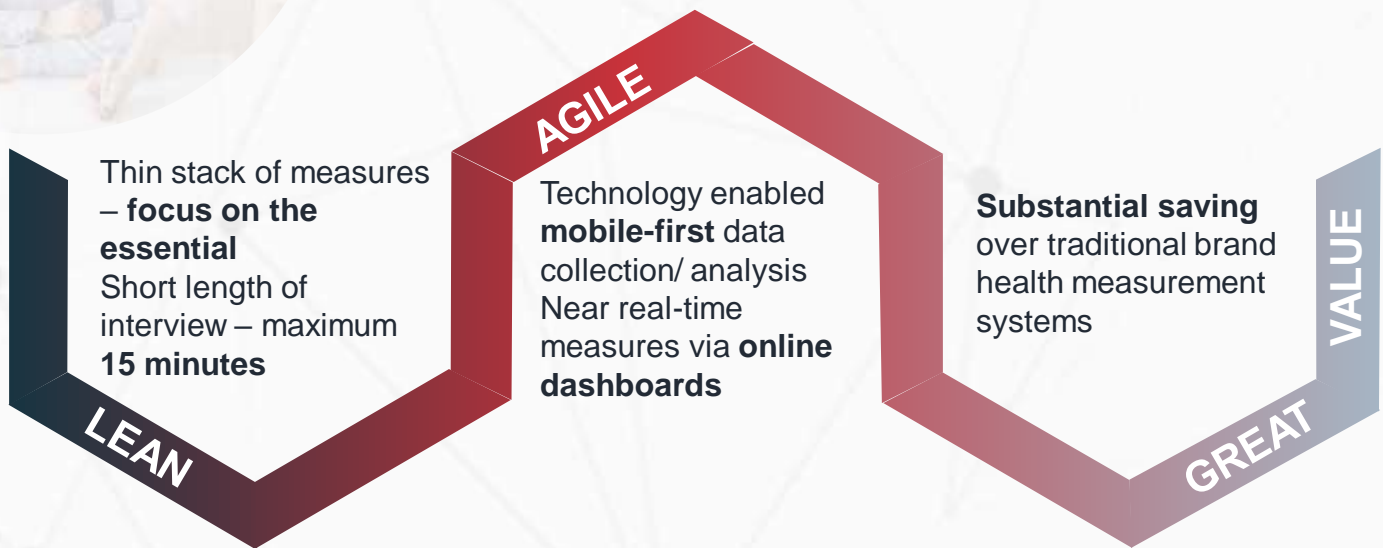


## Brand Health Measurement is an essential tool... For Building Powerful Brands



With the **Brand HeartBeat** promise

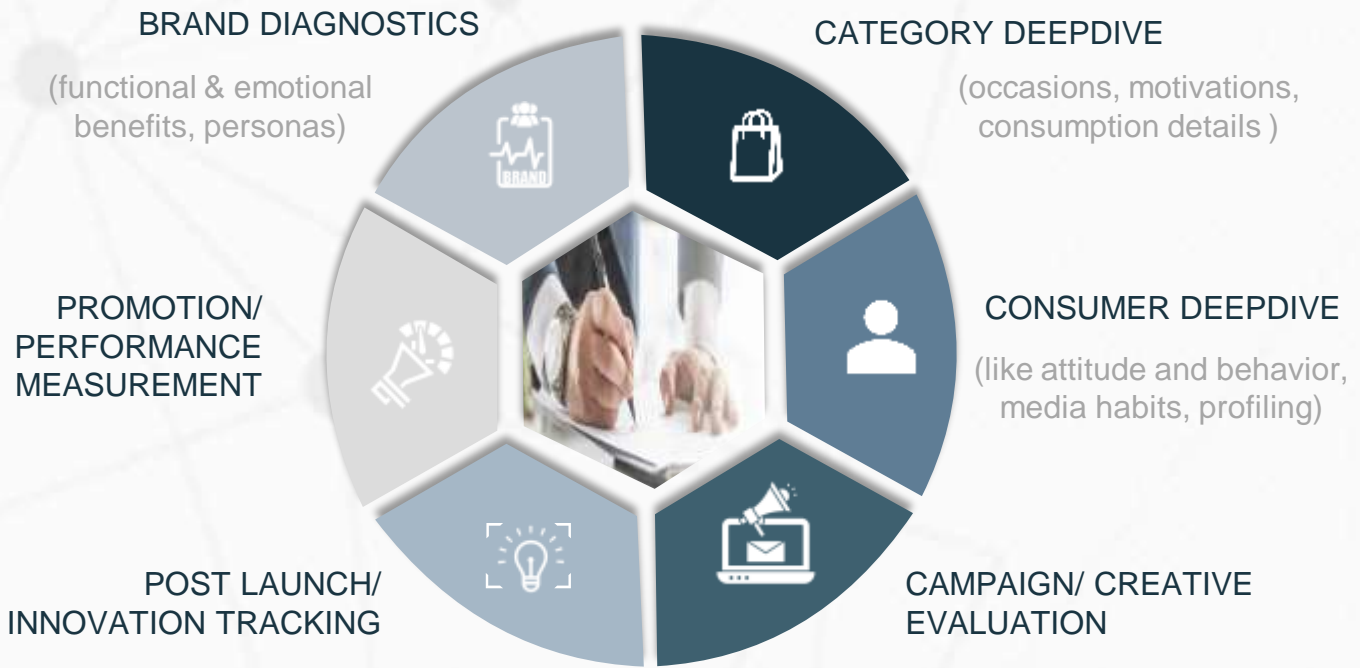


## Brand HeartBeat core focus on building the strategic roadmap for Brands



# Brand HeartBeat – Plug and play flex modules

(Optional)



## To sum up, Brand HeartBeat is...

### NIMBLE

A truly flexible, agile and cost-effective proposition

### INSIGHTFUL

Identifying sharp JTBDs and generate powerful insights to guide your business

### INTEGRATED

A synthesis of brand health rigor and extended category learnings

### INNOVATIVE

Customize you brand health program suited to your business needs

