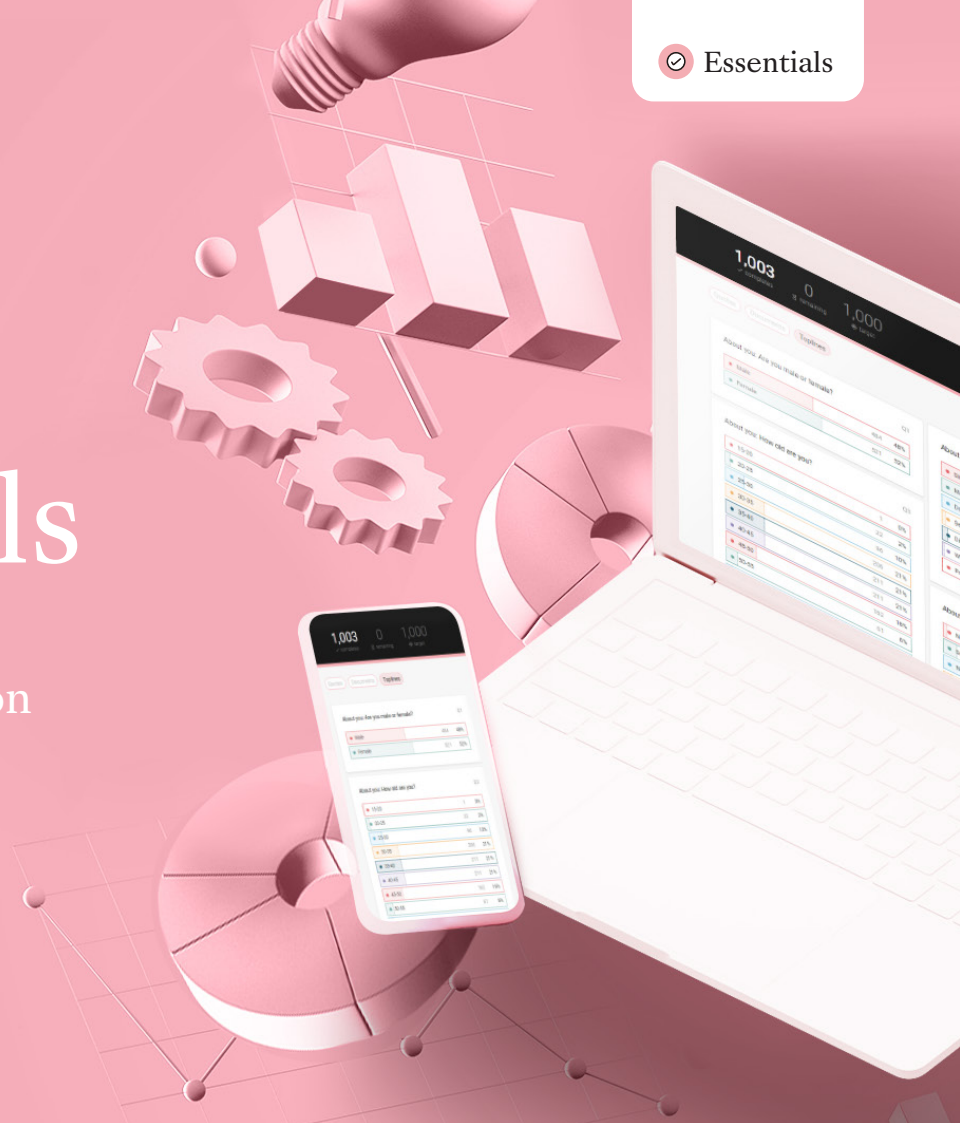


Savanta:

Savanta Essentials

A streamlined, high-quality, data-led solution engineered for you...



What is Savanta Essentials?

Essentials are a suite of research products that have been designed by our team of experts to offer a simple, cost effective alternative to answering your business objectives.






It provides a standardised offer that delivers agility and convenience, with full operational set-up and support.

The Essentials works with a modular approach to ensure consistent inputs and outputs across a range of products.

Make better decisions

Why Savanta Essentials?

Benefits include:

- 
Speed of delivery – Questionnaire/product blueprints designed by experts allowing for consistently fast timings within 24 hours
- 
Benchmarked data – Understand where your offer fits alongside the competition
- 
Visual outputs – Online dashboard with easy-to-understand set of deliverables
- 
A cost effective, high value alternative – Essentials allows you to run your core projects at a lower cost in a post pandemic & Brexit market
- 
High quality operational excellence – Have confidence that the Essentials are run in house by Savanta’s award winning operations team

savanta.com

Empowering Insight Teams with the knowledge to inform and inspire decision making across a range of key products including:



Brand tracking:

Delivering a deeper understanding of your brands performance

Helping you to...

- Understand metrics such as awareness, consideration, affinity and NPS
- Assess ad-performance, testing things such as recall
- Add modules to test creatives
- Benchmark against the competition using BrandVue, our market intelligence platform tracking 1,500+ brands*
- Manage your brand health and reputation through our online dashboard - automated insights optional

*costs dependent on requirements.



Concept test:

Identifying which concept is best to help drive ROI

Helping you to...

- Identify which concept is the best performing
- Evaluate its Concept Potential Measure (CPM) score benchmarked against the competition
- Understand strengths and weaknesses of the concept/message/pack
- Optimise its performance on specific channels (social, web, app etc.)
- Incorporate behavioural elements
- Include audience targeting



Pitch Winner:

Review creatives to enhance any agency pitch

Helping you to...

- Test and validate ideas to support proposals
- Inform creative development
- Increase pitch success rates
- Understand your target audiences
- Bring colour to your pitch by incorporating video-based feedback
- Go from questions to final data in less than 24 hours, to fit within the ever-demanding pitch process



Pre & post campaign evaluation:

Identifying respondents brand affinity from category deep dives

Helping you to...

- Identify your overall campaign uplift score, comparable with Savanta's uplift library (database of norms)
- Establish percentage uplift across brand awareness, brand perception, purchase intent and actual purchase
- Identify optimal multi-channel performance. Where is your campaign performing best?
- Determine where to focus campaign spend
- Understand respondent behaviour to inform future creative development