

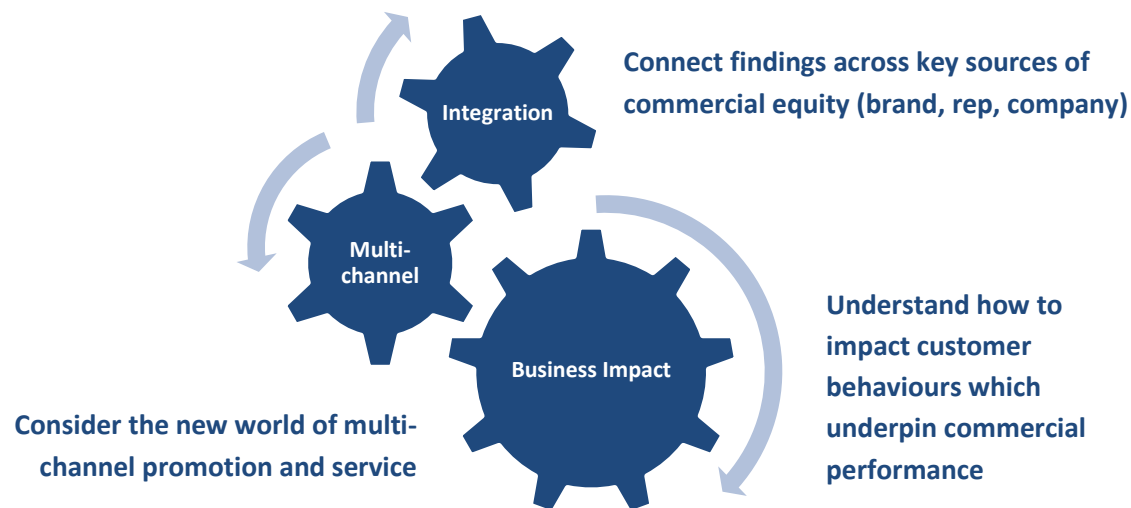
EQUITYVISION

Harnessing the Power of Attitudinal Equity

EquityVision – the next generation of BrandVision – is the first brand-building research framework to link the major sources of commercial equity in the multi-channel healthcare marketing environment.

At the heart of EquityVision is the proven power of Attitudinal Equity (AE).

Addressing real & timely market needs



The EquityVision Portfolio

EquityVision is a unique brand performance monitoring framework that **combines Attitudinal Equity with barrier effects** to provide estimated market share. The EquityVision portfolio includes:

- **BrandVision**: provides a complete and integrated picture of brand health
- **CorporateVision**: focuses on **brands, companies** and **sales representatives** – all of which have the power to impact brand performance – and how they interact
- **Channel AE**: measures the relative importance of the media used to convey promotional messages and services in a multi-channel environment (to be rolled out globally in 2013)
- **Message Impact**: offers deeper insight into the influence of promotional messages on key sources of commercial equity (to be rolled out globally in 2013)

EquityVision **links these Attitudinal Equities** to provide an understanding of how they interact, allowing a comprehensive and integrated approach to the management of commercial equity.

More Benefits of EquityVision

- **Modularised:** EquityVision can be tailored for particular situations and needs.
- **Flexible:** EquityVision measures are not limited to the BrandVision framework, but can be included in any tracking study.
- **Ever-evolving:** the EquityVision offering will include an AE norms database later this year.

Contact: equityvision@ipsos.com