

GfK Brand Profile

Increase the chances of your brand being purchased



GfK Panel Services Benelux

The Netherlands:
Middellaan 25
NL 5102 PB DONGEN
Tel.: +31 (0)162 - 384 000
Fax: +31 (0)162 - 384 001
E-mail: info@gfk.nl
Website: www.gfk.nl

Belgium:
Buro & Design Center
Room 106 (1st floor)
Heizel Esplanade Heysel PB 36
B-1020 BRUSSEL
Tel.: +32 (0)2 558 05 58
Fax: +32 (0)2 558 05 59
E-mail: info@gfk.be
Website: www.gfk.be

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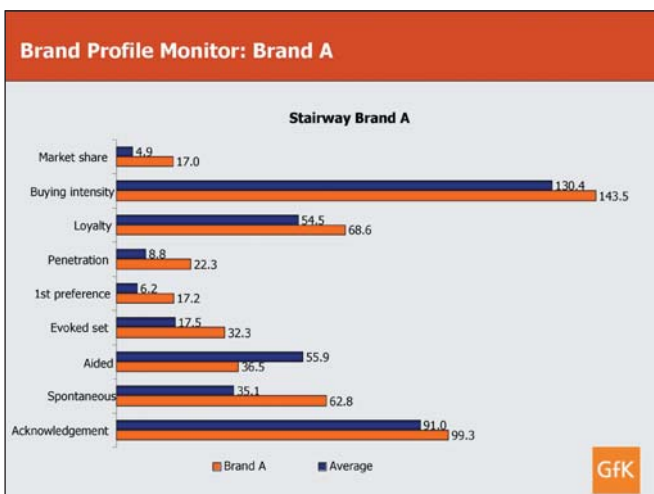
Each week, consumers make a choice from the selection of products and brands. This choice depends on the brands known by the consumer and the image the consumer has of this brand. A number of brands will be considered when making a purchase. As a manufacturer you want your brand to be among this set of brands considered, and you would prefer your brand to be the consumer's first choice. What is the best way to influence the consumer, so that you maximize the chances of your brand being purchased?

Within this framework, GfK has developed Brand Profile. This is a product which offers you an insight into the name and image of your brand and competing brands. In addition, Brand Profile also links the brand preferences to the actual purchase of the brand.

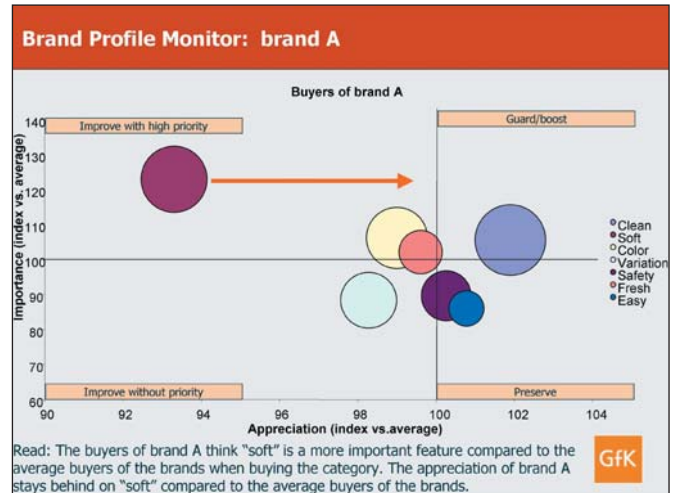
Brand Profile makes it possible to answer the following questions, among other things:

- How do you become number 1 in the consumer's mind in respect of your category?
- How can you attract more buyers?
- What are the strong and weak points in your brand communication compared to those of your competitors?
- Which elements must be changed in the marketing communication strategy for a new marketing campaign?
- How can you stimulate the growth of your market share?

On behalf of Brand Profile, additional questions will be posed to the Consumer Scan Panel via the Internet. The qualitative brand perception is linked to the quantitative purchasing behaviour of the same respondent. This makes it possible to formulate actions, as a result of which the communication strategy is better attuned to the needs of the consumer.



- How many respondents are familiar with your brand?
- How many respondents consider purchasing your brand?
- How many respondents actually purchase your brand?



- When making a purchase in your category, what do the respondents find important?
- How well does your brand score on these aspects in the eyes of these respondents?

Special in-depth analyses can also be carried out, for instance in order to compare the purchasing behaviour of the households that are considering your brand with the purchasing behaviour of the households that are familiar with your brand. This will justify questions such as: what are the other products purchased by the households that are considering your brand.

Webquest

Under the name Webquest, GfK offers you the opportunity of posing other questions to the Consumer Scan Panel. Of course you cannot ask any leading questions.

If you wish to find out more about the possibilities of Brand Profile or Webquest, please call your contact or Jan Havermans (+31 (0)162-384269).