
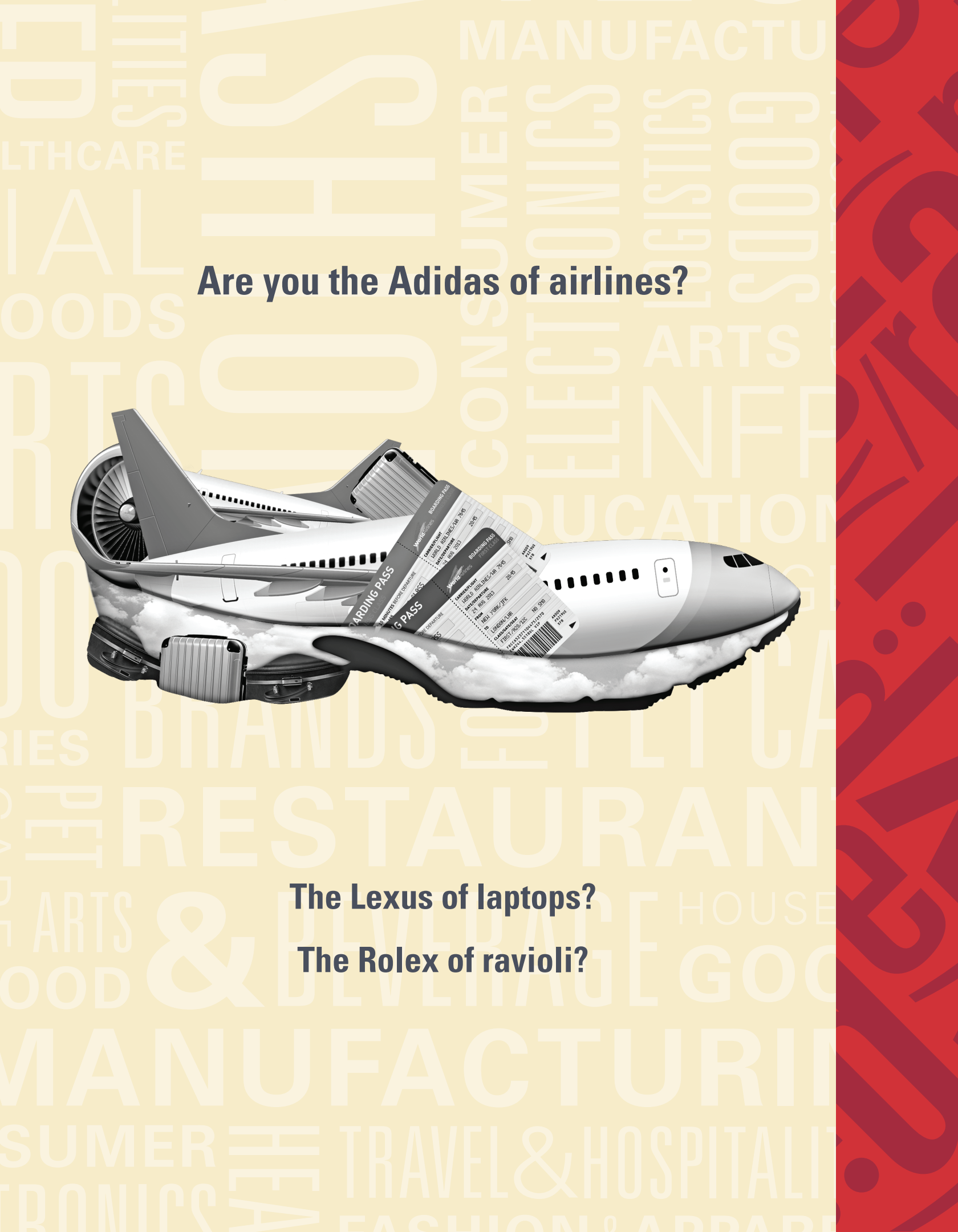



Are you the Adidas of airlines?



The Lexus of laptops?
The Rolex of ravioli?

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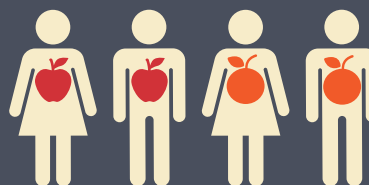
The Warren Douglas Premium Brand Index provides unique cross-category analysis that traditional data service cannot.

How?



The Premium Brand Index (PBI) measures the “premiumness” of a brand utilizing a consistent scale across categories. This allows comparisons to be made and gain insights from brands – in and out of your brand’s category.

So?



Understanding the relationship between consumers and cross-category brands that have weaker, similar or more desirable PBI scores can help us better understand what influences your target audience.

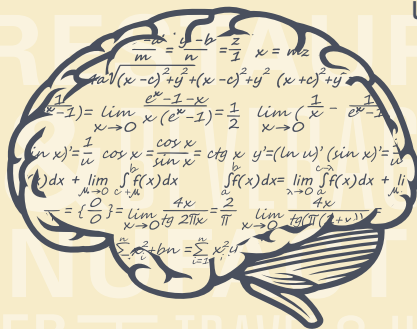


Traditional Data requires a significant investment.

Our **PBI**

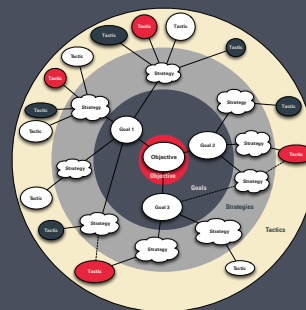
utilizes a proprietary algorithm and methods that keep costs down while utilizing existing MRI data to deliver premium results.

- PBI data adds a premium perspective that complements and enriches your existing research and analytics
- PBI data can stand alone as a reliable source for research and analytics if investments in traditional data are unattainable or out of scope.



Then what?

We use these insights to inform and power our Strategy Wheel. It’s a process that generates strategies, tactics and goals for your brand, and helps you prioritize them. WD’s fully integrated team will then help you implement the chosen tactics, whether it’s banner ads, a website, a complete media campaign of TV, radio and digital, or anything in-between.



Like to know more? Contact us now and discover how quickly we can get started on your brand’s behalf.

Please contact:

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