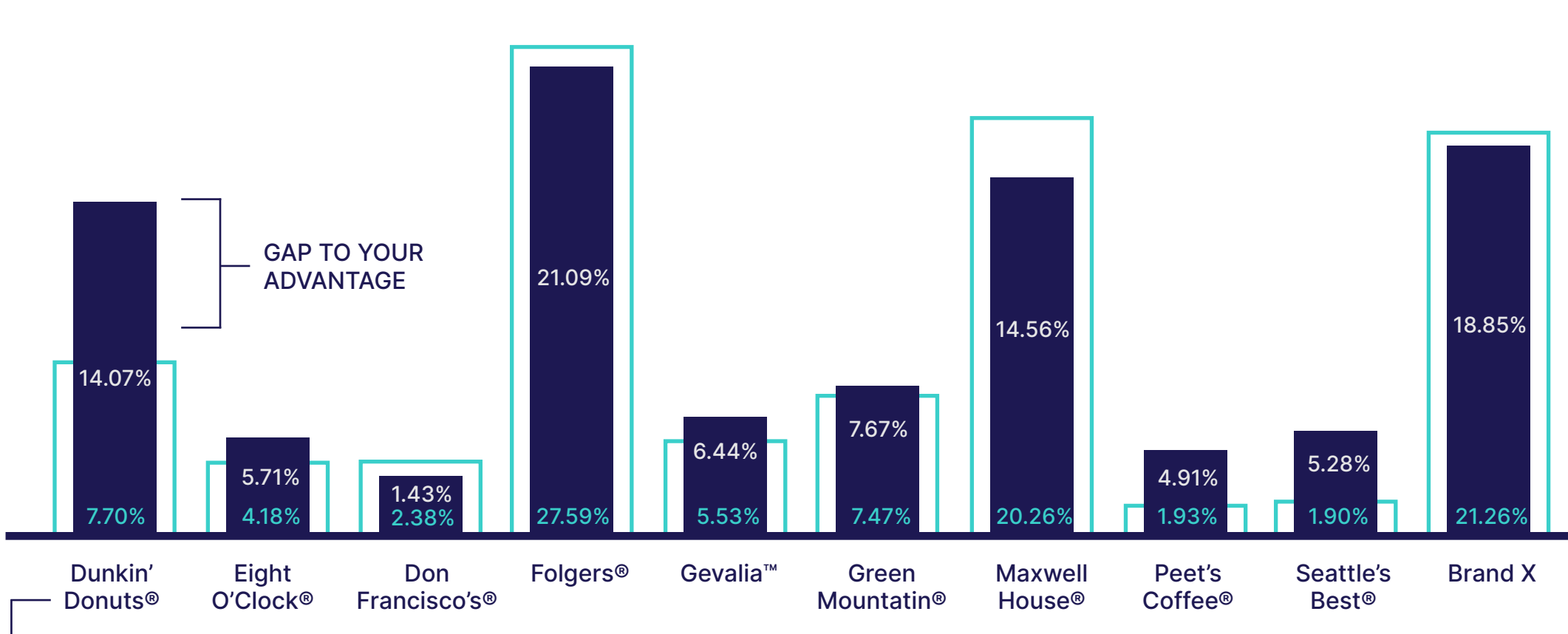




Is Your Brand Poised for Growth?

via Acquisition or Retention?

Make your brand more relevant by better understanding your market position.



Dunkin' Donuts is poised for growth with brand equity that is double its actual market share.

AE SHARE MARKET SHARE

This is an example of what you can learn about your market position by combining survey and big data using our agile solution, GutCheck Constellation™.

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 (actual market share based on purchase data) and attitudinal equity (consumer attitudes and perceptions toward your brand). This shows the opportunity you have to leverage attitudinal equity to grow through acquisition.

Dunkin' Donuts has an opportunity to acquire up to

32%

of current category purchasers from competitors

(At Least 4.78 Million New Customers)

Your Category



Now that you know what your market opportunity is, as well as how many switchers you can acquire, you need to understand their most powerful purchase drivers and barriers.

Purchase Considerations, Relative to Market



Regardless of your industry, we can give you a strong, clear understanding of:

- 01** The dynamics of your category, so you can identify your best opportunities for growth or retention
- 02** Who the potential brand switchers are, so you know which consumers you have potential to turn into loyal customers
- 03** The top purchase considerations your potential new customers have, so you can tailor your messages to highlight what matters most to them

We can tell you how, when, and where to target these switchers from a media standpoint. See how we can do that, and much more, for you.

Connect with Us



About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and research experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckkit.com

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