



# GLOBAL BRAND MONITOR

A quantitative brand tracking study achieving a robust baseline measure of your brand position across the world.



Gracechurch

An abstract graphic on the left side of the slide, consisting of several overlapping, semi-transparent red and white geometric shapes, including triangles and rectangles, creating a layered, 3D effect.

## Background

The Global Brand Monitor provides critical insight into your brand awareness, Net Promoter Score, familiarity vs favourability, shortlisting (consideration) and marketing recall and channel usage.

What's the purpose of the  
Global Brand Monitor?

**To provide actionable,  
fact-based  
recommendations on  
how to improve  
service, build your  
brand and promote  
your strengths across  
multiple regions.**

## How does it work?

We conduct interviews across various service areas in each region to build up detailed insights on perceptions of the clients' brand.

You get access to all verbatim feedback, bespoke recommendations and analytics dashboards.

We offer in-person presentations where we discuss performance and issues emerging to help you and your team focus on the improvements that will make the greatest difference.

**Why is it important to monitor your global brand effectiveness?**

Client expectations and competition are constantly evolving: knowing where to focus is vital for measuring performance against objectives.

The outcomes of the Report help to create efficiency, helping you to know where and when to apply resource to achieve objectives.

# Key Measures & Data Evidence

for the Global Brand Monitor:



## Brand Awareness

Cross-company comparisons of brand performance



## Brand Traits

What is driving the brand forward and what is holding it back



## Favourability

Identifies what makes your company stand out



## Communication

Which marketing activities have the highest impact on shortlisting

# Interested?

Speak to a member of the Gracechurch team to discuss your requirements. We can tailor research and advisory packages that will get the measurable results you need.

# Contact us



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