



TAKE CONTROL WITH GfK EXPERIENCE EFFECTS

MAXIMIZING THE IMPACT OF BRAND EXPERIENCES

Consumers experience brands in more ways than ever – from TV advertising, to in-store encounters, brand websites, online reviews and social media, to simply seeing someone else using the product.

Because all these encounters are part of the seamless flow of the consumer's life experience, you need to understand how these points of contact work together to optimize the impact of your media and communications strategy. This means providing insight into every experience point to understand how these interactions affect brand perceptions and drive spending.

It's not enough to just measure customer reach or recall of the experience point. You need a clear and sensitive measure of the quality of these experiences so you can take quick, corrective action.

That's exactly what GfK Experience Effects does by measuring how consumers live and interact with your brand across all experience points.

A blueprint for success

Our product combines classic advertising tracking with a broader and deeper assessment of how consumers experience your brand.

It doesn't just look at your consumers' contact at each experience point, it also measures how they have experienced it, which lets you diagnose which interactions are having the greatest impact on your brand and why.

In addition, our product captures instant customer feedback for even more insights.

This gives you a clear path for optimizing your current campaign and provides a blueprint for designing effective communications strategies and media campaigns in the future.

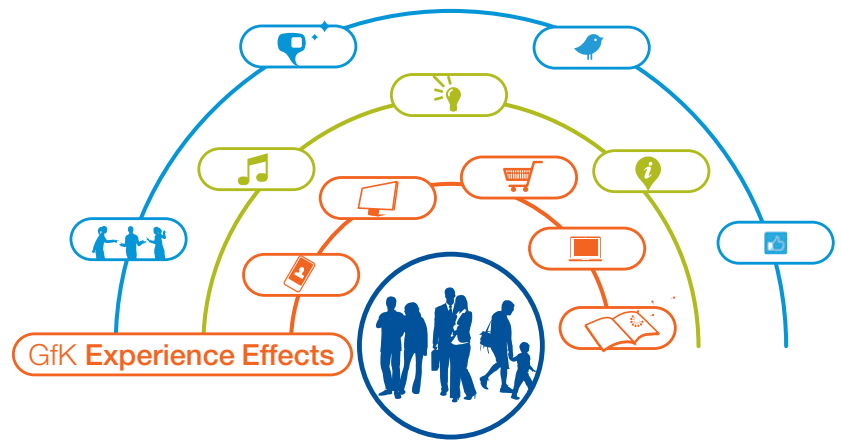
GfK Experience Effects is unique

Depending on your advertising strategy, GfK Experience Effects offers a modular approach with the ability to:

- » Establish creative diagnostic
- » Assess the digital media planning in real-time
- » Get instant qualitative feedback of how people live the brand experience

It also provides guidance on your key marketing communications questions:

- » Where and how are customers experiencing my brand?
- » Which communication activities are promoting my brand objectives?
- » What is the lasting effect of each experience point on my overall brand perception?



- » What's the impact of competitor communication activities on my brand?
- » How can I proactively shape customer brand experience and manage the brand success?
- » How can I optimize media planning to positively impact the customer experience?
- » Where do I need to invest more, and where can I cut costs?

GfK Experience Effects is ideal cross media analysis and communications optimization at advertising and media agencies of all sizes and types.

It can also be used in conjunction with other GfK brand and customer loyalty products to inform an overall brand strategy.

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QUESTIONS?

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