

BrandX

Monitor brand performance and equity when it matters - in the moment people are interacting with your brand - and in consumers' own words.

Brand Experience Monitor measures real-life interactions with your brand, enabling an understanding of the 'deeper why' behind what is really driving decision making within your category. Our single score elevates the traditional approach and combines the functional performance and emotional connection of your brand with consumers, and how they experience your brand. This triangulation gives you the ability to understand why customers are engaging with your brand and competitors', and build stronger connections with them. You will be able to drive mental availability by proactively propelling change across the marketing mix to positively impact equity.

How BrandX helps you:

- ▶ **Single harmonized score for the entire business:** BrandX encapsulates the key drivers of brand experience to both track and monitor, helping you keep continuity with your current providers, while also enabling you to dig deeper into the 'why'. It combines:



Perception

Traditional funnel metrics, like awareness, usage, or considerations



Passion

Emotional drivers like mood or safety



Performance

Functional drivers like ease of use, or satisfying cravings

- ▶ **Never rely on consumer recall again:** With our Always ON approach you get real-time understanding. BrandX picks up on natural occurrences of consumers' interactions with your products and brands, in-the-moment, to monitor ongoing engagement and where true growth areas lie.

- ▶ **Identify brand drivers from the bottom up:** Streetbees' proprietary machine learning technology identifies real consumer demand from the bottom-up, rather than using predefined lists, so you know how to plan your strategy accordingly.

➤ **Tailor your communications:** Our conversational research methodology equips you with the right tone of voice for your messaging & communication, as well shapes content creation and campaign development.

➤ **Stay relevant:** Traditional brand tracking tools are reactive and it is often too late to affect change. With BrandX, you can be proactive, and drill down to why the change is happening, and exactly when.

➤ **Inspire action:** This dynamic approach makes for outputs that are business-centric and inspire action across an entire organization, including different departments and territories.

➤ **Elevate brand equity understanding:** Our unique approach means you can understand performance through the lens of demand spaces and what you need to win in those key occasions.

What are the benefits?



Drive market share: Uncover where your brand is strong or falling short, enabling you to focus your efforts on where to win and grow market share across numerous category entry points.



Save millions: Save money across the board from creative development to promotional activities, ensuring that investments are effective and efficient.



Build brand equity: Create stronger connections with your customers, dive deeper into the “why” behind your equity scores and proactively drive change across the marketing mix to grow brand equity and recall.



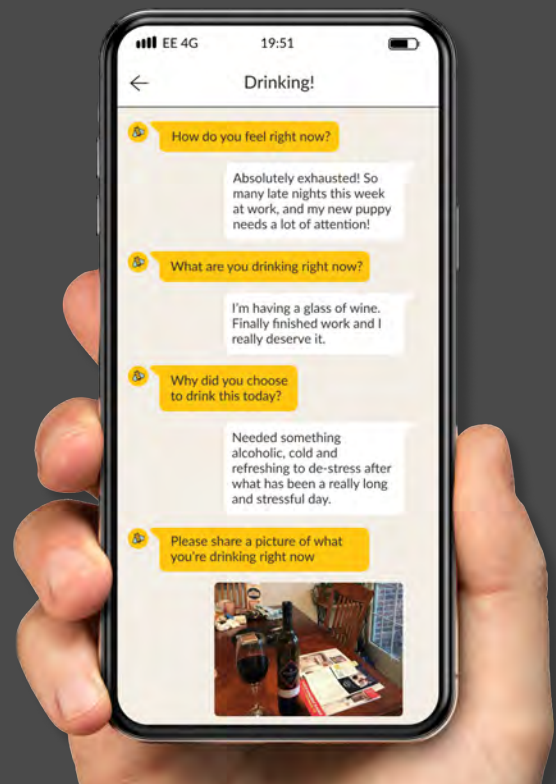
IN THE
MOMENT



ALWAYS
ON



POWERED
THROUGH AI



Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them – and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oreal.



4.2 million bees



2.5 billion data points



190 countries

 **Streetbees**

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