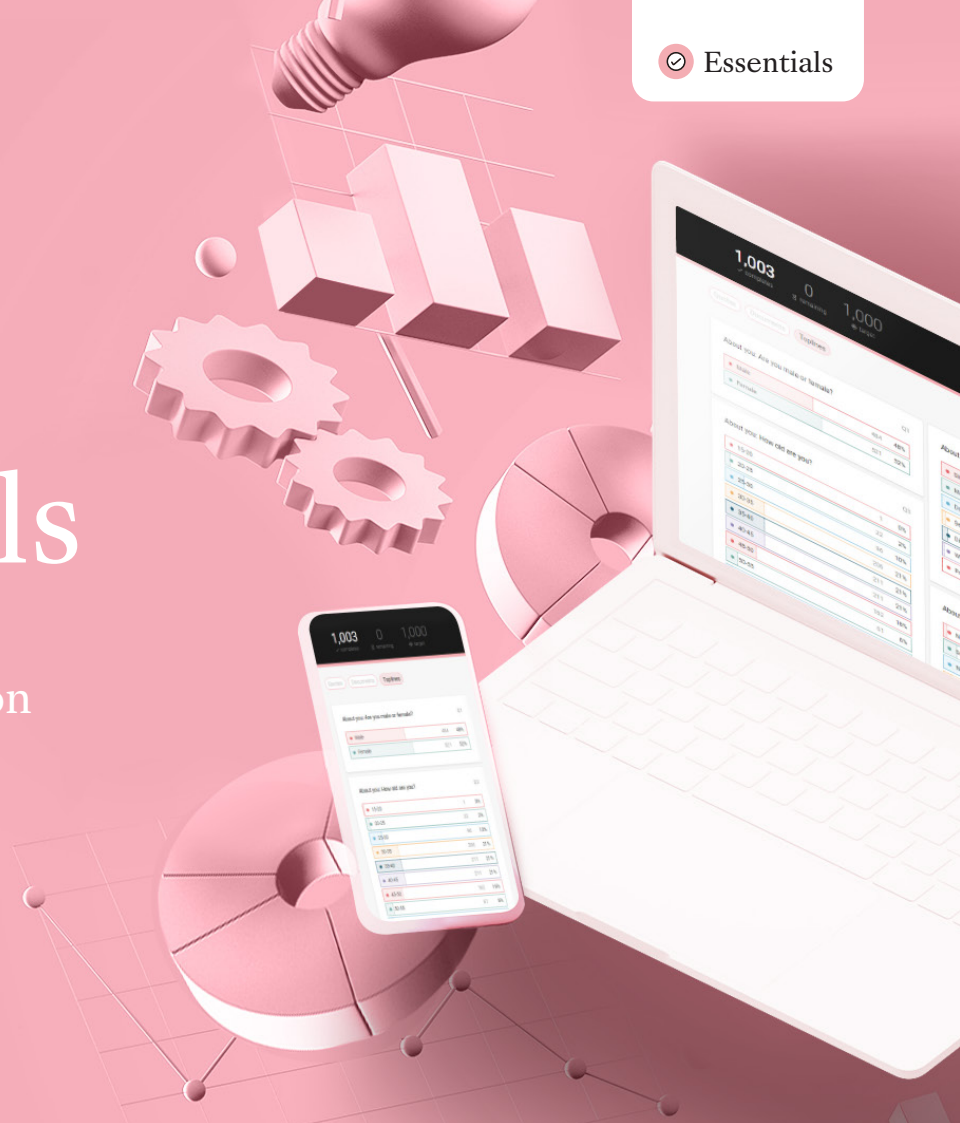# Savanta:

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 standardized 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.

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 & economically uncertain market

⊘ **High quality operational excellence** – Have confidence that the Essentials are run in house by Savanta's award winning operations team

Make better decisions

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
- Optimize its performance on specific channels (social, web, app etc.)
- Incorporate behavioral 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 color 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

Make better decisions

Get in touch ⊙