

MENTAL MARKET SHARE

Those with higher MMS scores tend to be white, older, and female, living in the Midwest in rural areas

Client A Mental Market Share Demographic Profiles — High, Medium, and Low Equity Intensity

Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %
Male	47%	39%	58%	Age: 18-24	20%	30%	43%	White	70%	74%	48%	Income: Under \$10k	40%	52%	42%
Female	52%	60%	42%	Age: 25-34	17%	19%	25%	Hispanic	17%	5%	36%	Income: \$10k to \$15k	38%	38%	40%
				Age: 35-44				Black	7%	12%	6%	Income: Over \$15k	22%	11%	19%
				Age: 45-55	58%	50%	32%	Asian/Other	7%	8%	9%				
Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %	Demographics	High %	Medium %	Low %
Parent of Child Under 12	29%	38%	34%	Region: Northeast	13%	7%	10%	University: Urban	26%	32%	48%				
Not a Parent of Child Under 12	71%	62%	66%	Region: Midwest	18%	27%	7%	University: Suburban	49%	43%	41%				
									24%	25%	12%				

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THE MORNING CONSULT APPROACH: MENTAL MARKET SHARE

Understanding the relative size of each brand in the minds of consumers, on the key dimensions that define the category

Case Study | Telecom

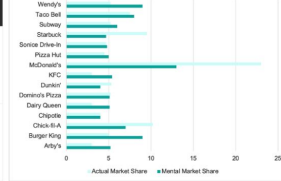


Mental and actual share data align well for leading Telecom Brands.



Over 90% of brands align well for leading Telecom Brands.

Case Study | Quick Service Restaurants



Morning Consult Hero Solutions

Custom research programs using the world's most advanced data collection technology



Industry-Leading Research Programs Leveraging Morning Consult's Data Collection Technology



Brand Tracking

- Approach designed around contemporary thinking about how brands grow
- Unique, high-frequency sampling technology provides access to the people that matter most to you whenever needed
- Powerful analytics that drive action and informed decision making
- Flexible modules to go deeper on topics specific to your situation and category



Corporate Reputation

- Unique sampling technology to access niche and elite stakeholders that matter most
- Mapping of “ideal” and “actual” reputation profiles using unique dimensions to determine what matters most for you specifically
- Early identification of potential reputational threats and opportunities
- Actionable recommendations for communications teams and business decision makers



Campaign Effectiveness

- Unique, high-frequency sampling technology provides access to the people that matter most whenever needed
- Approach designed around flexibility, speed, and scale so you can address your crisis with a proportional response
- Consultation at every phase, from identifying the issue, creating and optimizing a response, to understanding and measuring long-term impact on your brand



Crisis Response

- Unique proprietary sampling technologies make fast, robust campaign insights possible
- Approach designed around the latest thinking about how advertising works to build and refresh branded memories and how that supports brand growth
- Powerful analytics to understand drivers of success in the current campaign and to uncover creative best practices across campaigns
- Flexible methodology to cater to your category context and unique brand plans

BRAND TRACKING WITH MORNING CONSULT

People's **relationships with brands are complex**, but brand tracking research doesn't have to be.

Instead of black-box equity metrics, Morning Consult offers a transparent yet actionable approach to brand tracking



Approach designed around contemporary thinking about how brands grow



Unique, high-frequency sampling technology provides access to the people that matter most to you whenever needed



Powerful analytics that drive action and informed decision making



Flexible modules to go deeper on topics specific to your situation and category

Morning Consult Brand Tracking Addresses Critical Business Questions:

How to Attract New Users:

Which needs (functional and emotional) build mental availability and drive people's behaviors in our category?

How Your Brand Compares to Competition:

Which brands are most associated with delivering on the needs that drive behavior, and how are those associations changing over time?

New Growth Opportunities:

Are there any white spaces in the market that are growth opportunities for my brands?

Marketing Effectiveness:

How are my investments in brand marketing contributing to my performance, and how can I improve my marketing's effectiveness?

The Morning Consult Difference

- Simple, scalable way to measure brand health using Ehrenberg Bass principles
- Ehrenberg Bass principles enhanced by incorporating complementary brand growth philosophies for fuller assessment of brand health that includes premiumness and overall differentiation/ distinctiveness
- Brand and campaign assessment can be combined into single study using flex modules
- Ability to flex across various data sources to provide a uniquely holistic view of the brand based on your priorities and desired level of depth and granularity (core custom tracking + flex modules + Syndicated/SaaS + omnibus + client-supplied data sets, etc.)

CORPORATE REPUTATION WITH MORNING CONSULT

No two reputations are alike, so why rely on a one-size-fits-all approach to measuring them?



Discover what matters most for your company's reputation using a flexible reputation framework built on actionable metrics specific to you instead of a force-fit model applied to all companies and brands



Unique sampling technology to access niche and elite stakeholders that matter most



Mapping of "ideal" and "actual" reputation profiles using unique dimensions to determine what matters most for you specifically



Early identification of potential reputational threats and opportunities



Actionable recommendations for communications teams and business decision makers

Morning Consult Corporate Reputation Addresses Critical Business Question

How Your Reputation Stacks Up

What is your company most associated with and how does that compare to the things key audiences prioritize? Where does your company lead or lag vs. competitors?

Best Topics for Thought Leadership Content

Which high-interest topics can your company leverage to engage priority audiences via earned or owned content?

Actions and Messages To Prioritize

Which initiatives and narratives are likely to have the biggest impact on reputation?

Impact of Communications Efforts

How are your investments in communications shaping perceptions of the company? What can you do to optimize the impact of campaigns and programs?

The Morning Consult Difference

- Simple, scalable way to measure reputation using a custom model built to represent your company's unique reputation drivers
- Choice-based methods for uncovering top priorities vs "nice to haves"
- Flexibility to customize around your specific needs (metrics, competitors, flex modules, etc.)
- Reports that can integrate data from Morning Consult's unique historic database of high-frequency daily polling and content from our in-house industry analyst team
- News awareness and media behavior questions to unpack connections between media events and reputation changes

CRISIS RESPONSE WITH MORNING CONSULT

Crisis comes when you least expect it, but the ability to **quickly craft an informed response** can mean the difference between a smooth landing and a full-blown scandal with financial ramifications



Understand the magnitude of your issue, optimize your response, and measure your reputational return to normal using Morning Consult's unparalleled speed and sampling capabilities



Unique, high-frequency sampling technology provides access to the people that matter most whenever needed



Approach designed around flexibility, speed, and scale so you can address your crisis with a proportional response



Consultation at every phase, from identifying the issue, creating and optimizing a response, to understanding and measuring long-term impact on your brand

Morning Consult **Crisis Response** Addresses Critical Business Questions:

Crisis Risk Assessment and Sizing:

How big is the crisis? Is it even a crisis at all? Is a response warranted? What will likely happen with my brand if the share of the population aware of this story grows?

Message Refinement

What do people, both supporters and detractors, want to hear and would that message improve my standing? Do I have permission to speak about certain topics or take certain actions without risking more backlash?

Response Targeting

Where should we focus our response resources based on who has heard about the issue, what they heard, and where they heard about it?

Behavior and Perception Changes

Which perceptual metrics (such as consideration and favorability) are changing due to the crisis and how are boycott behaviors evolving?

Crisis Contextualization:

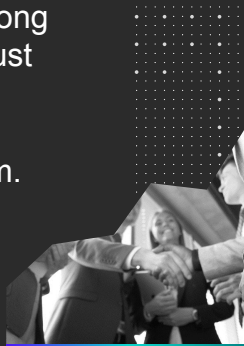
How does our crisis compare to other crises based on MC's unique historical data sets? How did past events with similar characteristics play out and ultimately impact critical brand metrics? And how much time was needed before a recovery was seen?

The Morning Consult Difference

- Unparalleled speed and sampling technology
- Ability to quickly customize crisis engagement to changing needs
- Opportunity to combine Crisis, Narrative, and Campaign assessment into single study and create a self-sustained reputation ecosystem over time
- Ability to flex across various data sources for a uniquely holistic view based on your priorities and desired level of granularity (custom surveys, syndicated data streams, client-supplied sample, etc.)

CAMPAIGN EFFECTIVENESS WITH MORNING CONSULT

Good advertising builds branded memories in the long term, but to do that you must be able to make **smart, real-time campaign decisions** in the short term.



MC was built to deliver the speed, scale, and flexibility required to understand campaign effectiveness in the moment and support advertiser decisions



Unique proprietary sampling technologies make fast, robust campaign insights possible



Approach designed around the latest thinking about how advertising works to build and refresh branded memories and how that supports brand growth



Powerful analytics to understand drivers of success in the current campaign and to uncover creative best practices across campaigns



Flexible methodology to cater to your category context and unique brand plans

Morning Consult Campaign Effectiveness Addresses Critical Business Questions:



Campaign Impact on Brand

Does my advertising appear to be having the desired effect shortly after it was flighted? What is behind its performance?

What Works for Audience(s)

What strategic and tactical elements lead to brand and business outcomes (and which do not) in my category?

Campaign Optimization

How can I use real-time insights to inform potential adjustments to campaign and ad mix if my content is not working as expected?

Constant Improvement Cycle

How do I create a virtuous cycle of learning from my work and my competitors' work? How do I maximize the value of my investment in campaign effectiveness and informing overall advertising strategy?

The Morning Consult Difference



- Simple, scalable way to measure campaign effectiveness using Ehrenberg Bass principles
- Unique, high-frequency data collection allows advertisers to make real time adjustments to strategy, creative, and media actions
- Core brand measurement questions are included, allowing for single source analytics and understanding of campaign impact on brand
- Each custom campaign research program treated as a database to benchmark and analyze campaign performance as well as interpret future results with high speed
- Close partnership with companies' in-house analytics teams to provide raw data that can be incorporated into other applications, such as sales / marketing mix modeling, to drive meta/ strategic learnings

Don't Take Our Word For It



Conner LeBas

Director, Global Brand Marketing Insights

“When we went all in on global brand marketing in multiple countries, we needed a research partner to help measure that at scale.

What Morning Consult does differently, and why we chose Morning Consult ultimately, is taking those insights at scale and finding the right buyers and the right insights about what drives our business. **So not just what happens, but why it happens and really the so what.** I think that’s what makes Morning Consult special.”

Conner LeBas

Director, Global Brand Marketing, Salesforce





Schedule A Meeting With Our Research Experts



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