



A Detailed, Visual Snapshot of Brand Identity and Reputation Online

Brand Association Map

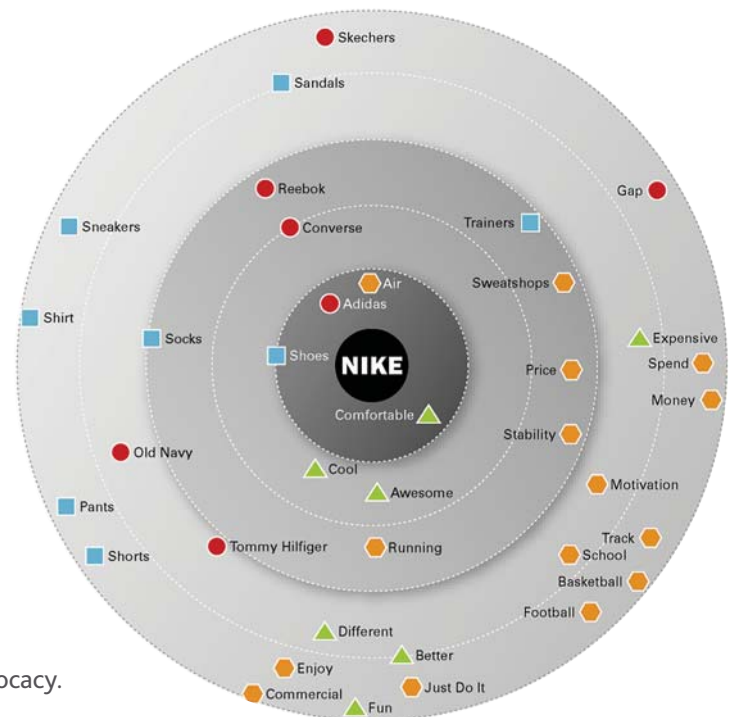
Nielsen BuzzMetrics' Brand Association Map (BAM) delivers a visual map that provides a comprehensive understanding of key brand dimensions, including product attributes, messaging elements and competitive and category sets.

Imagine if you could take a powerful snapshot of your brand DNA, revealing the most important concepts and themes that consumers discuss and associate with it. Now consider the ability to fine-tune this image by focusing on key topics that can potentially boost or discredit your brand. Nielsen BuzzMetrics' Brand Association Map provides all of this in a single, intuitive map, giving you a deep understanding of how your brand is perceived, discussed and understood among consumers online.

Putting the BAM into Action

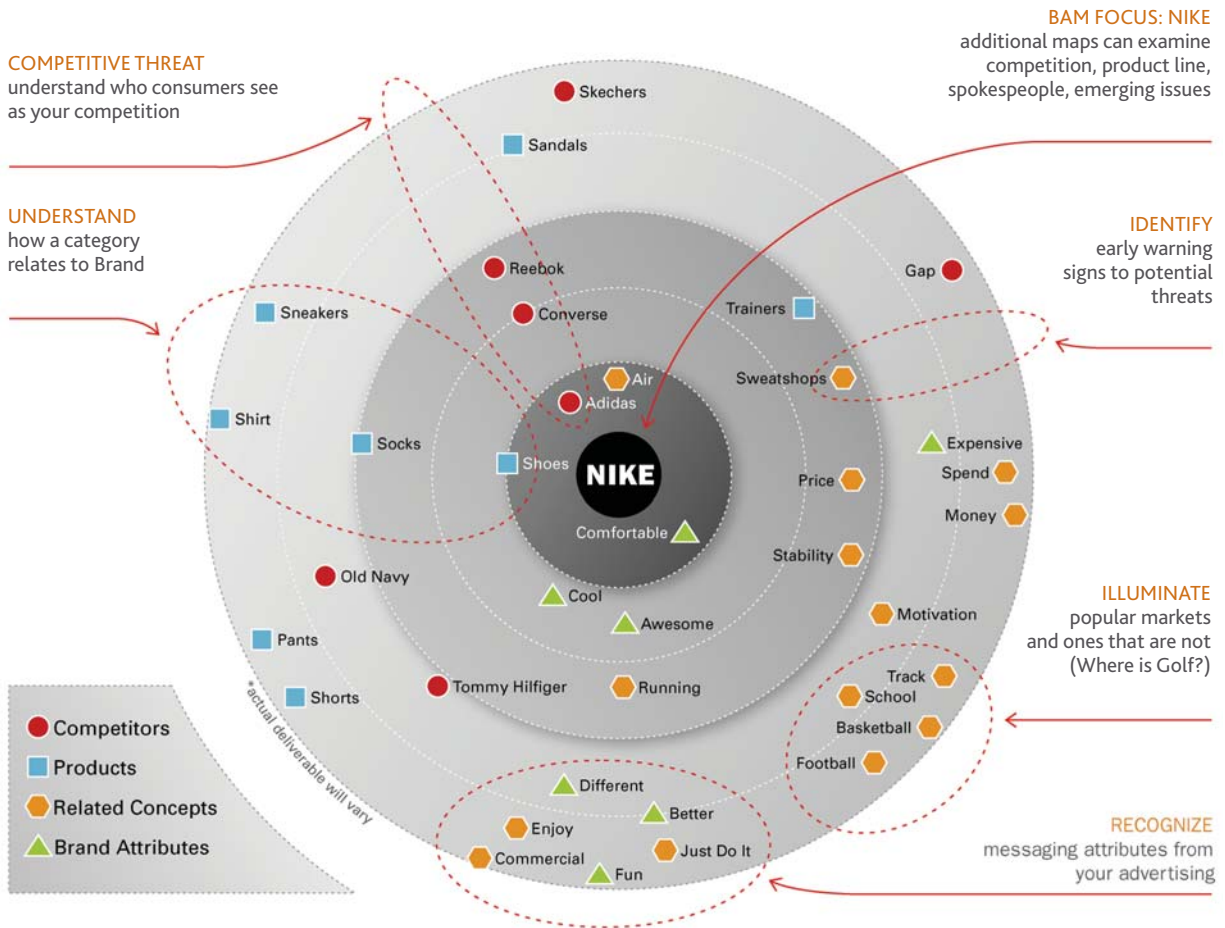
- Perform quick checks on your brand equity to identify directional insights
- Assess high-level competitive attributes and issues
- Quickly determine messaging elements to optimize brands in complex competitive environments
- Examine the language and brands associated with strategic issues

In the age of consumer control, brands struggle with how to identify and manage threat opportunity areas. You might discover, for instance, that hostile comments tend to circulate only around your brand, not your competitors. Or that the paid spokespersons/third parties with which you associate have certain negative or positive associations that were off your radar. The BAM gives you the tools to quickly access and understand issues and opportunities, and to build a roadmap to better harness the power of brand advocacy.



To understand what is powering or deflating your consumer advocacy online, you need to know what people are saying about — and associating with — your company and your brand.

Brand Association Map



How it Works

The BAM analyzes consumer conversations on the Internet and plots the words and phrases that most closely correlate to the subject of study. The closer a word appears to the center of the map, the stronger the association or correlation. Likewise, the proximity of words to each other on the map connects a correlation.

The BAM Report

Clients receive a report that includes up to four BAMs, including qualitative analysis around key themes of discussion, as well as select consumer verbatims. The BAM is the first step for brand managers who want snapshot visuals that open the door to deeper analysis, want to introduce consumer-generated media (CGM) concepts to the broader team, or need easy-to-use tools that help visualize consumer "buzz" about their brand.

Who Should use the Brand Association Map?

- **Marketers:** Understand whether key initiatives, product benefits or strategies are being discussed among your brand advocates and core consumers
- **Researchers:** Uncover hot-button issues not visible through traditional qualitative research or surveys
- **Advertising Agencies and Media Planners:** Discover strategic messaging and media planning opportunities for your clients
- **Media Managers:** Hone in on important reputation and crisis management areas and proactively assess the mood and tone around your brand or organization at critical times