

Improving your brand's performance

VISIBILITY

ASSISTED RECOLLECTION

+22%

Exposed at least once

AWARENESS

SPONTANEOUS

+6pts

Gains between exposed/ non-exposed consumers

IMAGE

INDEX

+20pts

Gains between exposed/ non-exposed consumers



Proven efficacy



SPONSORS - EXCELLENT RECOLLECTION



BRAND AWARENESS - SIGNIFICANT GAINS



BRAND IMAGE – MAJOR IMPROVEMENT