

THE MCA® Unifying Currency



For Business Building and Brands



1. THE GAME CHANGER OF MARKETING IS 'LINE OF SIGHT'

Marketing has a pervasive and complex problem to solve:

THE JOB OF MARKETING IS DEMAND GENERATION, WHICH ACTUALLY MEANS TWO THINGS:

Brand HEALTH:

building long term durable brand attributes that generate preference, loyalty and the ability to leverage a price premium

Brand WEALTH:

converting this set of positive attributes into sales

COMPLEXITY ARISES because managers don't have clear 'Line of Sight' of how the multiplicity of brand experiences are helping consumers move through the journey to a purchase decision. This complexity is continuously growing as digital transformation takes us into an ever more omni-channel world.



Take a typical example from the retail category (supermarket), which utilizes mass media, sponsorship, digital platforms, loyalty programs, in-store theatre, signage, staffed and electronic checkouts, online display, gondola ends, promotions, partnerships etc.

2. THE UNIFYING BRAND EXPERIENCE CURRENCY CHANGES THE GAME

The Market ContactAudit® (MCA®) provides 'Line of Sight' using a single currency of Brand Experience Points (BEPs) which represent the Voice of the Consumer (VoC), i.e., true 'Share of Mind'.

You get a clear 'Line of Sight' from what you put in to what you get out..., and most importantly, identify what activities are contributing to brand experience and sales conversion, and which are not. It does this consistently across all consumer touchpoints, across all channels.

IT IS A GAME CHANGER BECAUSE IT PUTS THE VOICE OF CONSUMER AT THE CENTRE TO BUILD 'LINE OF SIGHT'.

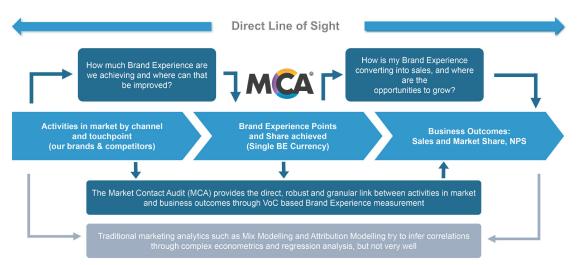
MCA® users are able to answer three fundamental questions that enable better decision making, better performance and clearer accountability:

HOW EFFECTIVE ARE MY MARKETING COMMUNICATIONS AND BROADER DEMAND GENERATION ACTIVITIES AT GENERATING BRAND EQUITY, AND HOW CAN WE IMPROVE?

HOW EFFICIENTLY ARE WE USING OUR RESOURCES TO MAXIMIZE POSITIVE IMPACT?

WHAT CHANGES SHOULD WE MAKE TO OPTIMIZE NEAR AND LONGER-TERM PERFORMANCE?

It does this by, uniquely, providing the direct connection from activities to results through Brand Experience.



Managing with the MCA® results in improved demand generation and substantial cost savings. It enables a level of accountability across all demand generation activities that most companies can't deliver today. The MCA® approach and supporting analytics platform help identify and validate improvement opportunities in demand generation spend productivity, create the required buy-in from management and commercial teams, enable you to deliver results at pace, and help embed and sustain the required changes in commercial working practices.

3. THE UNIFYING BRAND EXPERIENCE CURRENCY DELIVERS EFFECTIVENESS, EFFICIENCY AND GROWTH

It answers the key questions about...

EFFECTIVENESS:

What is our BRAND EXPERIENCE SHARE (BES) versus competitors? This is hugely valuable because changes in BES are a proven early warning indicator of market share changes.

How much is each contact or touchpoint contributing to the total? Are we maximising synergies across touchpoints? Where is my brand winning/losing versus competitors?

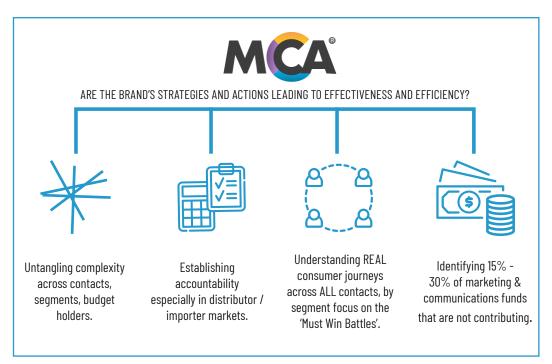
SALES CONVERSION:

How competitively is my Brand Experience converting into sales (i.e. market share)? Is this competitiveness improving or eroding? A simple ratio comparing BES with Market Share reveals how well our assets in product/price/distribution are performing versus competitors.

EFFICIENCY:

How efficient are different touchpoints at generating brand experience versus their costs, individually and collectively?

Can we identify areas of wastage?



It provides clarity on how the complete customer journey is working, and where the 'must-win battles' are that will unlock better performance. It provides brand/segment specific understanding, not just category generalizations. It bridges and integrates across the offline/online gap that is so often a blind spot.

4. THE UNIFIYING CURRENCY INFORMS STRATEGIC AND TACTICAL PLANNING

BXG's MCA® platform provides key business indicators (KBIs) that point to growth opportunities, and diagnostics to reveal what actions are required and guide resource allocation decisions. This works in a simple, intuitive way to guide the strategic and operational planning processes.

It informs...

WHERE TO PLAY: WHERE ARE THE GROWTH OPPORTUNITIES?

Which markets, brands and consumer segments?

Which part of the mix is the priority to address - communications mix, product mix, sales mix?

HOW TO WIN: WHAT COMMUNICATION ACTIONS ARE NEEDED?

What is the brand experience share needed to achieve growth?

What are the key activities (must-win battles) to focus on that will enable us to deliver this?

PRIORITISATION: HOW TO ALLOCATE BUDGETS?

What do the metrics suggest for brand experience targets by contact and overall?

What is the right budget allocation based on cost and ROI per brand experience benchmarks?

Where are the non-working funds to be re-directed to fund priority activities?

The outcome is a clear strategy for where to play and how to win, what actions are needed, and how precious resources should best be allocated, all based on a transparent process.

5. HOW IT WORKS

The unifying Brand Experience currency puts consumers at the centre of the decision-making process, for brands as well as business management.

· Leverages BXG's global database of industry Scope & plan: sector/category contacts across 90+ markets Agree the consumer touchpoints 1 Agree brand competitor set Leverages decades of experience of survey · Design and develop the survey *instrument design* and testing to solicit memories instrument not opinions. • Benefits from a rapid consumer interview Execute Market ContactAudit® structure, validated and refined in 40+ languages. (MCA®) in the field 2 • Uses BXG's IFRS-compliant activity-based Obtain and analyse current demand costing rules and standard templates to capture generation spend data spend per contact. Uses BXG's proprietary algorithms to transform Complete automated survey survey responses into the key MCA metrics data validation, processing and (CCFs, BEPs, BESs) interpretation 3 Uses BXG's automated processes and templates Load and report findings and to populate reporting, e.g., online dashboards, insights into the required formats

MCA® VoC Key Metrics

Solid research and robust statistical analysis | Certified for business management

- 1- Contact Clout Factor™ (CCF™): How important are contacts at influencing brand choice?
- 2- Brand Experience Points™ (BEP™): How much is each contact contributing to Brand Experience, individually and through cross-contact synergies?
- 3- Brand Experience Share™ (BES™): How much brand experience are we achieving relative to competitors?
- 4- Cost per Brand Experience Point: How much brand experience is a brand achieving per \$ invested?

Develop recommended contact-mix and resource allocation 4 Develop action plans and roadmap for the next marketing cycle Run further MCA cycles at regular intervals to track the impact of 5 revised brand plans and drive continuous improvement

• Leverages BXG's Al-based contact-mix planning technology to recommend:

PPT, Excel, Word and PDFs)

- 1. Prioritization of resources to fund the 'Must Win Battles' to ensure long term consumer memories of the most effective experiences
- 2. Focus on the right bold scenarios to avoid spreading resources too thinly, i.e. do fewer things better
- 3. Avoidance of funding activities producing minimal impact
- Once calibrated as above, leverages BXG's advanced research automation to repeat the MCA at intervals with minimal intervention.
- Automated research methodology produces usable learnings within weeks, cost-efficiently, globally.

6. BUSINESSES CAN DEPLOY MCA® GLOBALLY WITH CONFIDENCE

The MCA® has been developed and refined with world-leading companies, so it is ready to be deployed and supported at scale globally.

ROBUST AND VALIDATED

Based on a deep understanding of how consumers make decisions.

Extensively validated by academia, by industry bodies, and by users.

RAPID, COST EFFECTIVE AND UNIVERSAL

Insights within weeks, embedding in ways of working from scratch.

Costs are much lower than market mix modelling and big data systems.

Can be deployed in any market or category as it does not require any pre-existing data.

SUPPORTS LEADING BUSINESS PRACTICES

Leverages best practice business process principles such as, for example Six Sigma and Balanced Scorecard.

Provides essential inputs to Zero Based Budgeting programs, enables marketeers to justify support for brand building and activation.

Dashboards provide comparability across markets, categories and over time.

SUPPORTED BY CLOUD ENABLED SYSTEMS

Delivered in over 90+ markets, in 40+ languages and across all sectors.

Can be deployed in any consumer category and many B2B categories.

Deployed at local level, can be rolled up to regional/global brand, marketing and business/financial leadership.



Learn more about MCA® by visiting us at www.brandexperience-group.com