

## 2014/2015 Icon Brands™ reporting solutions

**Heritage offers no guarantees to brand success as newer, better, faster, more open and responsive brands challenge established players. Icon Brands reporting solutions will reveal what it takes to become and to remain an iconic brand and will explain what it means to 'innovate to zero' and why this is important for leading brands.**

Icon Brands™ have great reputations, instil a sense of pride, and become symbols which contribute to the way users define their status, their personalities, and nationhood. To gain strategic and actionable insights as to how your brand performs across South Africa's diverse landscape, tap into the expertise of TGI's reporting solutions:

### An Icon Brands™ Report

An Icon Brands™ report will demonstrate relevance across the evolving consumer spectrum to enable you to increase your performance, either to maintain winning status or to improve future performance.

- Revealing the characteristics of an Icon Brand
- Sharing evolving Icon Brand performance (a 4 year trend illustrating variances)
- Winner and potential winner status
- Customising trended category and brand scores (4 year trend) to understand your performance
- Competitor analysis and loyalty matrix (unpacking cross brand usage)
- Identification of market opportunities for your brand

### An Icon Brands™ Report, with powerful Segmentation Insights

TGI's unique offering of 590+ lifestyle statements, extensive demographics and holistic media preferences relative to your brand/market (across 15 000 South African respondents), provide a powerful local segmentation enabler.

- Complementing your Icon Brands report, psychographic segmentation of your market will empower to understanding nuances of your consumers
- Size your brand's category
- Maximise your opportunity considering propensity of your product
- Assess your brand's penetration vs. competitor brands
- Prioritise market segments to target
- Define a competitor strategy to capture areas of opportunity
- Refine your marketing strategy through prioritising effective communication channels, per segment
- Develop tactical strategies per segment, ensuring a targeted approach based on lifestyle, behavioural and media nuances of each segment

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