



Fresh
Forward
The Future of Research

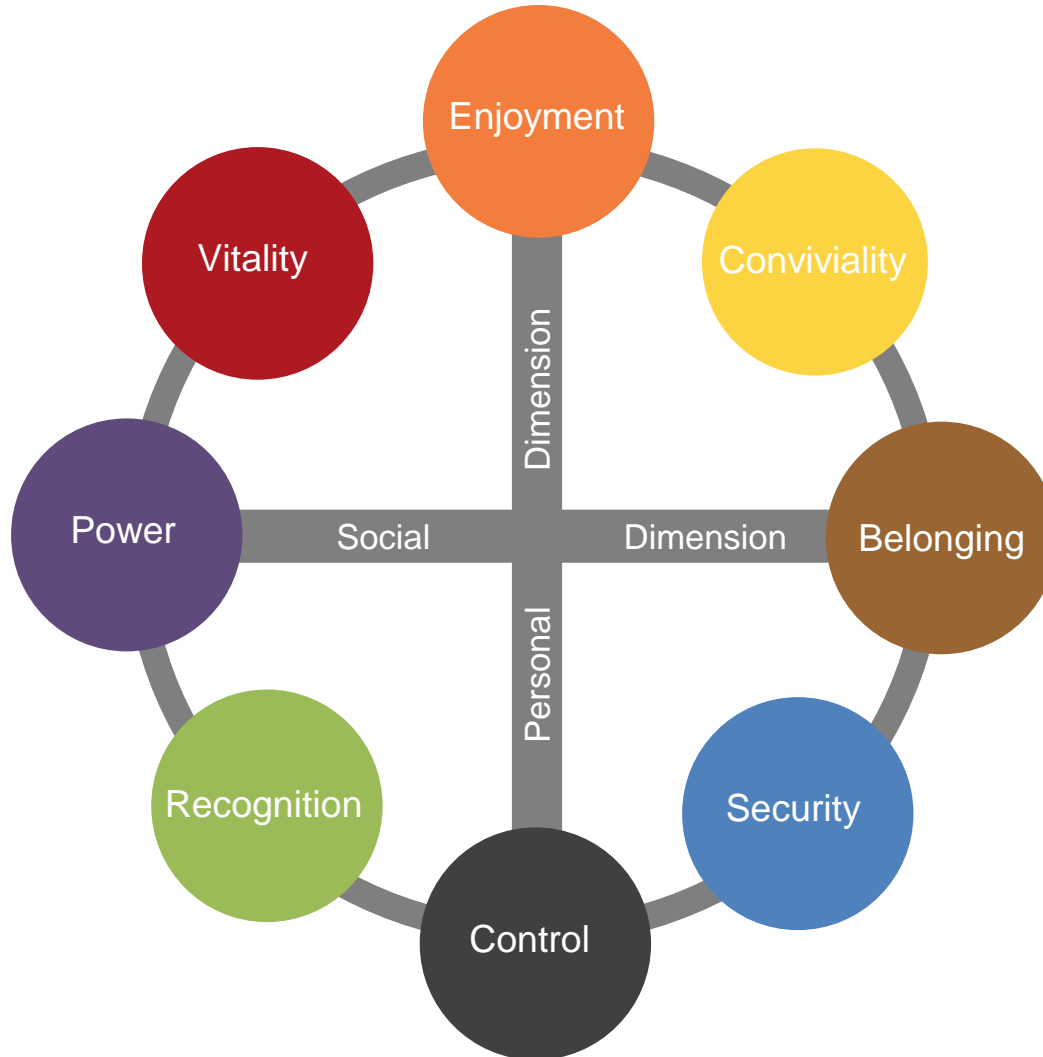
New Censydiam

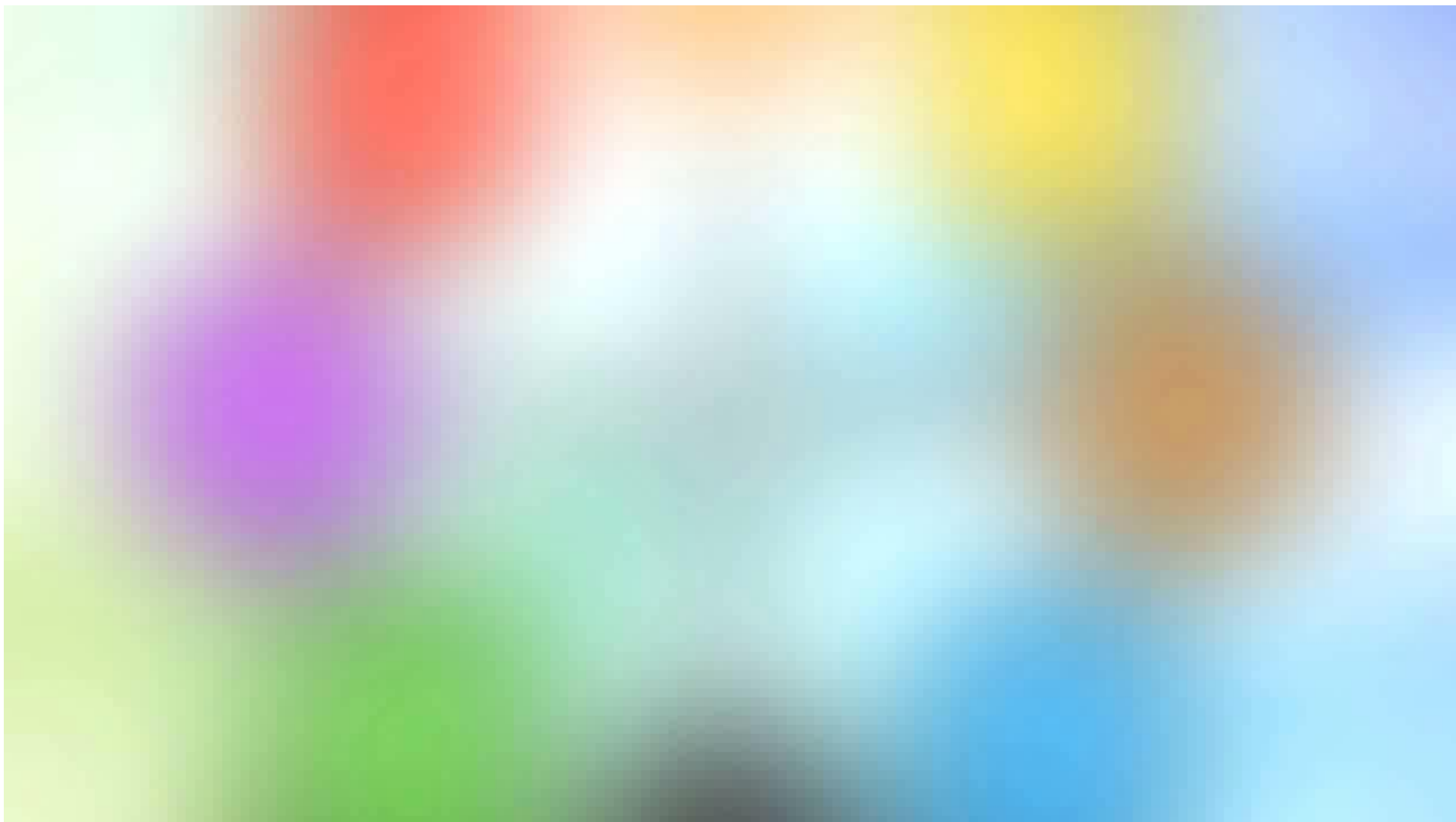
Connecting Brand With People In A Fast Moving World

Censydiam:
Connect brands
with deeper human
motivations —
you will accelerate growth.



What is Censydiam?







BRAND PLANNING DOESN'T HAPPEN IN 3-5 YEAR CYCLES ANYMORE

From BIG IDEA to micro-strategies

Brands operate in a dynamic fast-changing context



**Consumer
Empowerment**

**Individual
Choice**

**Market
Disruption**

**The End of
Authority**

Fragmentation

This means that planning their brand strategy needs to be much more fluid; brands need to be ready to respond quickly to changes in the brand context

HELPING MARKETEERS TAKING ACTIONS IN THE DYNAMIC MARKET

The New Censydiam Offering



Censydiam Mobile
Brand*Dip

What it
does?

A quick **status update**
of your current brand
equity & positioning



Censydiam*Social

Making sure your brand is
delivering the **right social
media content**

Censydiam Mobile Brand*Dip

BRAND*DIP IN A NUTSHELL

What is Censydiam Mobile – Brand*Dip?



Censydiam Mobile *Brand*Dip*



Censydiam Brand*Dip is a simple & concise device-agnostic marketing tool that quickly **tests the water on your brand.**

Censydiam Brand*Dip enables brand managers to make **fast decisions** on their brands **without needing to know all the details.**

CONDUCT BETTER CONSUMER RESEARCH THROUGH **Device-Agnostic Surveys**

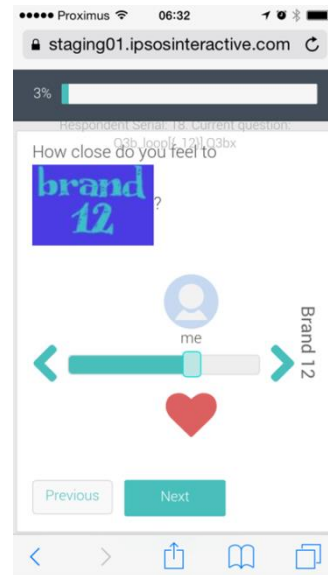
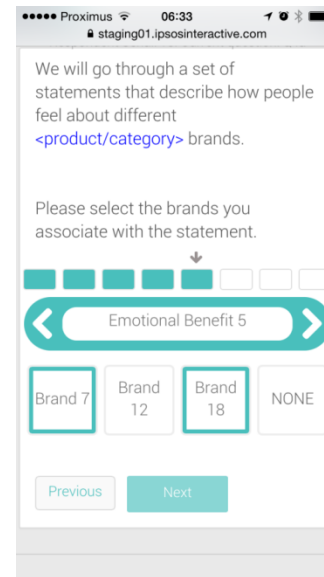
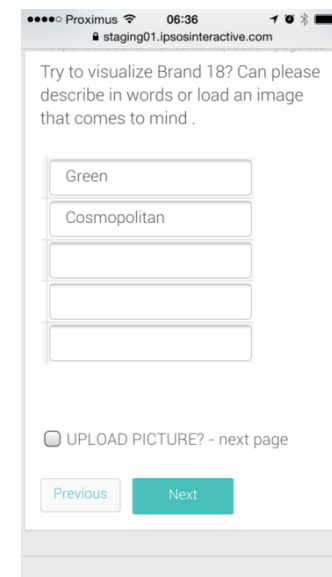


Connect with consumers on their terms

WE OFFER THE RESPONDENT A MUCH MORE ENGAGING EXPERIENCE

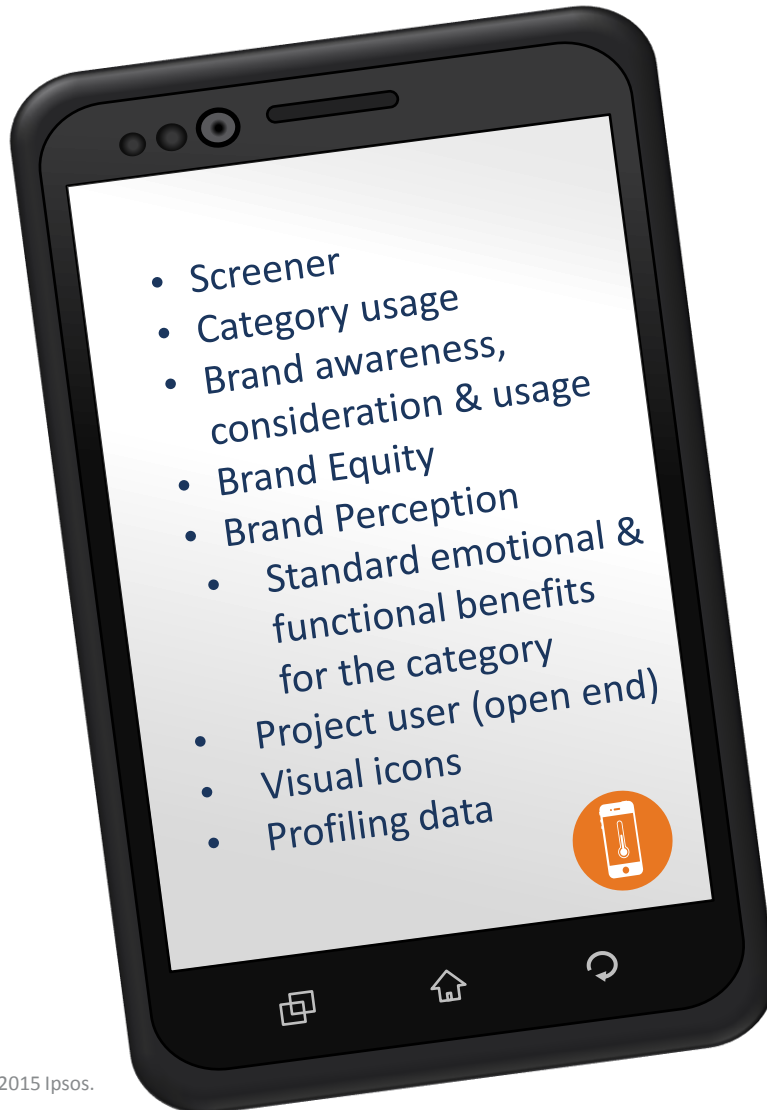
The questionnaire is built for **mobile first**

1. The questionnaire is developed for mobile first, allowing **device agnostic** access.
2. Length: **10 minutes** (MAX 15 IN ENGLISH)
3. Respondent **engagement** through the use of more intuitive scales, variety, dialogue & shorter questions.

YOU CAN TRY OUT THE QUESTIONNAIRE YOURSELF

Structure of the questionnaire



DEMO LINK

<https://staging01.ipsosinteractive.com/surveys/?pid=S2005078&id=>

Juice drinks

OCEAN SPRAY UK



Censydiam Mobile

*Brand*Dip*





KEY BUSINESS QUESTION

How can **Ocean Spray** grow in an increasingly fragmented market?

OUR APPROACH



N=200



JUICE DRINKERS



9 MINUTES



PRE-SCRIPTED QNR



DEVICE AGNOSTIC

KEY INSIGHTS

- Build **relevance** on pleasurable experiences, refreshment, full taste and health
- Rejuvenate the brand; create a **fresher & younger** brand identity (communication & packaging)

Censydiam Mobile Brand*Dip

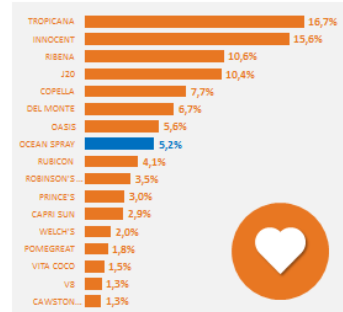


1. Understand the current equity and salience of Ocean Spray

TODAY OCEAN SPRAY HAS A DECENT BRAND EQUITY, WELL BEHIND MARKET LEADERS TROPICANA AND INNOCENT, BUT ABOVE NEW PLAYERS LIKE VITA COCO AND CAWSTON PRESS

Ipsos Marketing

Attitudinal Equity



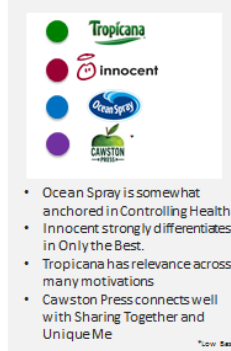
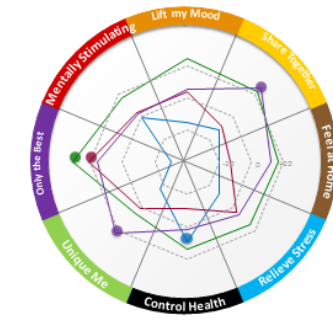
GAME CHANGERS

2. Understand which Motivational Strategies Ocean Spray is reaching

OCEAN SPRAY DOESN'T REALLY OWN ANY MOTIVATIONAL TERRITORY – ALTHOUGH IT PERFORMS RELATIVELY STRONG IN THE CONTROL HEALTH MOTIVATION

Ipsos Marketing

Brand Anchor



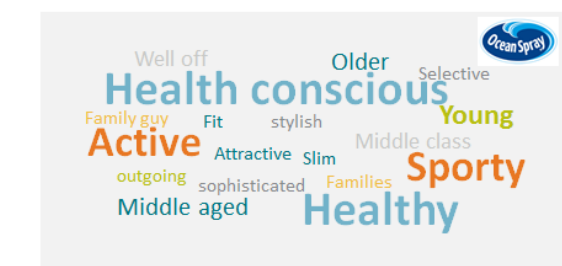
GAME CHANGERS

3. Identify user profile of Ocean Spray

OCEAN SPRAY IS ASSOCIATED WITH HEALTHY CONSCIOUS, ACTIVE PEOPLE

Ipsos Marketing

SOCIAL IDENTITY



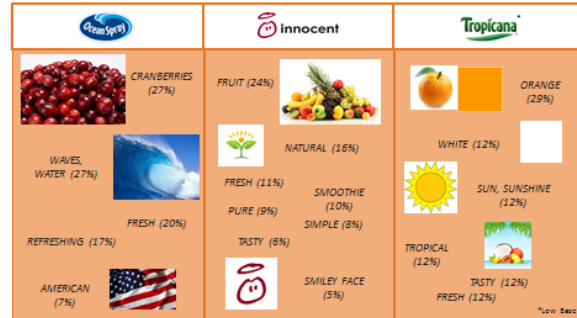
GAME CHANGERS

4. Identify current and potential brand assets

CRANBERRIES & THE WAVE ARE IMPORTANT VISUAL ICONS FOR THE BRAND

Ipsos Marketing

VISUAL BRAND ICONS



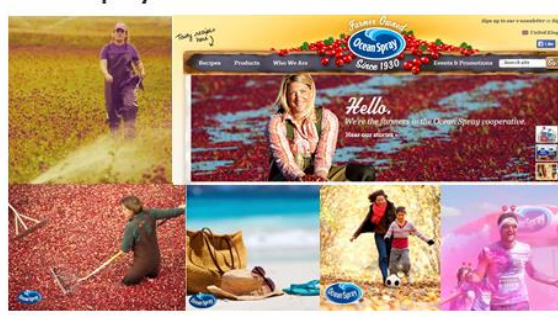
GAME CHANGERS

5. Review visual language used in current communication

OCEAN SPRAY HAS A VISUAL IDENTITY THAT EVOKES TRADITION. THE WAY THE BRAND VISUALLY EXPRESSES ITSELF IS NOT ALWAYS CONSISTENT.

Ipsos Marketing

Ocean Spray



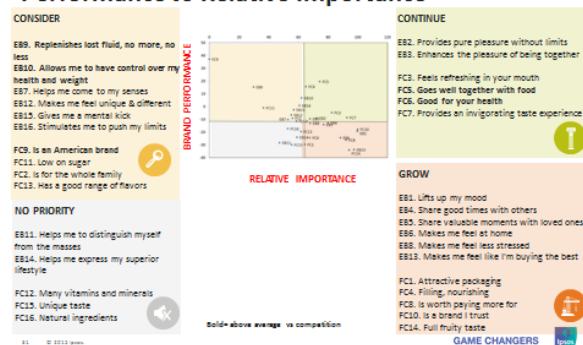
GAME CHANGERS

6. Understand which emotional & functional drivers can increase Ocean Spray's relevance

THERE ARE MANY OPPORTUNITIES FOR OCEAN SPRAY TO GROW THE BRAND

Ipsos Marketing

Performance vs Relative Importance



GAME CHANGERS



*"I am really impressed
because it tells a lot of things
that feel intuitively right; but
now we have all these insights
in one piece of research."*

Beth Jordan

Senior Manager, Global Insights
at Ocean Spray Cranberries



Censydiam*Social

The background of the slide features a network diagram. It consists of numerous circular nodes in four colors: orange, yellow, blue, and dark grey. These nodes are interconnected by a web of thin, dashed yellow lines, creating a complex, interconnected pattern that resembles a social network or a data graph. The nodes are distributed across the entire slide, with some appearing more frequently than others.

How Does the Censydiam Framework Apply to Social Data?

People don't share facts, they share emotions



Data lives in silos





| CENSYDIAM* SOCIAL |

Sentiment & Volume

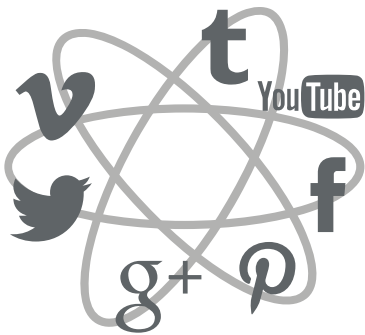


Reports are not actionable



Our Solution

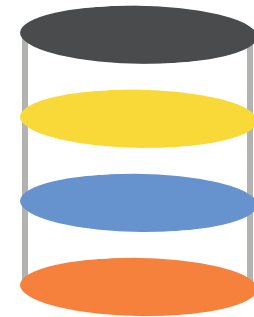
Unstructured Data
Unfamiliar Formats



Cognitive
Psychology and
Linguistics
Frameworks



Cultural
Integration



Let's Look at a Case Study



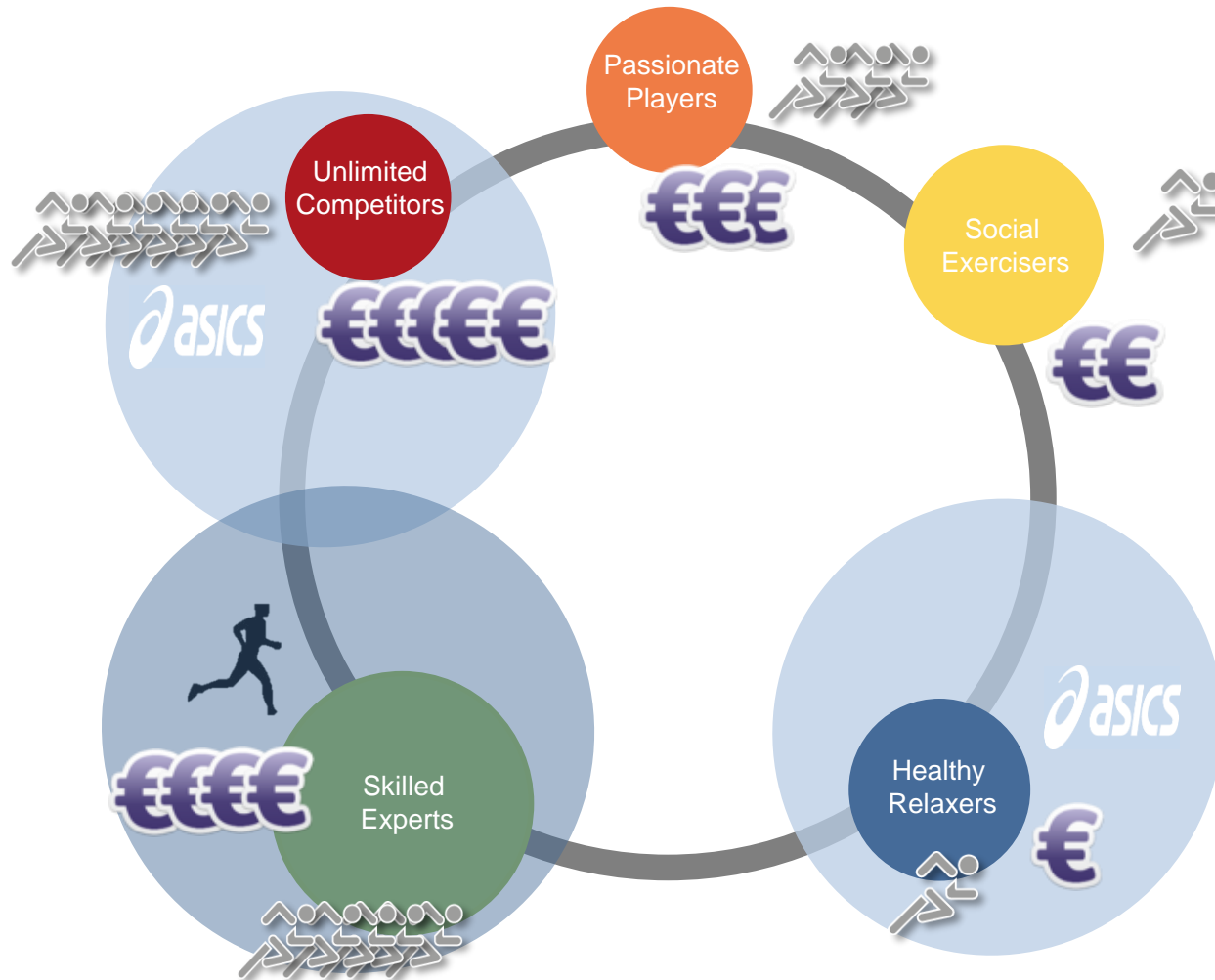


| THE CENSYDIAM FRAMEWORK |

In 2011 Asics changed their creative strategy

Based upon a survey driven Censydiam study

| THE CENSYDIAM FRAMEWORK |



Before the study:



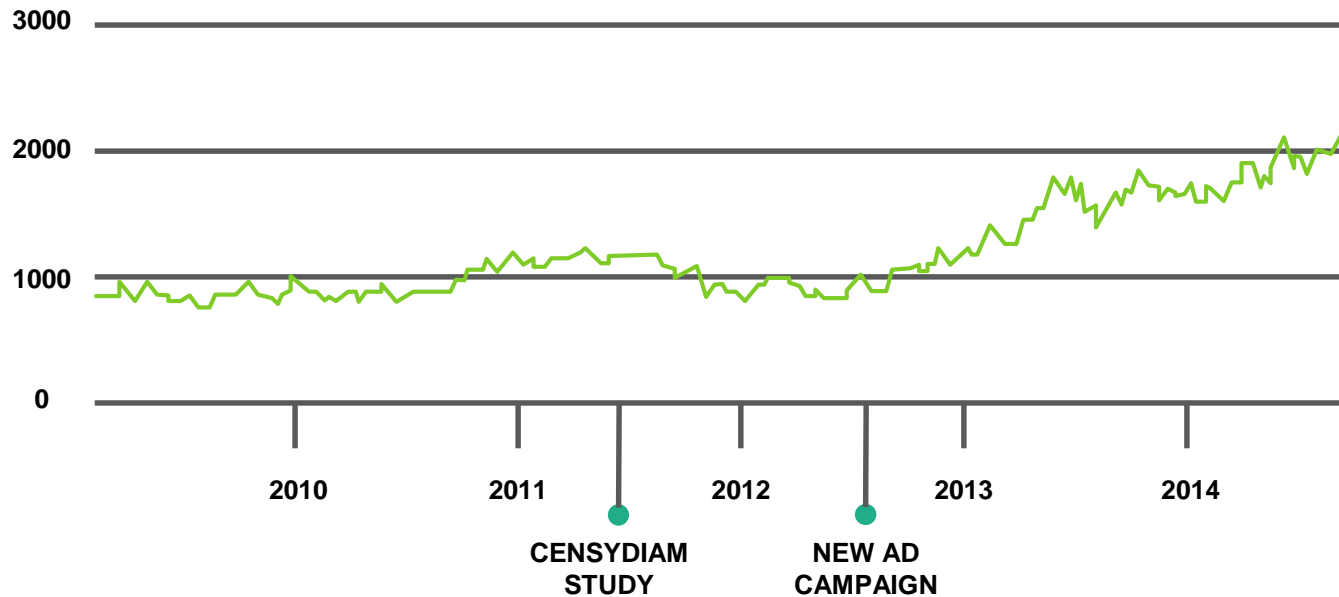
After the study:



Asics Corporation

Tokyo Stock Exchange:

2,321 (+0.61%)



Source: http://corp.asics.com/en/investor_relations/stock_information

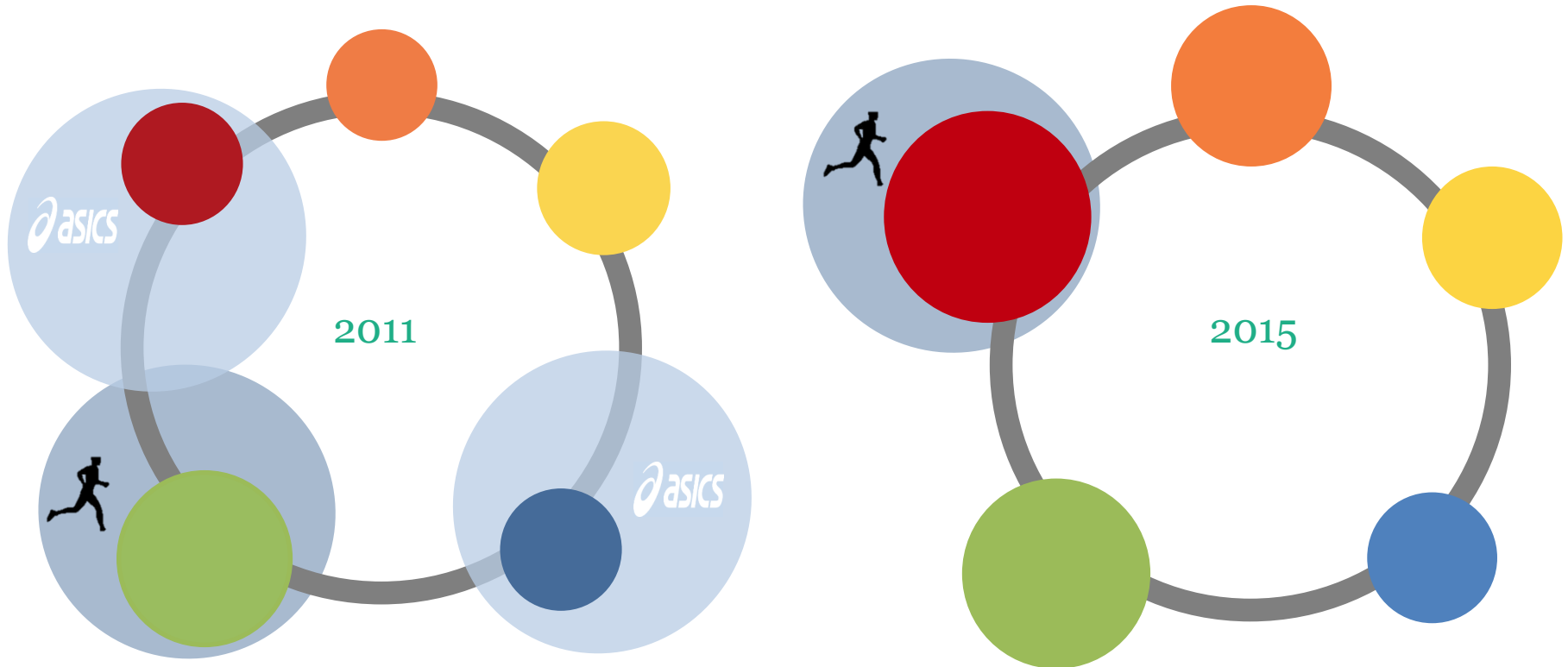


| THE CENSYDIAM FRAMEWORK |

In 2015, Censydiam is delivering again

this time with social data driving the framework

| THE CENSYDIAM FRAMEWORK |





| CENSYDIAM* SOCIAL |

90%

Coded 250,000 mentions in hours
Validated by human experts with
90% agreement*



Like · Comment · Share · 1,546 👍 23 💬 103 ➦



ASICS with Stephan Li
December 27, 2014 · 🌐



Like · Comment · Share · 1,432 👍 17 💬 110 ➦



FACEBOOK



Ø 1672 REACTIONS



| THE CENSYDIAM FRAMEWORK |

Imagine



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