



evoClarity™

Your brand, your users, clear and simple

Your brand is more than just a word, more than just a product. It's an idea, a feeling, a belief. You need to learn how people perceive its physical attributes but you also need to know how your brand fits into their lives. You need a clearer understanding of how people perceive your brand so that you have a clearer understanding of how to build on its strengths and handle any weaknesses. This is the goal of evoClarity.

evoClarity is a scientifically developed method for evaluating all aspects of a brand, from concrete physical features to abstract relational attributions. evoClarity allows you to understand how consumers talk about your brand and exposes relationships with competitive and complementary brands. Like never before, know exactly how, when, and where consumers are talking about your brand in their everyday life. See the words they use and then use those words to penetrate through their filters. Focus on your brand, focus on your consumers, and bring clarity to your market space.

Focus your brand energy

Even the best multi-tasker can't respond to every issue in a quick and efficient way. evoClarity highlights the issues most needing attention so that you can focus your energy in the right place, right away.

- Identify major strengths and weaknesses of your brand and your competitors' brands
- Identify the product features that your consumers place top of mind and the features that you need to strategize and message in a different way
- Identify product features that your consumers rarely talk about and determine whether it's a weak offering or an unknown offering
- Learn how your consumers talk about your product so you can speak to them in language they understand

What can evoClarity do for you?

Identify gaps in the market space

- Get direct insight into desired product changes and improvements, not because one person complained, but because a growing unhappiness has been newly discovered
- Identify product features that consumers hope for and dream of but haven't spoken up about in a more formal way



Focus on the right competitors

evoClarity helps you to identify which brands your consumers are talking about to give you a deeper understanding into who they are, what they buy, what they need, and how they live

- See how your consumers talk about your products in comparison to competitors
- Find out which brands consumers treat as your competitors even if those brands don't really compete on a feature by feature basis
- Develop a deeper psychographic understanding of your consumers by knowing what brands and product categories matter to them

Evaluate the immediate impact of new product launches

- Learn what consumers are saying about upcoming product launches so you can address concerns before you get to market
- Learn what consumers are saying about products new to the market and confront any issues head-on

BRAND PRECEPTIONS



evoClarity maps out consumer associations among brands to highlight similarities and differences in brand perceptions. In this case, Cluster A brands receive very positive Brand Benchmark scores, an aggregate measure of indicators such as purchasing, recommendations, and trial. However, Cluster A brands perform weakly on the Evolisten Equity Evaluation, an overall measure of all sentiments related to the brand. While Cluster B brands aren't rated quite as high on Brand Benchmarks, their evolisten Equity Evaluation is much higher, leader to an overall more positive assessment of the brand. A few rogue brands fall outside the clusters, eaching having unique strengths and weaknesses. In order to improve brand perceptions, brands in Clusters A and B must focus on differentiating themselves from the other brands within their own cluster.





Contact

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