Savanta:
Essentials Brand Tracker

Enabling marketers to understand and optimize a brand's position

Introducing the Essentials range:

Essentials are a suite of research products that have been designed by our team of experts to offer a simple, cost effective alternative to answering your business objectives.

How it works

Savanta's team of brand tracking professionals have been responsible for designing hundreds of brand trackers for leading global brands.

We've designed a simple, data led service that is efficient, valuable and sustainable, where our experts handle full operational set up and delivery.

All we require from you are details of your target audience and brand lists to be tracked. Once we have these, we can customize:

- Sample size per wave
- Frequency of waves (monthly, quarterly etc)
- Craft brand measurement questions, aligning with BrandVue questions if applicable
- Add in ad-tracking waves as applicable
- Import historic scores from previous trackers if applicable

What you will understand:

Helping you to track performance across the following metrics:

Brand KPIs
- Spontaneous awareness
- Prompted awareness & familiarity
- Positive & negative buzz
- Brand affinity
- Consideration
- Advertising awareness

Brand Drivers
- Brand associations
- Brand drivers
- NPS

Audience profiling questions

Costs:

Starting from $16,000 (USD)

(Based on quarterly waves of N=1000 amongst a US nat rep audience)

Why the Essentials Brand Tracker?

Benefits include:

- **Complete flexibility** – Freedom to create and adapt trackers targeted to your audiences
- **A cost effective, high value alternative** – Essentials allows you to run your core projects at a lower cost in a post pandemic & economically uncertain market
- **Visual outputs** – Online dashboard with easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our brand tracking experts
- **Speed of delivery** – Working within consistent modules speeds up all elements of the process. Results can be turned around in as little at 24 hours

Deliverables:

- Access to online dashboard with automated insights of key campaign metrics
- PPT charted output by question
- Excel data tables
- Pdf summary deck
- Online cross-tab functionality for data interrogation

Get in touch ⊙

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