

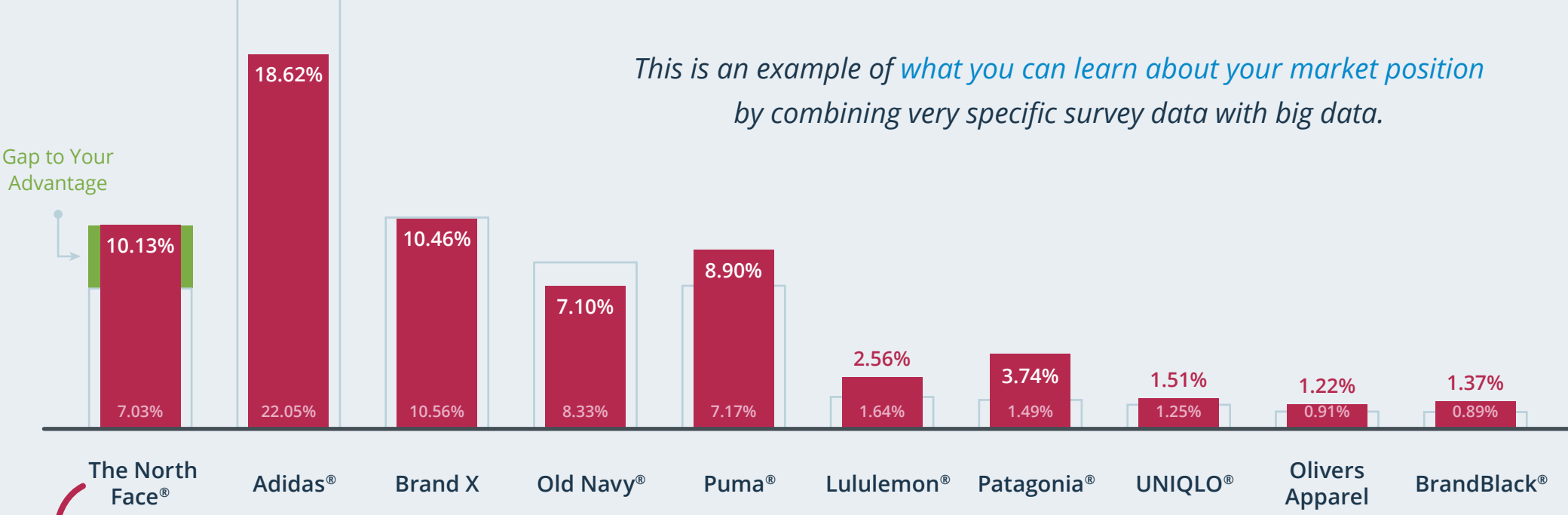
Is Your Brand Poised for Growth

via Acquisition or Retention?



Achieve **relentless relevance** and stay ahead of **evolving consumer needs** by better understanding your position and the people who drive your market.

Men's Athleisure Category



This is an example of what you can learn about your market position by combining very specific survey data with big data.

The North Face is poised for **growth** with brand equity that is greater than its market share.

AE Share Market Share

One of the most telling ways to understand if your brand is poised for growth or vulnerable to decline within the category is to pay attention to both behavioral loyalty and attitudinal equity. This shows the opportunity you have to leverage attitudinal equity to grow through acquisition.

The North Face has an opportunity to **acquire** up to

26%

of current category purchasers from its competitors

Which is at least **4.53 million** new customers



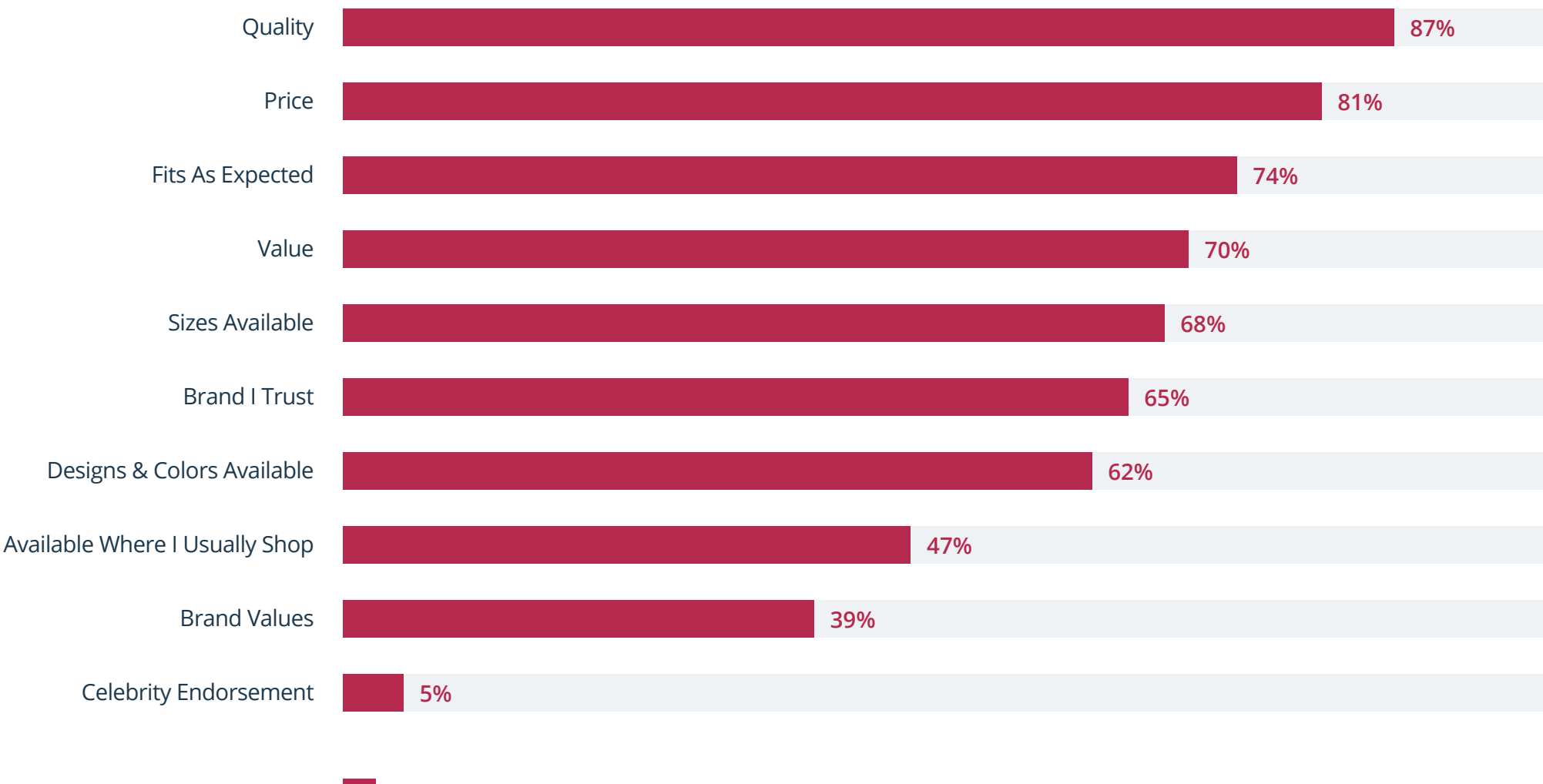
Your Category



Potential Switchers

Acquirable, New Consumers

Powerful Purchase Considerations

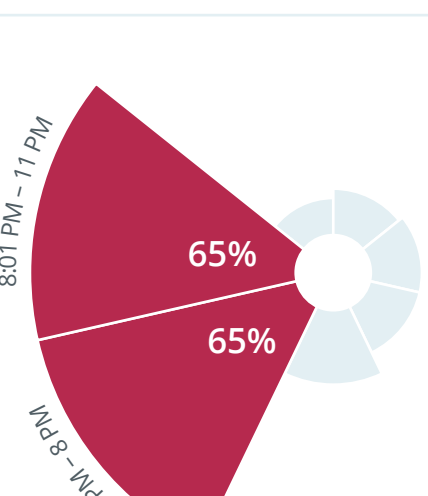


Acquirable, New Consumers

When & Where to Reach Them

Watching Traditional TV

When



Where

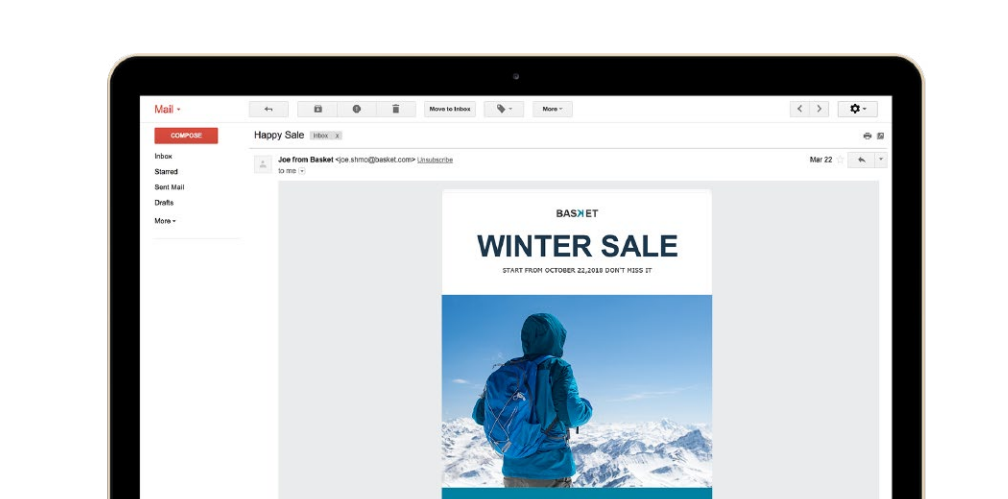
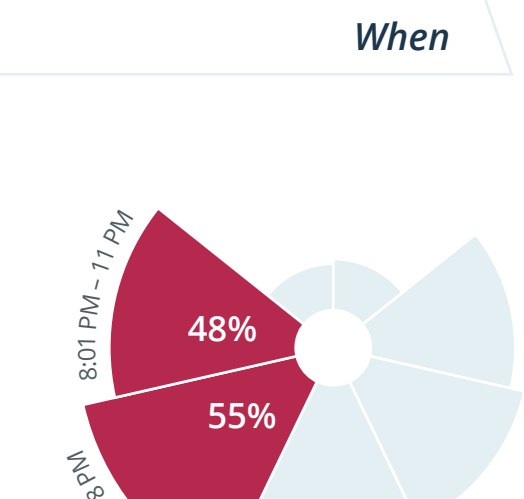
549*
MSNBC

487* 458*
The Weather Channel CNN

*Index scores are derived from big data and reflect survey respondents' likelihood to view or use media outlets compared to the general population. An index score of 200 indicates the audience is twice as likely to view or use that media outlet compared to the general population.

Surfing Websites

When



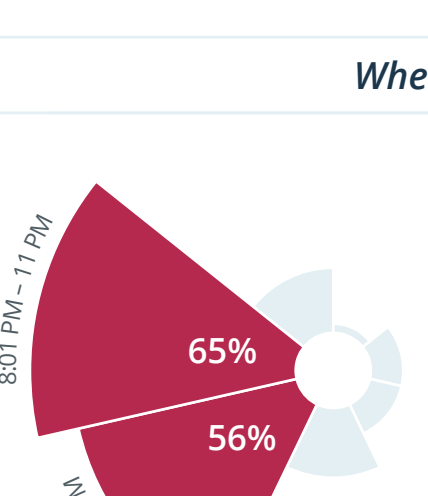
Where

79%
Email

70% 67%
Search Social Media

Streaming TV

When



Where

175*
iTunes

105*
Netflix

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Regardless of Your Industry

We can also tell you how to message to your most profitable consumers based on the personality traits that make them unique.

See how we can help you build highly relevant products and communications that feel personalized to individuals.

Connect with Us

About GutCheck

We pioneered agile research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of experts uses our analytics platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. For more information: gutcheckit.com

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