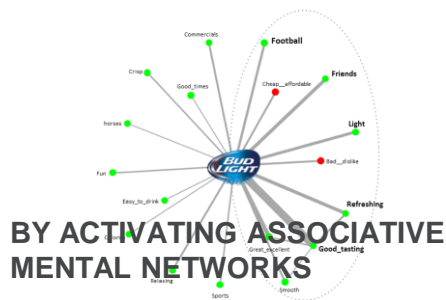




Identify and create distinctive assets to help grow your brand



**DISTINCTIVE ASSETS
HELP A BRAND GROW**



**BY ACTIVATING ASSOCIATIVE
MENTAL NETWORKS**



**AND INCREASING A
BRAND'S SALIENCE**

By **DECONSTRUCTING PERFORMANCE**
of potential assets on four key qualities...

BRANDING POWER



LINKAGE



UNIQUENESS

BRAND AFFINITY



RELEVANCE



SENTIMENT

...IPSOS can help **IDENTIFY YOUR BEST ASSETS**
and guide **HOW TO USE THEM**

