



Ipsos Healthcare
The Healthcare Research Specialists

EquityVision

Need more value from your brand tracking?

EquityVision links commercial equity in a multi-channel world with the proven power of Attitudinal Equity.

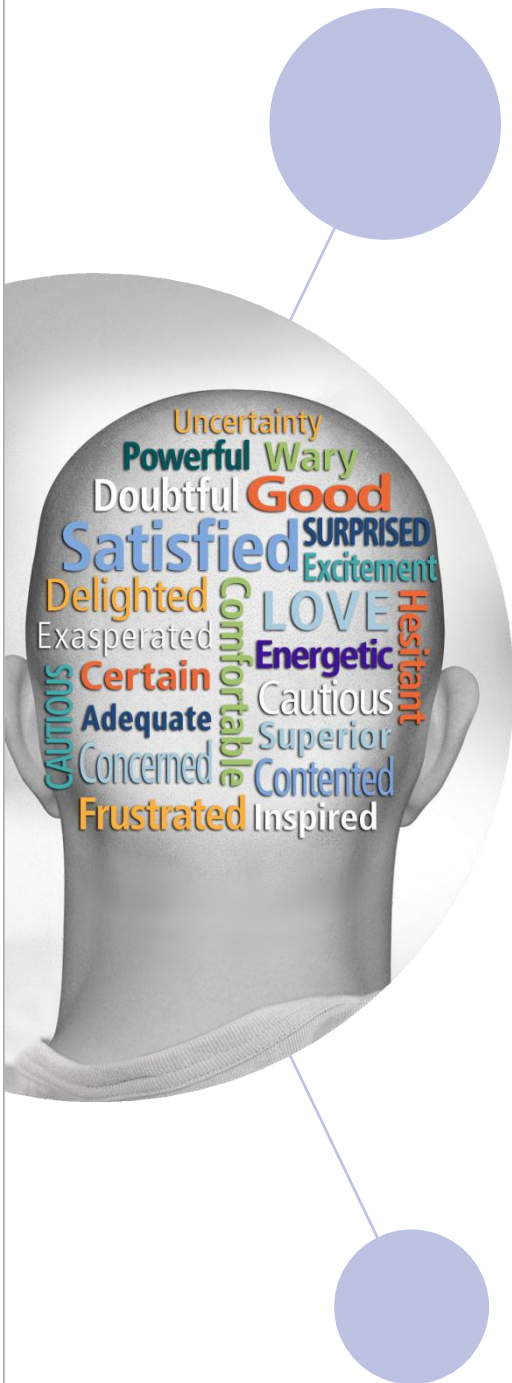
A company can influence equity in 3 ways:

- Communication directly related to the brand
- Communication via the sales representative
- Company image effect



A core element of the EquityVision portfolio, **Corporate Vision** measures attitudinal brand equity, rep equity and company equity, to see how they influence one another and which communication pathway will benefit your brand.

This provides a framework that shows the drivers of AE and their relationships. Overlay market barriers, and the final net equity score can be compared over time and versus your competition.



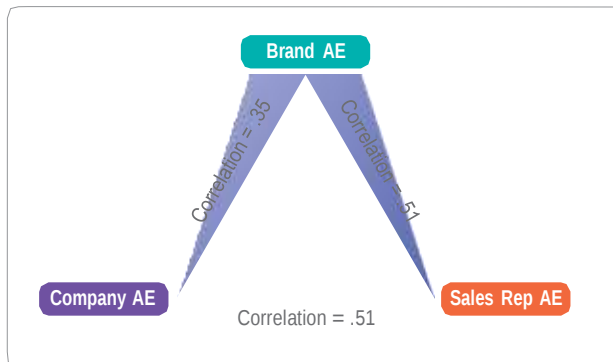


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Why Settle for an ATU when EquityVision gives you...

- Links to multiple sources of equity
- Net equity that translates to market share
- Guidance for brand building
- Input into messaging across channels



Contact

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About Ipsos Healthcare

Ipsos Healthcare is a global business division focusing on research in the pharmaceutical, bio-tech, and medical device markets. It is also the leading provider of global syndicated patient chart studies. Operating in over 40 countries, the team of 500 healthcare market research experts, marketers and client-side brand-builders focuses on delivering outcome-oriented research for its clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programmes to evaluate the motivations, experiences, interactions and influences of stakeholders forming the multi-customer markets which increasingly drive business success in the healthcare industry.