



# Pursue brand-strategic objectives

**We advise you in the analysis and monitoring of your brand's core values and create solutions that are understandable, operational, and easy to communicate. This lays the groundwork for staff commitment to common brand objectives.**

Adwired achieves detail and precision in the perception analysis by processing large, statistically significant amounts of data and with sophisticated filter mechanisms. Moreover, we do not rely on technology alone (semantic text analysis), but have defined several hundred thousand keywords, translated their meaning manually to many languages, and tested them in context with brands.

This application provides you with precise and detailed insight into the core values and core messages of your brand.



Based on these keywords, we build synonymous clusters with which we can analyze the perceptual dimensions, core messages, and personality traits of a brand in more detail than with any other method.

This application allows you to define the core values and core messages of your brand and immediately test whether your brand sufficiently differentiates itself within these dimensions. You can:

- compose your brand's individual personality traits from a wealth of descriptive terms
- check the core values' public image and unique position in the market
- monitor the ongoing development of these core values on a daily basis and quantitatively evaluate them
- read in your language what people speaking another language say about the brand

All monitoring modules provided by Adwired can be seamlessly integrated in a comprehensive solution and customized to fit the client's individual needs.