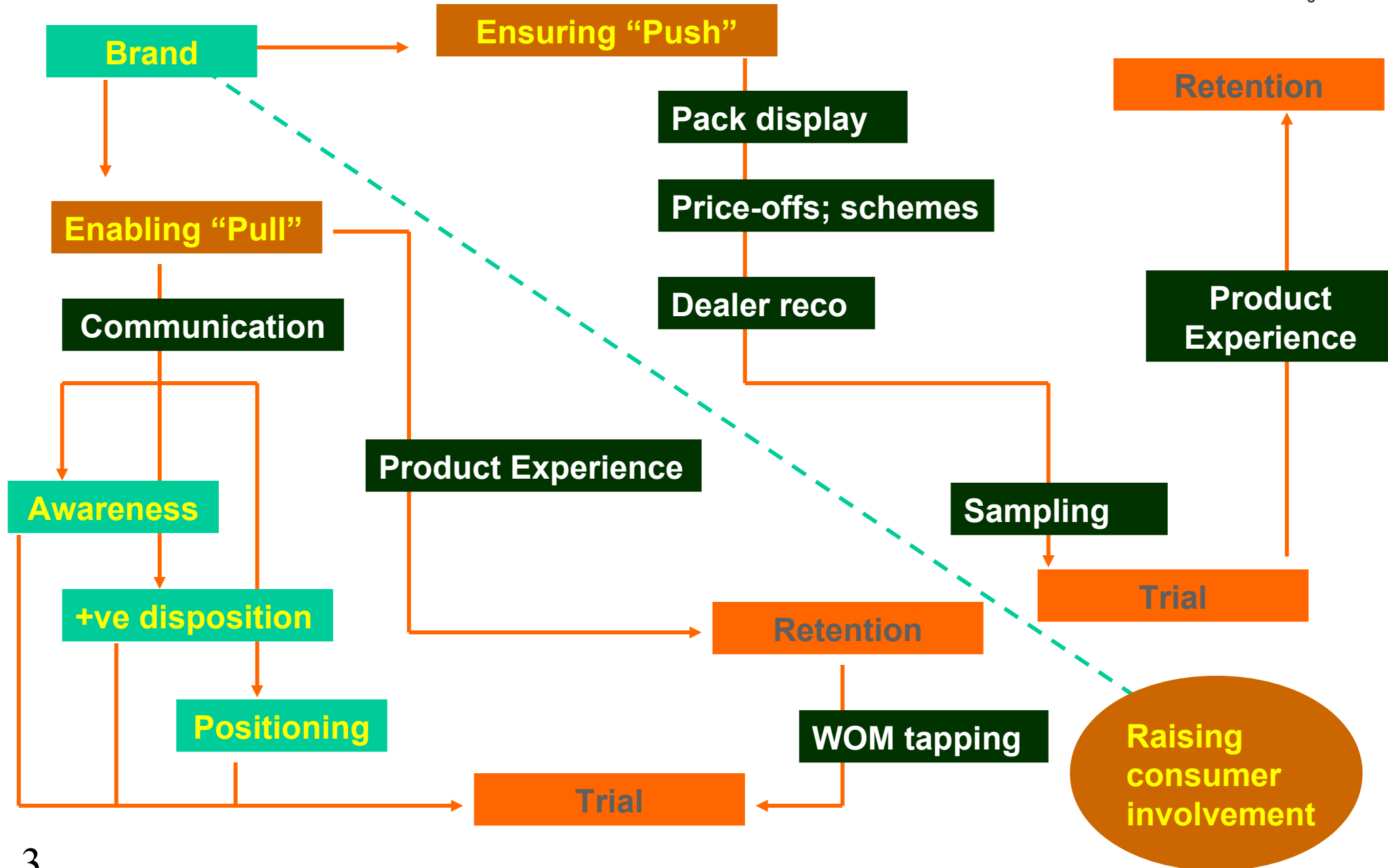


Brand Action

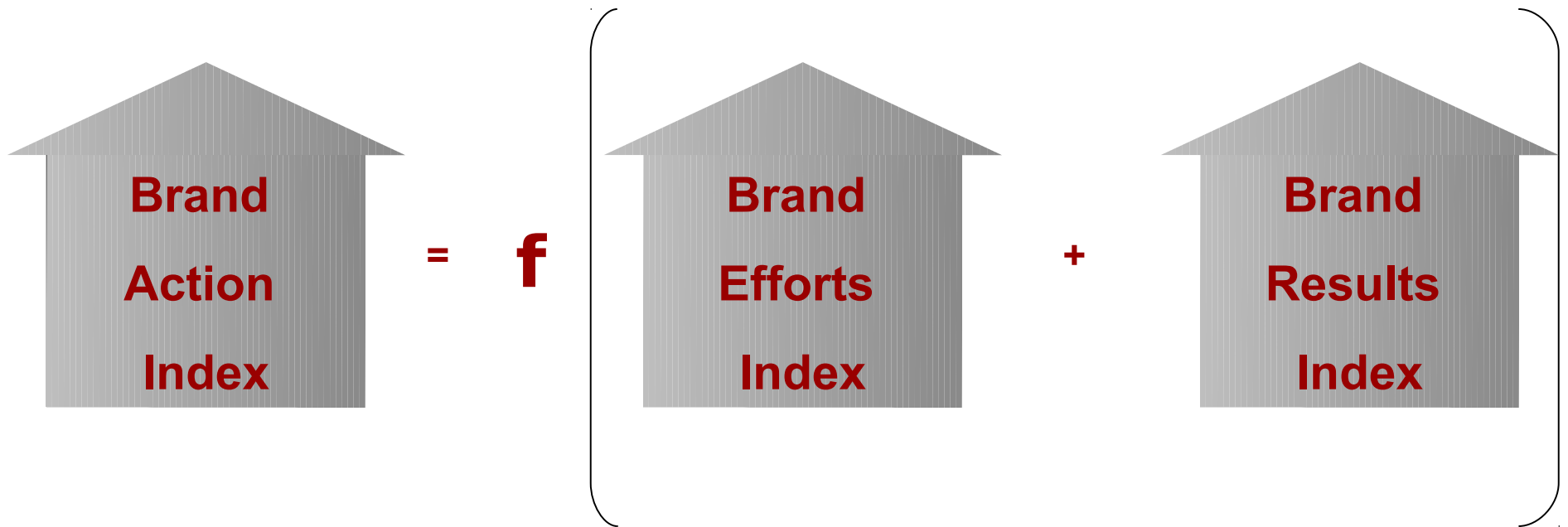
An MR offering for assessing brand health

Flow of this Presentation

- Brand Action – A conceptual framework
- Salient features of Brand Action
- Stages in Brand Action
- Typical questions
- About Kaybase



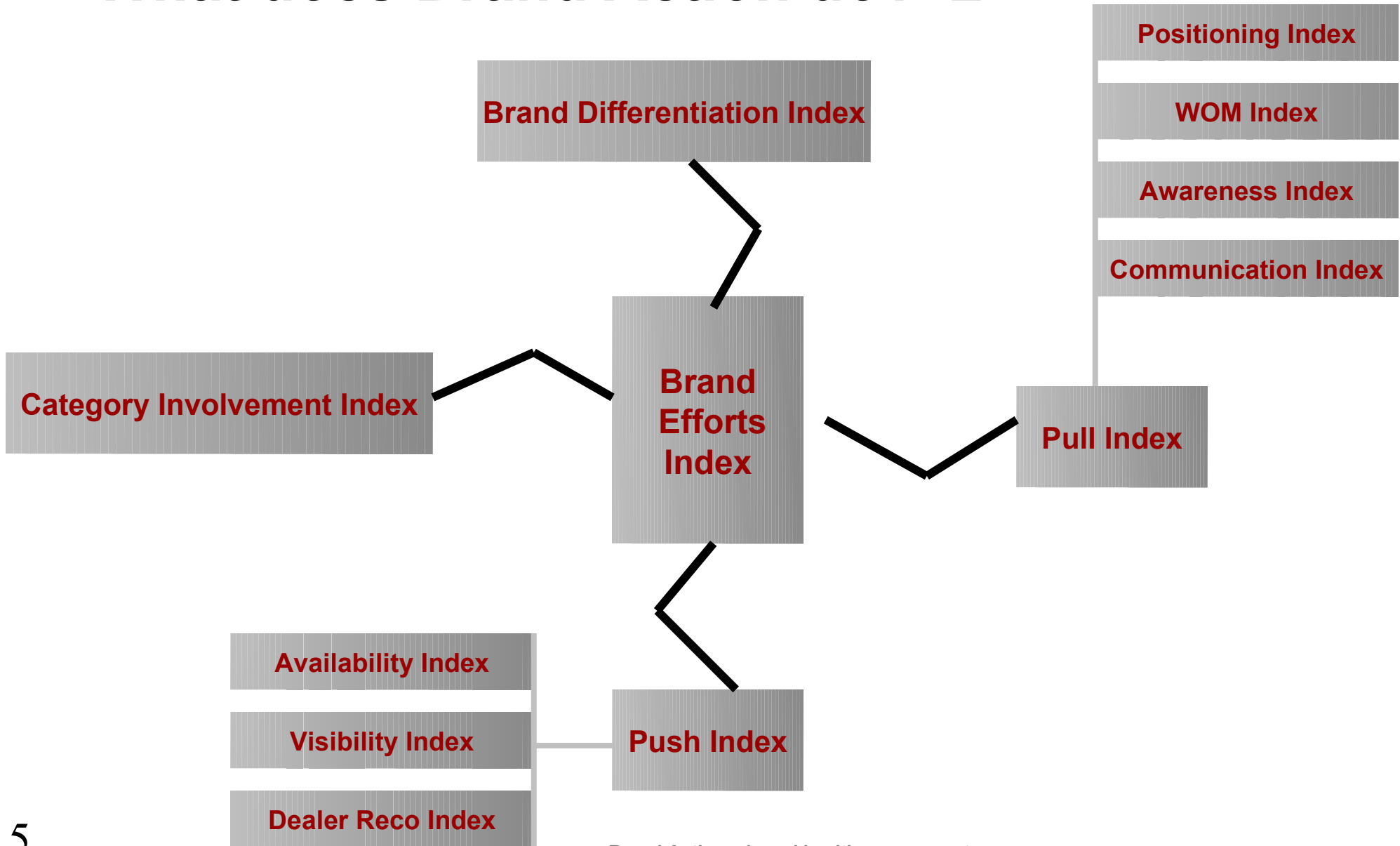
What does Brand Action do?



The Brand Efforts Index tells us about whether the current marketing efforts are in the right direction or not

The Brand Results Index tells us about where the brand stands today, as a result of historical efforts plus current efforts

What does Brand Action do?..2



What does Brand Action do?..3

