

NEW

Brand Atlas Tracker





Divide and conquer

Brand Atlas is a tracking survey about brands used to define, size, value, describe and identify target market consumer segments. It is primarily a segmentation tool for marketers.



Ongoing conversation with customers

At last Brand Atlas is a continuous survey.

There are no longer advantages (but plenty of disadvantages) of doing *point in time* tracking research especially amid a global pandemic when things are moving so fast. Tracking research must be a structured, ongoing and right up to date process.



Respondent attraction

Win entries into **FIVE** R10 000
cash prize draws by completing
short, tick the box surveys



Complete ...

1 survey – 1 entry into each draw

2 surveys – 3 entries into each draw

3 surveys – 5 entries into each draw

4 surveys – 7 entries into each draw

5 surveys – 10 entries into each draw

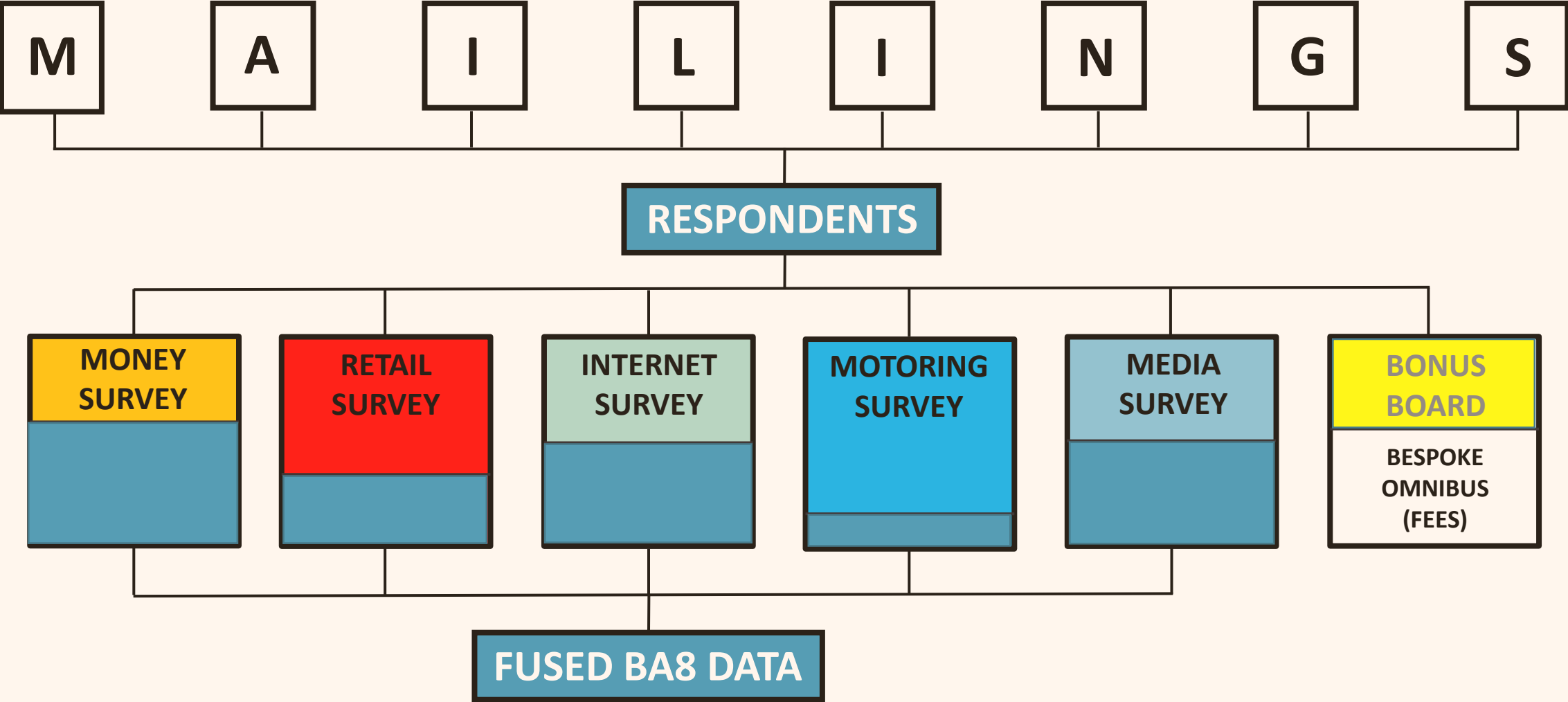


Complete the BONUS survey
and **DOUBLE** the number of
entries you have earned into
the draws





BA8 SURVEY FLOW CHART





OPTION 1: Mailing partner deal

- Immediate access to BA8 survey completer data every day. Free bespoke analysis of BA8 data.
- Brand Users can add questions to Bonus Board and run them for as long as they like.
- BA8 data will be launched in August 2021 with a minimum sample of 10 000 respondents. You will receive a free 6-month subscription which you can renew by doing BA9 mailings in September.



Mailing partner promise

- Help spread the BA survey link as widely as possible, by any or all means, to parts of your addressable customer base.
- The bigger the number of mailing partners, the quicker the sample will grow and the wider the sample net is cast. *(This type of data was free for marketers in the days of AMPS, it should be free again now. If everyone would collaborate on broadcasting the link to the survey, everyone would end up with a very large shared survey dataset. What's more, they would be getting it for free.)*

OPTION 2: Subscription deal

- **R150 000: 12-month subscription**
- **R85 000: 6-month subscription**
- **Access via your chosen SP platform**
- **Access to all current and back data**
- **Unlimited free bespoke analyses of BA**