

Stronger Brands with MarketingStat

MarketingStat helps clients improve their analytical approach to brand management (BM) both locally and internationally.

By bringing valid knowledge from business intelligence (BI) into marketing decisions, we help you build stronger brands.

$$BM \cong \int (BI, Marketing)$$

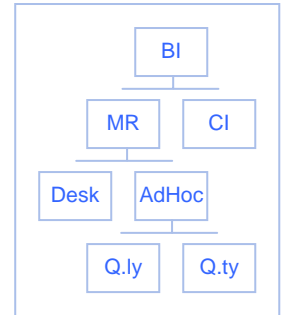
**We tell you what,
we show you how,
and we give you the tools to do it again.**



Improved Business Intelligence

MarketingStat offers large and medium-size companies up to 360° support in marketing research and competitive intelligence. We offer our clients:

- ✦ Planning and deployment of a complete Business Intelligence System
- ✦ Design and management of (online) ad hoc surveys
- ✦ CopyTest, analysis of the attraction of print advertisement and sales-aid material
- ✦ Planning and analysis of promotional campaigns, coupons, contests
- ✦ Periodic reporting on sales evolution, rep visits, distributor performance, website traffic, employee and customer satisfaction
- ✦ First class training for marketers and business analysts
- ✦ Special analyses, such as product portfolio analysis, territorial penetration, scenario modelling, and more



$$BI \cong \int (\text{Monitoring, Analysis})$$

**Do you have a marketing or BI need?
Talk to MarketingStat. You will like our working style.**

Improved Brand Management

MarketingStat can show you how giant marketers build strategies and business plans (SP) using BI, marketing theory, and common sense in order to manage brand portfolios in a profitable and highly competitive manner. This will help you build stronger brands and develop better marketers.

$$SP \cong \int (\text{BI, Theory, StrategicThinking})$$

A System for Brand Success

Evidence shows that brand success (BS) is related to the efficiency of BM, to the ability of marketers to make sound plans, and to the information available to make decisions. In math notation we have:

$$\text{Brand Success (BS)} \int \begin{cases} \text{BM} \cong \int (\text{BI, Marketing}) \\ \text{SP} \cong \int (\text{BI, Theory, StrategicThinking}) \\ \text{BI} \cong \int (\text{Monitoring, Analysis}) \end{cases}$$

Therefore:

$$\text{BS} \cong \int (\text{KnowHow, Information, HumanFactor})$$

**MarketingStat acts here,
with impact on the human capital**

Know-How for Brand Success

Building successful brands begins with a clear idea of how to do things.

We can show you how giant marketers write their strategic documents and explain how to define the core elements of each document. We can demonstrate how to use market data for strategic purposes, such as defining brand positioning, product strategy, and copy strategy. We can teach you to translate strategic statements into communication material, and explain how to evaluate the execution of advertisements, with everything grounded on sound BI and healthy common sense.

By the middle of the program you will realize that you are already headed for increased brand success. The marketing know-how increases, the ROI on market data improves, and marketers and business analysts do a better job.

$$\text{BS} \cong 0041 - (0)61 - 4016055$$

**Call us today to discuss your needs in BM and BI.
Take a first step towards increased brand success.**

MarketingStat Products

We proudly serve:



MM4XL Software

MM4XL software, the largest collection of analytical tools for business analysts and strategic decision-makers, helps you approach decisional issues appropriately.

Marketing Research, popular magazine of the American Marketing Association (AMA), wrote:

Even one improved decision could justify the cost. Readers are encouraged to download MM4XL software.

Trial copies from www.MarketingStat.com



CopyTest

CopyTest is the ideal tool for quick pre-testing of communication material, at a very reasonable price, and with the outstanding level of flexibility and analytical depth that MarketingStat is known to offer.

With large advertising investments, relying solely on creativity, one's own experience, and intuition is very risky. Advertisers and advertising professionals need to test how readers react to ads in order to minimize the risk of releasing weak communication.




Seminars with MarketingStat

Move to the next level of business analysis! Our seminars foster strategic thinking in the minds of business analysts and strategic decision-makers.

- Strategic Market Mapping
- Product Portfolio Analysis
- Scenario Modeling Techniques
- Survey Planning and Analysis
- Business Data Segmentation
- Short-Term Forecasting & Trend Analysis
- Charting Business Data
- Ad hoc Seminars and more on demand

For details contact info@MarketingStat.com




Book: Mapping Markets

Mapping Markets for Strategic Purposes shows how to apply Brand Mapping to draw very useful pictures of a competitive environment.

This book is for business decision-makers and analysts, who approach their jobs from a strategic perspective. It aims to foster the scientific approach to business management, and it presents a detailed view of Brand Mapping, an analysis technique that we have found to be a great help to marketers.

www.MarketingStat.com/bookmapping.html



Business Intelligence System

Efficient BI improves business performance! The BIS concept is for companies that want to improve their analytical ability, in order to improve business results. MarketingStat offers these companies the expertise and tools to help them shape, implement, and deploy an efficient Business Intelligence System.

Would you like to become an analytical competitor? Contact MarketingStat now. We can help you make the transition.



Brand Management System

Improving Brand Success! MarketingStat helps medium- and large-sized companies increase brands competitiveness, in order to improve the return on marketing investments and to sell more, thanks to better managers.

Companies like Procter & Gamble, Gillette, and Coca Cola have built their fortune on scientific Brand Management. More and more companies are embracing it. Why? Because it works. And we at MarketingStat have known this for a long time!

Brochures and other print material available.
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