



# Improve brand health by understanding consumer behavior

with Nielsen Consumer Research

Nielsen Consumer Research offers full-service qualitative and quantitative research consultancy through its global network of offices that conduct research studies in more than 100 countries.

With its best-in-class analytical and modeling capabilities and extensive local, regional and global market knowledge, Nielsen Consumer Research ensures that clients receive expert consultation and actionable data from every project.

Over the years, Nielsen Consumer Research has continued to develop leading proprietary techniques around brand health, segmentation, shopper insights, packaging and pricing research.

These focus areas have been particularly built around providing our clients with actionable integrated Nielsen solutions that best solve their important business problems.

Nielsen Consumer Research solutions geared toward addressing needs in the area of brand management include:

## Nielsen DeltaQual

DeltaQual® is our trademark approach to decoding consumer choice mechanisms. It is a specific, unique framework for deconstructing how a category is operating now, with predictions of where and how it is likely to change. It is based on a number of recent advances in the field of cognitive psychology that reveal that although consumers have thousands of brands in their heads, they waste little time thinking about them. Instead, they evolve rules to navigate through the world of brands. These rules tend to be simple, few in number and hierarchical. They can be rationally or emotionally motivated and once they have been developed, the consumer is on autopilot when faced with a buying situation.

**The two core components of DeltaQual are:**

**Omega Ω Rules**—Simple heuristics or rules of thumb that consumers use to ease the process of decision-making.

**Delta Δ Moments**—Moments of crisis or tension when habits and rules get reviewed. Delta Moments are those windows of opportunity when people are shaken out of their auto-pilot mode and are open to information and change.



# Nielsen Consumer Research

## Application:

- Understand the shopper decision-making process and bring new insights to retail partners to jumpstart their categories and our brands.
- Screen, hone and re-shape major brand and category extensions.
- Manage portfolios around the unique sets of rules for different users, creating opportunities for successful new lines and brands.
- Diagnose brand issues and opportunities, either overall or with “problem” consumer segments or competitors’ users.
- Gain deeper category knowledge to fuel segmentation and brand deep-dive studies.

## Nielsen Winning Brands

Winning Brands® is Nielsen’s proprietary brand equity management system that has measured around 15,000 brands globally.

Over time, the strong link between our brand equity model and market share has been validated through in-market performance of our clients’ brands.

Based on the theory of award-winning brand equity experts (Prof. Kevin L. Keller and Prof. John Roberts), this model measures brand equity for all brands in a category, identifies the category-specific brand equity drivers and prioritizes them.

The brand equity model deconstructs the sources of brand equity to understand each brand’s building blocks. The brand equity index is also based on real-world outcomes of strong equity, i.e. emotive equity and the ability to command a premium price.

Winning Brands is a modular approach to understanding brand health and can be scaled up or down according to the marketing issues faced and the unique needs of specific industry groups. The modules in the Winning Brands framework include Brand Positioning, Foresight, Communication, Brand Interaction, Shopping Style, Behavioral and Emotional Loyalty, Category Dynamics and our deep-dive brand diagnosis solution called Nielsen Brand<sup>3</sup>.

## Application:

- Track major brands worldwide—adding equity as a Key Performance Indicator (KPI) for brand development.
- Unique foresight tool—forecast and highlight threats before they happen.
- Deep-dive diagnostic solution corrects off-target launches, reinvigorate established brands and drive re-positioning and new strategy for brands in the evolving/changing categories.
- Manage brand portfolios to maximize share of category for multi-brand manufacturers.

For more information, contact your Nielsen representative at 800-864-1224 or visit [www.nielsen.com/brandmanagement](http://www.nielsen.com/brandmanagement)