

Savanta: BrandVue: Essentials

Get 6 months of consumer trend data to help you answer specific business challenges with a one off cost.



What is BrandVue Essentials?

BrandVue Essentials is a fast, cost effective way to access up to six months of consumer trend data, across key industry sectors. It empowers you to make business decisions by putting the data in your hands.



How it works

Using data from our BrandVue market intelligence programme, we've created a fast, simple solution for clients that want data instantly. BrandVue Essentials gives you the option to build your own custom data set, or purchase a pre-made pack that can allow you to answer specific business issues.

Our pre made packs:

Savanta's team of experts have created a range of packs that will help agencies and brands to quickly access data for their specific need.

Our pre-made packs enable you to select your target brand alongside 5 competitor brands, alongside 6 months of trend data for each brand & metric.

01

Pitch Pack

Metrics included:



- Awareness
- Familiarity
- Consideration
- Penetration
- Advertising awareness
- Image associations

02

Brand Health Pack

Metrics included:



- Awareness
- Brand Advantage
- Brand Affinity
- Familiarity
- Brand Love
- Net Buzz

03

Customer retention pack

Metrics included:



- NPS
- Products considered
- Penetration L12M
- Lapsed customer
- Annual frequency
- Reasons for choosing

Deliverables:

For the pre-made packs and bespoke data sets, data is provided in excel tables. We can also provide static charts upon request for bespoke data sets.

The Costs:

Each of our pre-made packs costs £2,000 (Excl. VAT). For build-your-own data sets we have custom pricing based on the number of metrics and brands included.