

BRAND POWER MONITOR

semi-annual results, press release

Aspiration-Usage

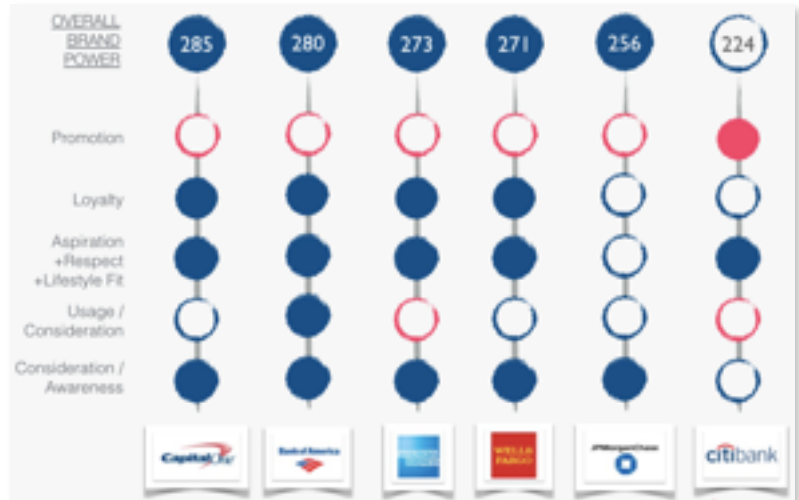
Brands built good awareness level and personal connection to the brand, there are no risks for client base decrease.

Knowledge-Aspiration

The processes of gaining new clients should be watched carefully due to low conversion rate from consideration to usage

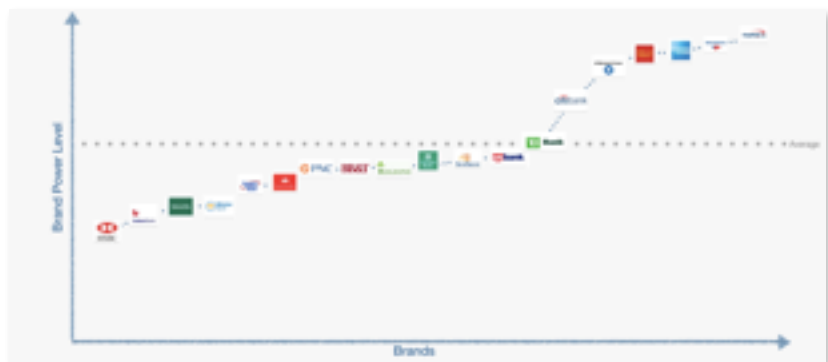
Promoters

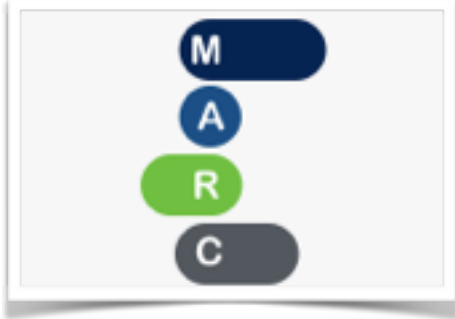
Despite the leadership of shown brands among other KPIs, clients are not ready to promote their banks



Clients Stay but are they happy?

Financial brands possess quite strong clientele base, however they all face challenge in making them happy about services they get. This is the situation when banks should always watch their back as any new player on the market who will be able to offer better conditions can be a factor of decrease.





About Company

MARC Global is full cycle marketing research agency with offices in US, Canada and Europe.

- Full set of qualitative and quantitative research methods
- Advanced data analysis methods, including Cross-Segmentation Analysis and Conjoint
- Access to various customers groups, including "hard-to-reach" ones

We are especially strong in financial and automotive sectors, as we were mainly focused for these markets at the beginning. But FMCG our next strongest side.

Our methodologies such as PA-NOMA, TTM (Think Tank Method), have deserved a world-wide reputation.

We are one of few companies who really works with Conjoint and knows how to apply it to business tasks. And we mean it.

Deep thoughtful analysis with recommendations, opposite to many general descriptive reports we saw on the market.

About the study

This is the tracking study that has been launched in March 2016, and now it is fully alive with the first result been analyzed.

The study covers Automotive and Financial markets, with the capability to start the monitor of other markets within couple of days.

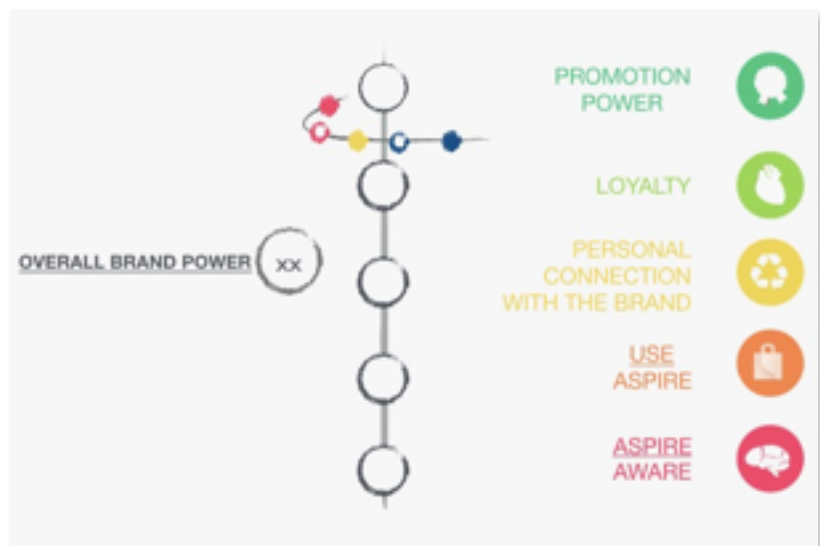
The project is launched in USA, but it is planned that UK, Canada and Russia will start to participate in the nearest future.

1000 bank clients and 1000 of drivers were interviewed online. The sample is national representative of males/females, 18-75, past week users of banking services or past week drivers.

Brand Monitor is based on the measurement of 5 Key Indicators (please, see the picture below).

This is cost and time efficient way to receive expert level results with executive summary and recommendations about the Brand leverage, potentials and weaknesses.

Different levels of subscription are available.



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