

# Brand Radar

## Price and Promotional Mix Planning and Evaluation on the Spot

### Overview

In today's constantly shifting environment companies are looking for research solutions that can give them prompt and timely answers to questions like "What happens to my sales if I change my prices?" or "...if I choose different promotional tactics?" and "do I steal sales from my competitors or am I simply cannibalising my other product lines?".

While traditional marketing mix analysis partially answers these questions, it is more focused on providing detailed measures of return on investment (ROI) on media alongside price & promotional strategies. Moreover, it only comes after companies have identified a potential problem with their current strategies, or in a specific market segment. By narrowing down the analysis to specific problems and segments of interest, one may get a thorough but uneven picture of the market.

So how can our clients get a holistic, fresh and accurate view of their price and promotional strategy effectiveness? Taking into account all products in a category they operate in, and with no further delay?



### Enter SymphonyIRI Analytics

The optimal solution is **Brand Radar**. At the heart of proactive marketing, Brand Radar is a standardised analysis of price and promotional tactics covering whole categories across six European countries: the United Kingdom, Italy, France, Germany, the Netherlands and Greece.

Building on our capabilities for advanced automation and powerful modelling, Brand Radar makes a perfect front-end solution to our Always-ON analytics database; a database of price and promotional elasticity results updated quarterly, covering whole categories across the six European countries, and readily available at a client's request.

Hosted on the same powerful online portal as Brand Advantage™ (and called Online BA Lite), with Brand Radar user friendly modules enable you to plan and evaluate alternative price and promotion scenarios and decide how to act promptly. You can also review actual results in an easy to use charting tool. And you can get it in just a couple of days after your purchase!



### Functionality Overview

Our Brand Radar clients get all their results via Online BA Lite which comprises two of the five Brand Advantage modules:

- Planner - run scenario simulations for price and promotion in order to understand sales and revenue impact.
- Visualizer - inspect price and promotional mix modelling results graphically.

Optional: a self-explanatory PowerPoint deck - with summary findings from the analysis.

SymphonyIRI Group

Insight.  
Innovation.  
Impact.

## Benefits

- Fast results 'on the spot' within only a couple of days of request!
- Covering whole categories, Brand Radar enables benchmarking and simulation scenarios for proactive and efficient category management.
- Subscribe to Brand Radar for more than one quarter and get updated results before you realise! Proactively manage your price and promotional strategies by monitoring them on an ongoing basis and adapt them before issues occur.

### About SymphonyIRI Group

SymphonyIRI Group is the global leader in innovative solutions and services for driving revenue and profit growth in FMCG, retail and healthcare companies. SymphonyIRI offers two families of solutions: core IRI solutions for market measurement and symphony advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organisation. For more information, visit [www.SymphonyIRI.eu](http://www.SymphonyIRI.eu)

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The logo for SymphonyIRI Group features a thin red curved line above the text. The word "Symphony" is in a grey serif font, "IRI" is in a red serif font, and "Group" is in a grey sans-serif font.