



Ensure your brand is fit for the future and to fight competitive threats with this unique approach to brand health measurement

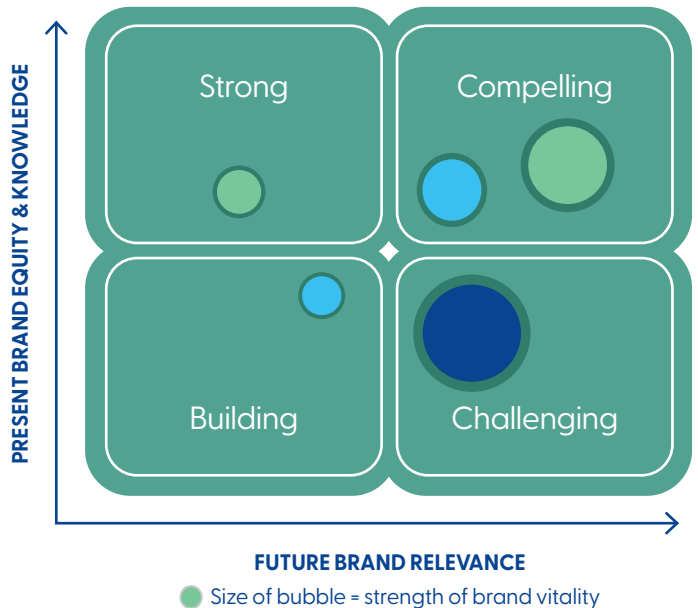
Powered by the perfect fusion of expertise and technology.

As consumer expectations of brands evolve at pace and market disruption continues, a strong brand today does not automatically equate to future success.

Hi brands™ by Harris Interactive looks beyond brand equity and past performance with added emphasis on the future relevance and vitality of your brand, including a sense of belonging and excitement.

Hi brands™ is highly actionable, providing a granular and diagnostic view of your brand and category competitors' relative strengths, weaknesses and shifting positions over time, so you can take impactful decisions faster to ensure the future health of your brand and in-market success.

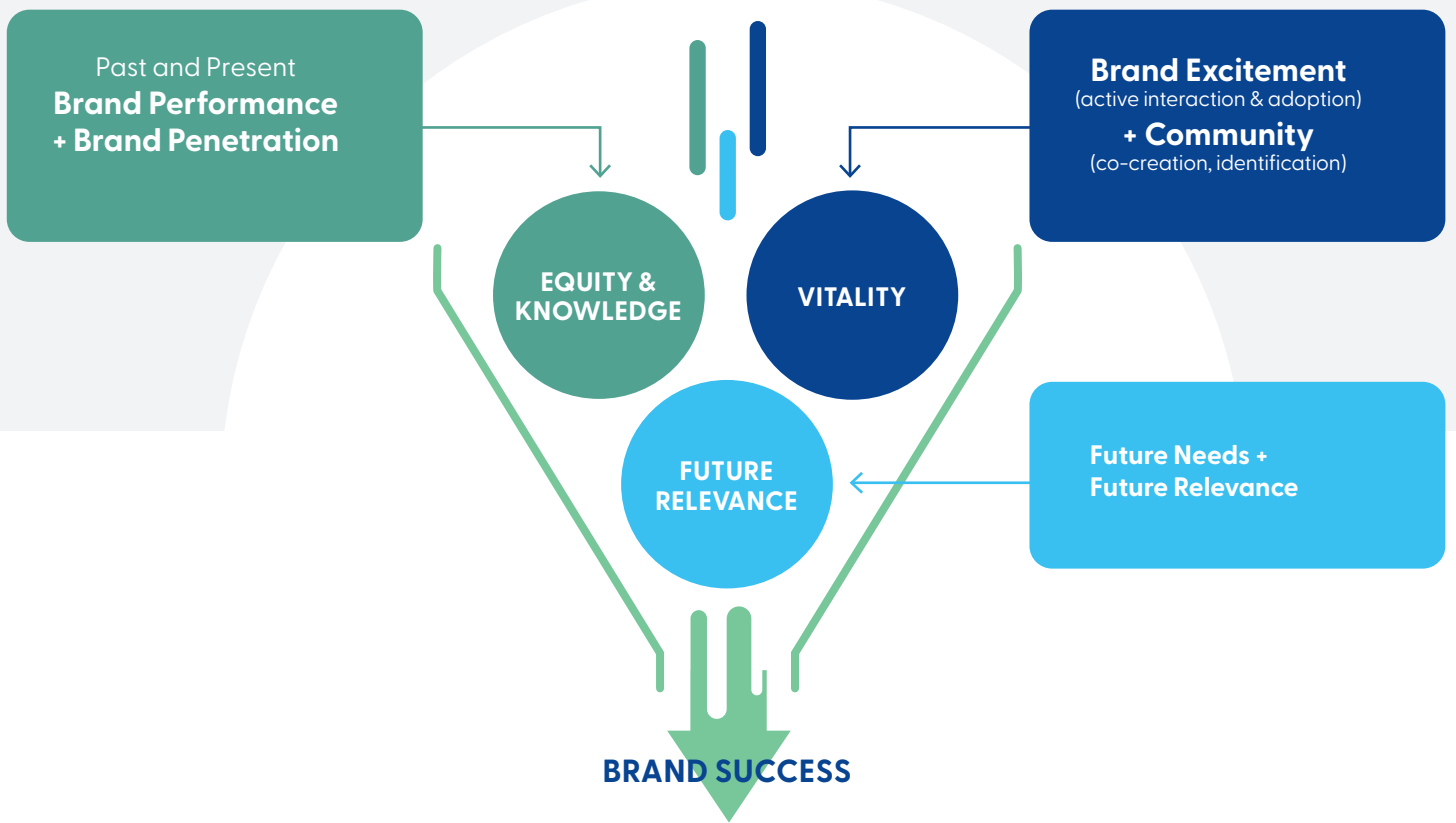
It offers brand managers and marketers a better perspective than traditional static measures. It can be used alongside or integrated with your existing brand tracker and it can be linked with category needs and brand perceptions to give a totally holistic view.



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Developed with Aston Business School and finalist in the MRS best innovation awards, this compelling brand health measurement model is delivered at the speed your business demands through the perfect fusion of expertise and technology.

A MODEL TO MEASURE BRAND HEALTH



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