

Equity/Value Optimization



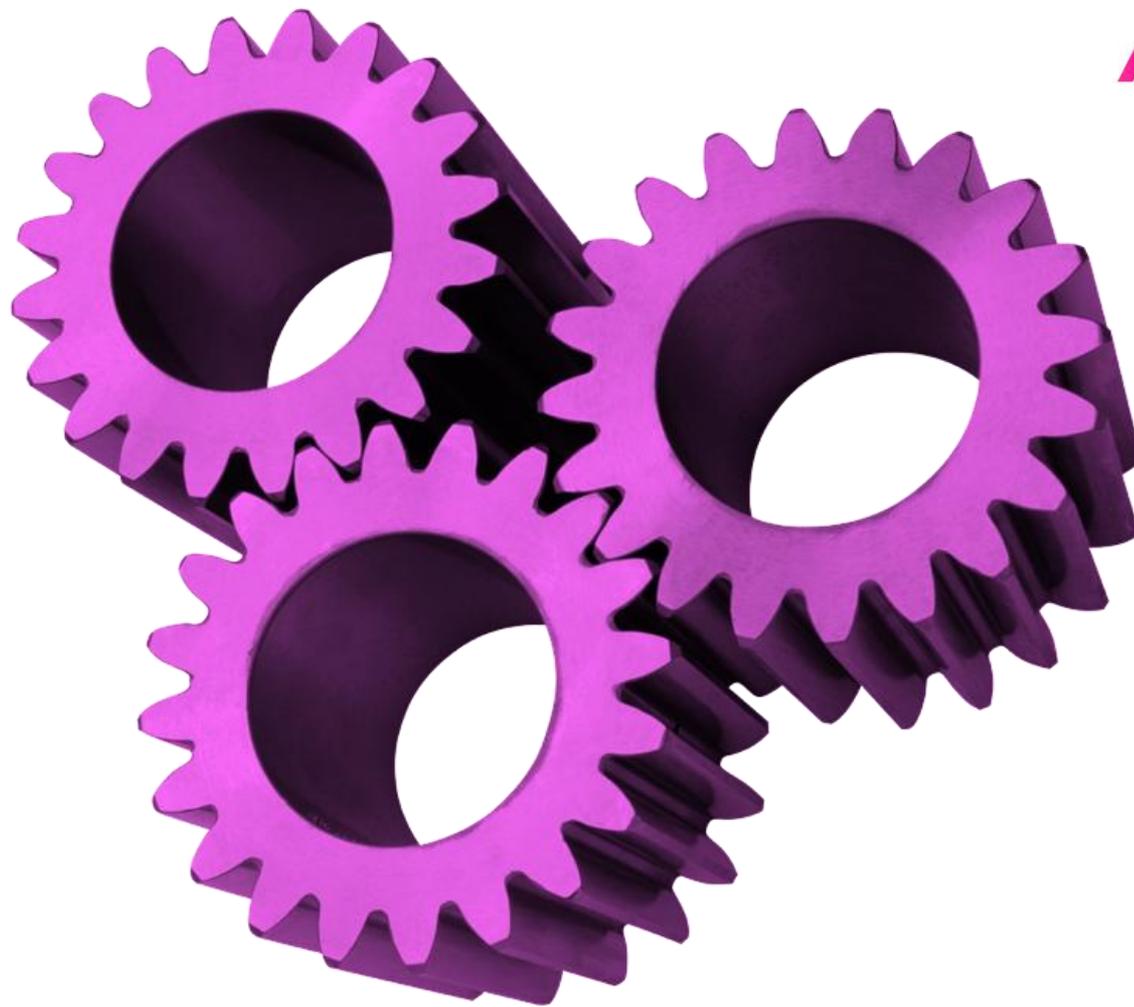
Brand Fundamentals

This is an ongoing assessment of vital brand health metrics
(Key Performance Indicators)...



Brand Fundamentals

- Is the brand desirable enough to induce interest/usage?
- How healthy is the brand overall?
- Is the brand in the consideration set?
- What is driving brand equity?
- Is the brand meeting its visibility/awareness objectives?
- Is brand usage/ownership on point?
- How strong do the consumer connects emotionally with the brand?
- Which media is key for driving interest for the brand?



The Brand Architecture Pipe– API’s
proprietary brand health appraisal tool

Understanding Brand Health

Brand Architecture Pipe™ - Represents the overall relationship of customers with brand and explains the Brand Equity in the market. With the conversion at each levels, we can explain how a brand equity is building and creating a loyal customer base.



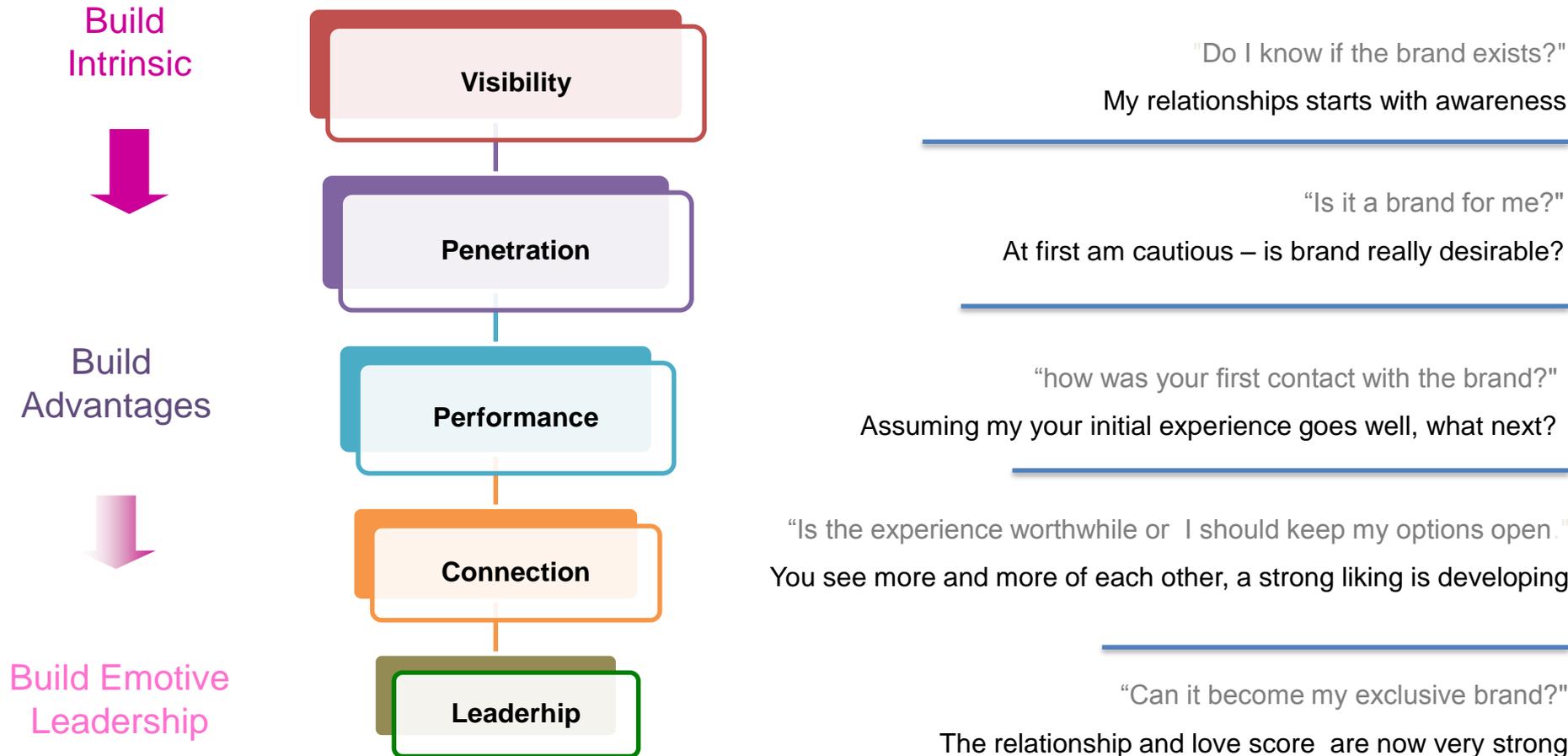
Brand Monogram™ - benchmarks the performance of brand in focus against competitors in your Sector, Region and Africa norms.

Brand Key™ - represents a one-number summary of the Brand Monogram™ that illustrates the brand elasticity in the market regardless of size.



Understanding Brand Health

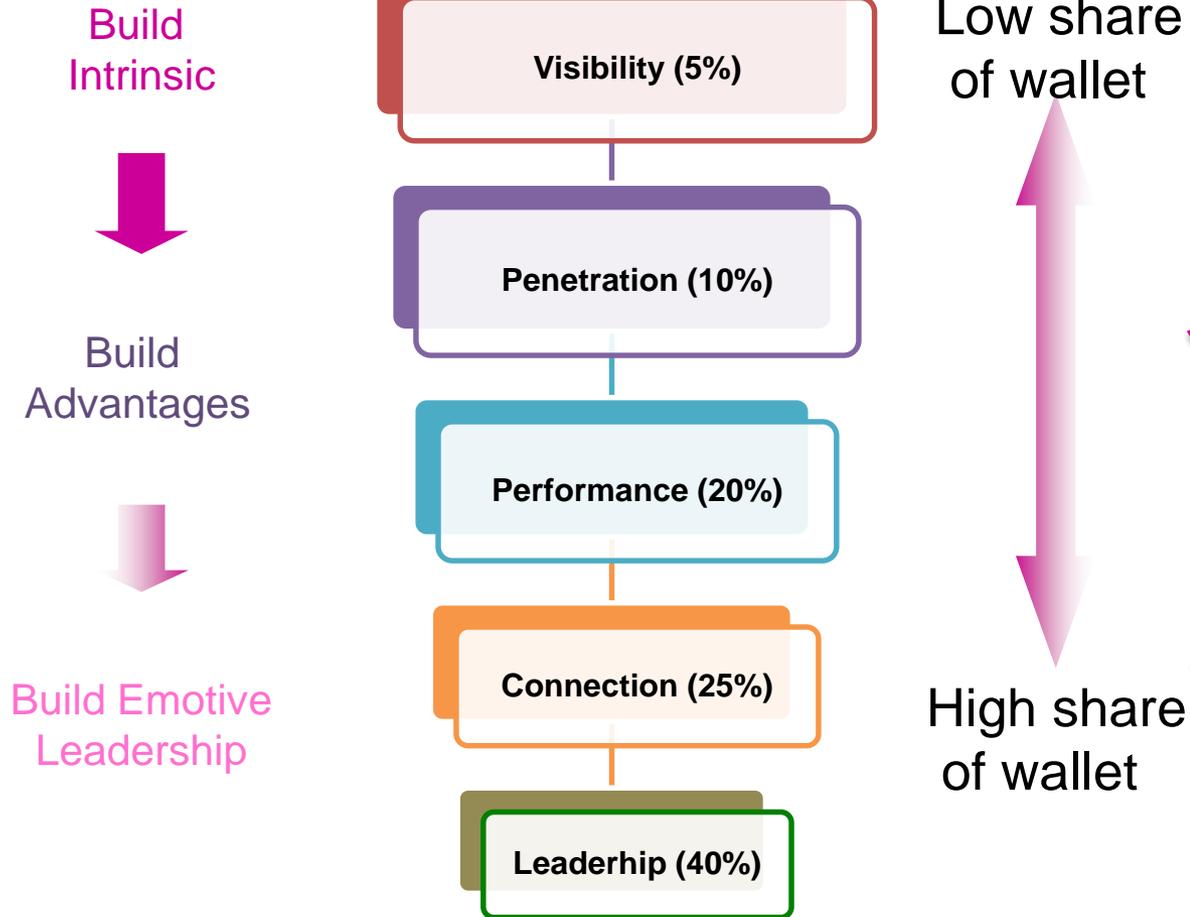
Brand Architecture Pipe™



Represents the overall relationship of customers with a brand

Understanding Brand Health

Brand Architecture Pipe™



Customers that gets into the Leadership level in the BAP™ are more likely to buy/use it ten times more than those who are simply aware of the brand name.

Represents the overall relationship of customers with a brand

Understanding Brand Health

