISHWASHING LIQUIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> INSURANCE SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> DISPOSABLE DIAPERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> INTERNET SERVICE	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> FLAVOURED SOFT DRINKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> INVESTMENT SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> FRUIT FLAVOURED JUICES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> LIFE INSURANCE SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> FRUIT JUICES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> MOBILE SERVICE	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> INFANT FORMULA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> REMITTANCE SERVICES	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> LAUNDRY DETERGENTS	<input type="checkbox"/>	<input type="checkbox"/>	OR... SPECIFY OTHER CATEGORIES YOU WOULD LIKE TO SUBSCRIBE TO...		
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<input type="checkbox"/> POTATO SNACKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____		
<input type="checkbox"/> SHAMPOO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____		
<input type="checkbox"/> SPORTS DRINKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____		
<input type="checkbox"/> TOOTHPASTE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> _____		

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THANK YOU!

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Rowena Coe or Lydia Osbourne at (876) 978-3236 or by email at research@msljamaica.com.
or Tanya Miller at (876) 978-6650 or by email at tmiller@bigideasjm.com



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