

Many research companies claim to provide information that deliver clear insights.

But insights are not enough...

Brand strategy research is at its most powerful when it delivers, not only meaningful insights, but also...

- viable strategic platforms
- a viable value proposition
- a clear brand essence

The MarketFORENSICS System™ provides an information source for every aspect of the strategic planning process.

Management Sciences Group was founded in 1989 as a marketing research company that specializes in providing information for...

Developing brand and marketing strategies

- Market structure analysis
- Market segmentation
- Brand positioning
- Strategic propositions

Facilitating marketing decisions

- New product development
- Communication strategy
- Sales force and channel issues
- Pricing and promotion

Service quality management

Information for strategic advantage

Measures featured in the System:

- Brand Experience
- Brand Quality
- Brand Imagery
- Brand Identity
- Consumer Need States
- Psychographic Terrain
- Market Segmentation
- Emotional Impact
- Pricing
- Communication Effects
- Brand Choice Dynamics
- Brand Competitiveness
- Brand Loyalty
- Brand Equity
- SWOT Analysis
- Positioning Advantage
- Brand Momentum

The MarketFORENSICS™ System is a survey-based information tool that assists the marketer to:

- Maximize the value-creating potential of the brand
- Minimize the effect of value destroying forces affecting the brand



Contact us for a demonstration of the benefits of using the MarketFORENSICS™ System

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THE ENGINE OF THE MarketFORENSICS™ SYSTEM

There are five principles that make up the engine that drives the whole system:



Principle 1: Going beyond brand equity to strategic advantage.

Strategic advantage occurs when the brand, the consumer and the market fit together in the best possible way. The better the fit, the greater the strategic advantage.



Principle 2: Positive consumer experiences lead to positive consumer perceptions about the brand.

Experiences take place through the senses. It is important for the marketer to *shape* the consumer's sensory experience, to gain a better perception.



Principle 3: Emotion is the strongest companion to experience.

When consumers experience a product they first react through their feelings, and then through their thoughts. This is because emotional decisions occur far more quickly than rational decisions. Therefore experiences and emotions are strongly tied together.



Principle 4: Choice is the epicenter of marketing.

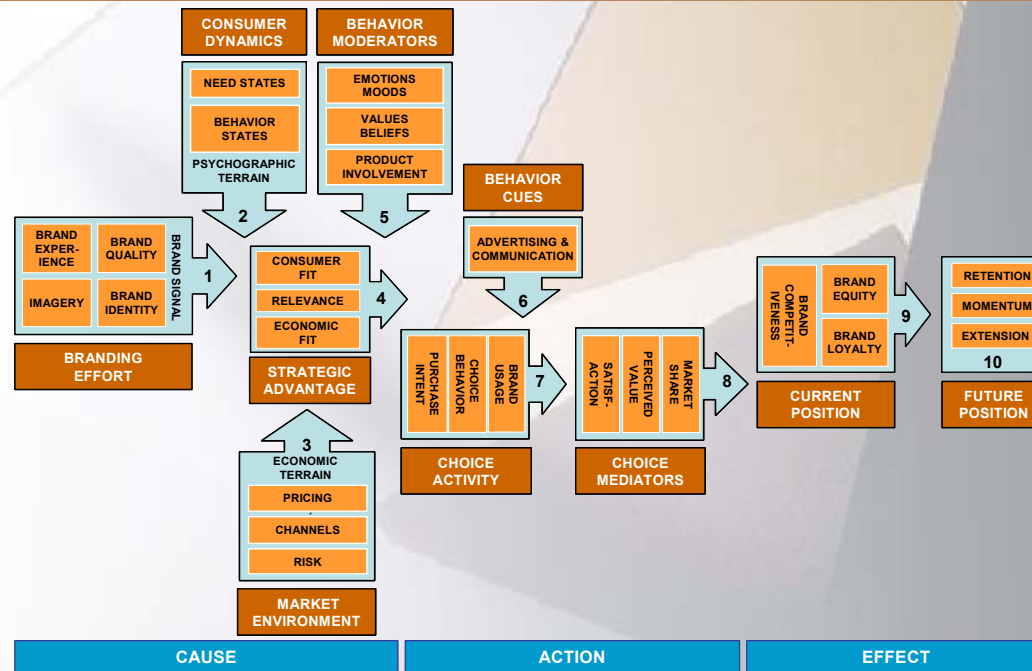
The ultimate test for the marketer is whether the consumer chooses the brand, or not. Understanding how and why choices are made is the hub of the MarketScape approach.



Principle 5: Maintaining momentum going forward.

Brand momentum is about movement, direction and consistency in the brand promise, the value proposition of the brand, and in providing marketing support.

MARKETFORENSICS™ AS A STRATEGIC PLANNING SYSTEM



THE BENEFITS OF USING THE MARKETFORENSICS™ SYSTEM

Using the MarketFORENSICS System helps the marketer to...

Provide a coherent, memorable consumption experience

Achieve consistent quality at all of the important consumption occasions

Set pricing based on the consumer's sense of value

Address real consumer needs

Deliver the benefits that consumers really want

Keep the brand relevant in terms of identity, personality and image

Position the brand in a way that makes sense

Understand the role of the product in the consumer's lifestyle

Achieve a strong presence at the point of choice

Obtain clarity on the brand's sources of competitiveness, loyalty and equity

Identify and sustain the levels of marketing support required

Create brand momentum and a clear path going forward

THE PURPOSE OF THE MarketFORENSICS™ SYSTEM

We see marketing strategy as being the way to pursue a *vision* by implementing the means necessary to grow the *value* of the brand.

The MarketFORENSICS™ System is a set of survey-based marketing information tools that supports the development of marketing strategy based on the value principle.

The system is designed to identify marketing conditions, for the brand, that...
...maximize value-creating potential
...minimize value-destruction potential

THE COMPONENTS OF THE MarketFORENSICS™ SYSTEM

The system employs a cause-action-effect approach, made up of ten components.

CAUSAL components

- BRAND component** – brand's identity, personality and attributes
- CONSUMER (psychographic terrain)** – consumer personality, needs, behaviors
- MARKET (economic terrain)** – market and trade forces e.g. pricing, distribution
- STRATEGIC ADVANTAGE** – optimal alignment of consumer, market and brand

ACTION components

- BEHAVIOR MEDIATORS** – the role of emotions, moods and values, beliefs, attitudes
- COMMUNICATION Cues** – advertising, promotions, word-of-mouth, reference groups
- CHOICE ACTIVITY** – intentions, choice dynamics, purchase activities, consumption
- CHOICE OUTCOMES** – satisfaction, perceived value

EFFECT components

- CURRENT POSITION** i.e. brand competitiveness, brand loyalty and brand equity
- FUTURE POSITION** i.e. brand's state of health, going forward / momentum / marketing power