



Analyze and develop the brand's strength

Analyses are of operational value if they are based on concrete measures. Detailed monitoring of the discussion in the media provides communications professionals with a clear sense of how the strength of their brand can be efficiently developed.

Adwired can perfectly tap, structure, and analyze the perception of your brand. The systematic presentation of the perceptual dimensions and comparisons with your competitors illustrate the strengths and weaknesses of the brand. For example, the 'perception funnel' analyzes the strength of the relationship between a brand and its target groups in five stages. This strength of relationship can range from the mere mention of the brand in the media, to knowledge of your core values, to unreserved enthusiasm. Operational activities for increasing brand strength are derived from each stage.

This application provides you with precise and detailed insight into the strengths and weaknesses of your brand.



This application allows you to measure the strength of your brand and to analyze in detail how it is perceived by the stakeholders. You can:

- obtain an overview of brand strength by means of intuitive models and in comparison to your competitors
- immerse yourself in the strength dimensions and understand perception in detail
- enter and measure your own definitions of brand strength
- monitor brand strength on a daily basis

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