



AN UNCOMMON SENSE
OF THE CONSUMER™

THE 2015 HARRIS POLL EQUITREND® STUDY

IMPROVE CUSTOMER ENGAGEMENT WITH MARKET INTELLIGENCE ON LEADING BRANDS

The Harris Poll EquiTrend® study is a premiere benchmarking tool that analyzes the impact of consumer engagement on brand equity. This annual assessment details consumer perspectives on your brand and your key competitors' brands in one, affordable solution.

WHAT WE MEASURE

Whether used as a stand-alone brand tracker or a supplement to an established program, Harris Poll EquiTrend examines the predictors of in-market performance: Brand Equity, Consumer Connection, and Brand Momentum.

We capture and analyze the opinions of over 40,000

Americans on 1,500+ brands from 170+ industry categories and break responses down by 28 demographic attributes to help corporations target consumers, generate quality media coverage, support communication efforts, and inform future business strategy.

The capstone of the study is the Equity score, a snapshot of a brand's strength, derived directly from consumer responses. Brands that are ranked highest in their categories receive a **Harris Poll EquiTrend "Brand of the Year" award** and the option to promote the award among their customers.



Harris Poll EquiTrend® helps your brand strategy by giving you a comprehensive view of your brand health from legacy equity to forward brand momentum.



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Our methodology has been validated by business experts at Georgetown University in the *International Journal of Research on Marketing*. They proved Harris Poll EquiTrend's equity measures to be better indicators of stock-market performance than Interbrands's financial-based system.

WHY EQUITY MATTERS

Brand equity corresponds to financial performance.

To understand how well your brand is performing against competitors now and in the future, we ask consumers to rate competitive brands on a series of equity-influencing metrics. By pinpointing hits or misses in the brand experience, Harris Poll EquiTrend makes it easy to identify where to make changes that will boost consumer engagement.

Equally important, Harris Poll EquiTrend trends data. Legacy information starting in 2005 helps you to track changes in brand perception, scout acquisition targets, and evaluate potential relationships for co-branding, partnership, or cause-related marketing opportunities.

REPORTING

As with all Harris Poll research, we deliver a full analytical report which provides insights into your brand and key competitors. Each report includes an executive summary and detailed findings as well as implications for each brand. There are two report options:

- **Category Report:** Focuses on brands in a specific category (more than 150 categories)
- **Custom Report:** Allows subscriber to select a custom set of brands, from any category in the study (more than 1,500 brands measured)

For more information about Harris Poll EquiTrend, multi-client products, or custom research solutions, please call **877.919.4765** or email info@harrisinteractive.com.