



ASK AFRIKA
DARE TO KNOW

SA's 2015/2016 Icon Brands



2015/2016 Icon Brands™ reporting solutions

Brand loyalty is more than simple repurchasing; it is multidimensional and it is determined by several distinct psychological processes. True brand loyalty exists when customers have a high relative attitude towards the brand, which dramatically affects profitability. Consumers demand a continuing pattern of changes to keep up with their fluctuations in taste, lifestyle and circumstances, even for brand leaders.

Ask Afrika Icon Brands™ have great reputations, instill a sense of pride, and become symbols which contribute to the way users define their status, their personalities, and nationhood. To gain strategic and actionable insights as to how your brand performs across South Africa's diverse landscape, tap into the expertise of TGI's reporting solutions.

An Ask Afrika Icon Brands™ Report

An Ask Afrika Icon Brands™ report will demonstrate relevance across the evolving consumer spectrum to enable you to increase your performance, either to maintain winning status or to improve future performance.

- Revealing the characteristics of an Icon Brand
- Trended Icon Brand performance (5 year trend illustrating variances)
- Winner and potential winner status
- Customised trended category and brand scores to understand performance
- Competitor analysis and loyalty matrix (unpacking cross brand usage)
- Identification of market opportunities for your brand

An Ask Afrika Icon Brands™ report, with powerful segmentation insights for hard-core loyal vs. shifting loyal consumers

TGI's unique offering of more than 590 lifestyle statements, extensive demographics and extensive media preferences relative to your brand or market (across 15 000 South African respondents), provide a powerful segmentation solution to retain hard-core loyalists and increase loyalty amongst shifting loyalists.

- Complementing your Ask Afrika Icon Brands™ report, psychographic segmentation of hard-core loyalists vs. shifting loyalists will understand nuances of your consumers
- Size your brand's category
- Maximise your opportunity considering propensity of your product
- Assess your brand's penetration against competitor brands
- Prioritise market segments to target
- Refine your competitive marketing strategy through prioritising effective communication channels, per hard-core loyalist and shifting loyalist segments
- Develop tactical strategies per hard-core loyalist and shifting loyalist segments, ensuring a targeted approach based on lifestyle, behavioural and media nuances

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