

||| campaign**fit.**

«brandmetrics®: **Simply measuring and modeling your brand success**»

designcrowd.com

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«campaignfit: We measure, test and model your brand and your success»

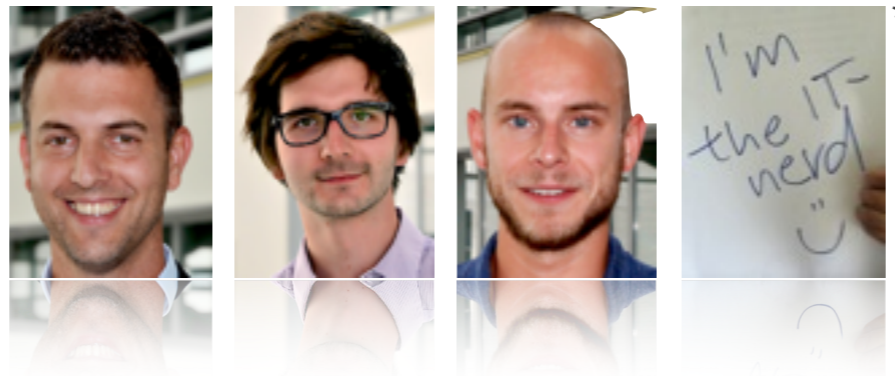
campaignfit Ltd., a spin-off company from the University of Zurich, specializes in empirical brand consulting:

- ||| **Testing your brand using scientifically developed tools.**
- ||| **Detailed examination of your marketing and communication procedures.**
- ||| **Generating long-term effects thanks to a modeling and calculation of your brand success.**
- ||| **Development and implementation of strategies for your whole company, your products/services as well as for your CEO.**
- ||| **Cost optimization of your marketing and communication budgets by as much as 30%.**

«campaignfit: About us»

The main team:

- ||| Tobias Heilmann, Dr.
- ||| Friedel Bachmann, M.A.
- ||| Martin Götz, Dr. des.
- ||| Kevin Kempfer, M.A.*



Scientific advisory board:

- ||| Prof. Dr. Klaus Jonas, University of Zurich, Switzerland (Business Psychology)
- ||| Prof. Dr. Marc Fetscherin, Rollins College, USA (Branding)
- ||| Prof. Dr. Ulf-Dietrich Reips, University of Constanze, Germany (Online Research)

«campaignfit: Measuring and managing an employer brand is one key strategic tool for companies and their competitiveness»

Your brand influences the perception and the behavior of your target groups:

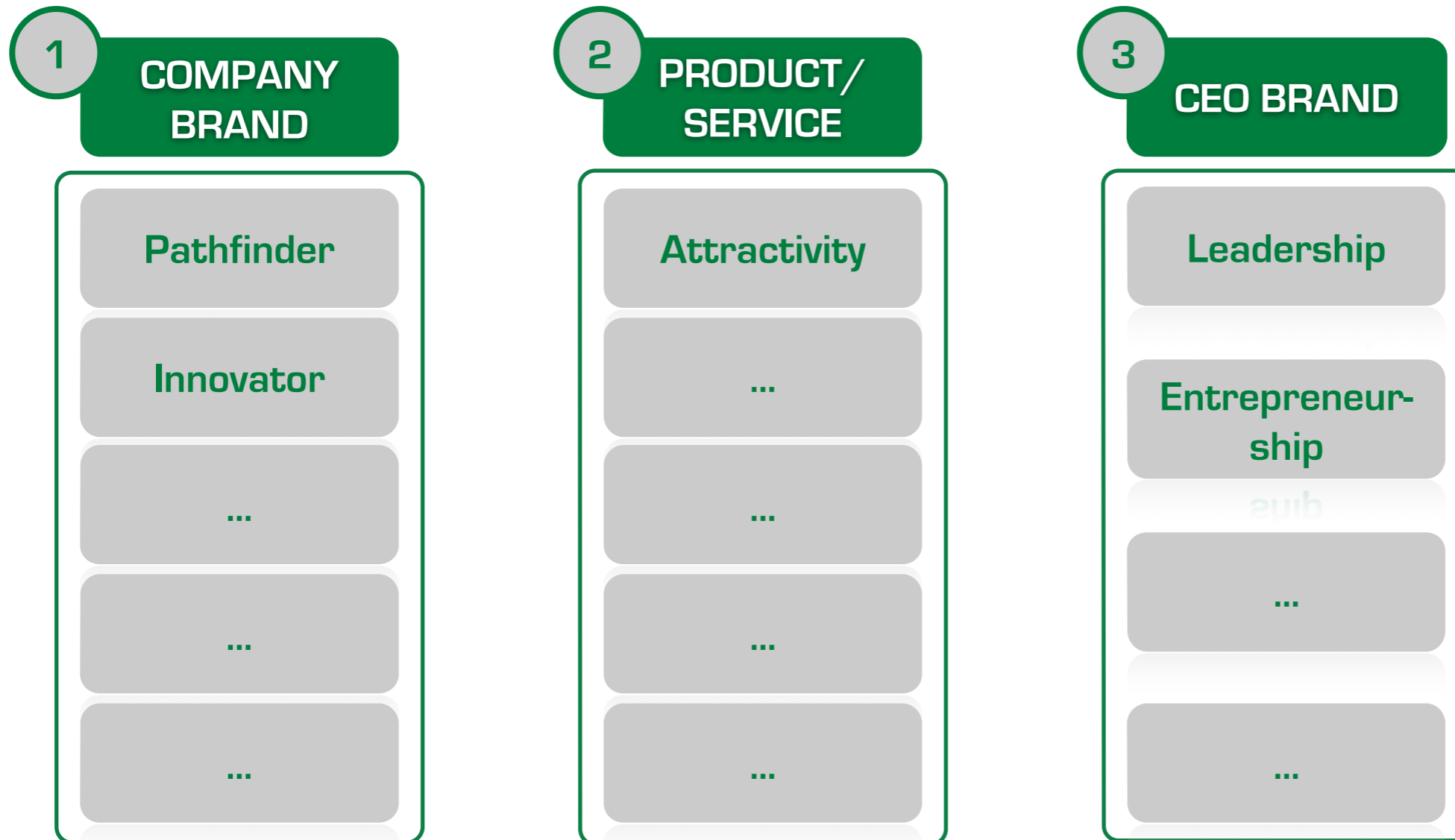
- ||| A strong brand has a direct impact on the company's success (Kim, Kim, & An, 2003).
- ||| Strong brands account for over 30% of the market capitalization of Standard and Poor's (S&P) 500 firms (Larkin, 2013).
- ||| The causal relationship between brand perception, psychological factors and performance is like a "black box".

We uncover these factors for you, push their strengths and use modeling to demonstrate how you can increase your company's success using a strong brand.

Note. Kim, H. B., Kim, W. G., & An, J. A. (2003). The effect of consumer-based brand equity on firms' financial performance. *Journal of consumer marketing*, 20(4), 335-351. Larkin, Y. (2013). Brand perception, cash flow stability, and financial policy. *Journal of Financial Economics*, 110(1), 232-253.

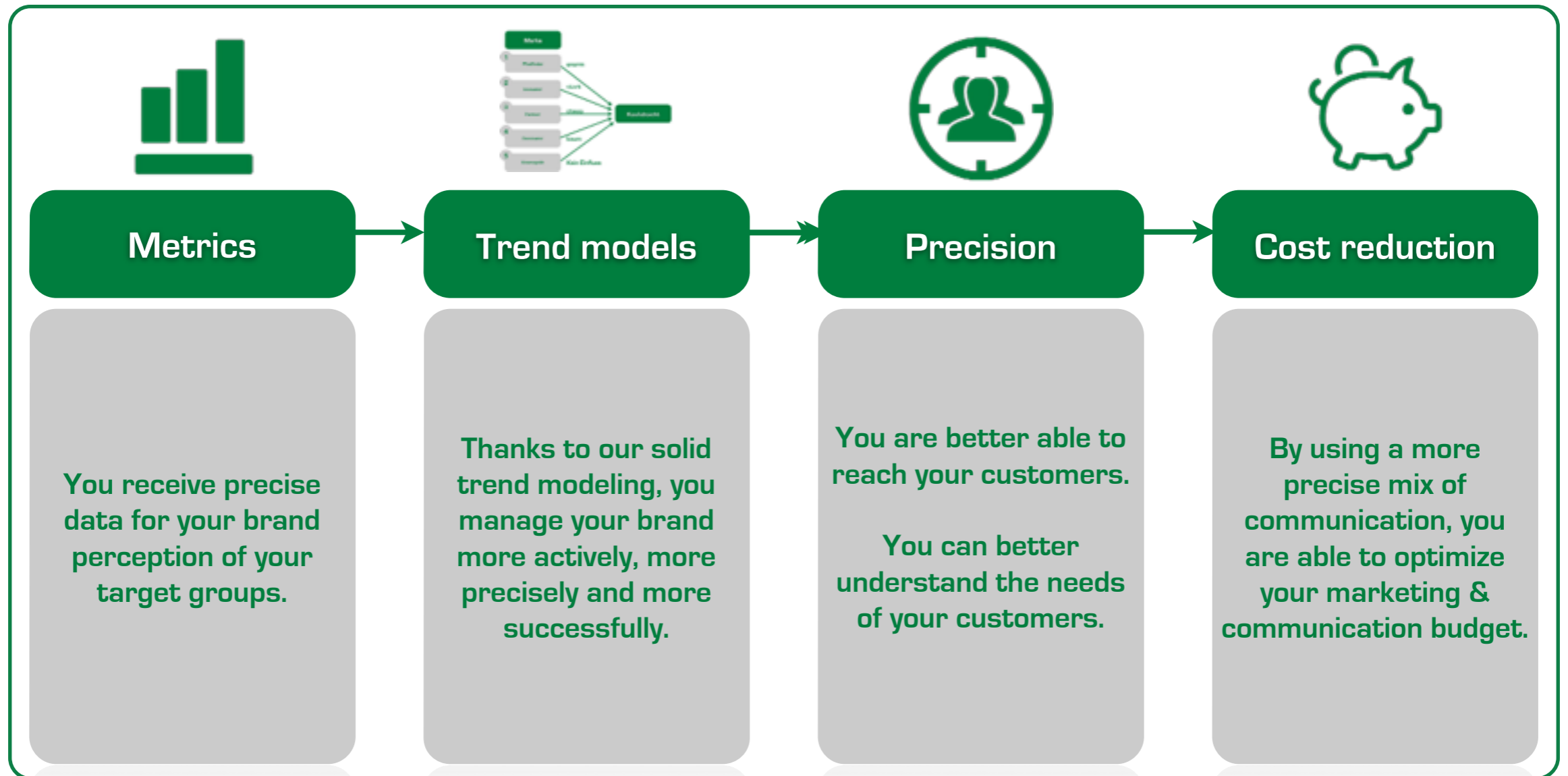
«campaignfit: If you can't measure it, you can't manage it»

Using our unique, scientifically tested instruments, campaignfit measures and models your brand, so you can effectively and successfully manage it:



«Benefits: More successful market development and activities through sound brand analysis and trend modeling using brandmetrics®»

Sustainably increase your brand equity, and subsequently your company's success, through more effective and efficient marketing & communication activities:



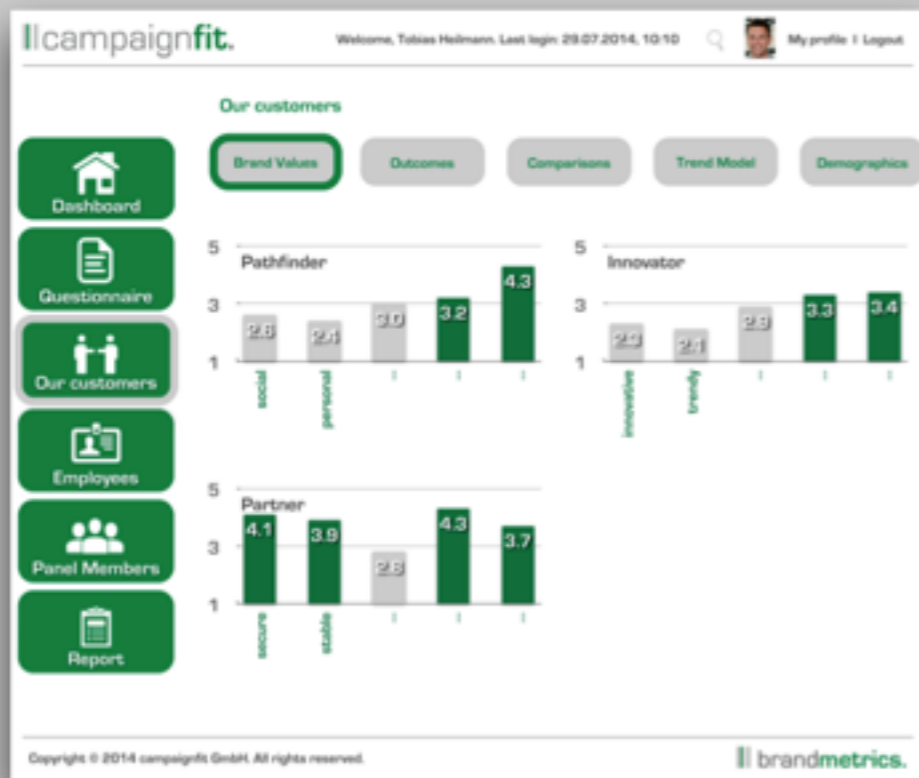
«Added value: brandmetrics® provides a means to be closer to your customers, more security, more precise communication – all of which means more success»

Using brandmetrics® forsters:

<p>Closeness</p>	<p>Security</p>	<p>Fit</p>	<p>Customer loyalty/ acquisition</p>
<p>brandmetrics® lets you get even closer to your target groups.</p>	<p>brandmetrics® makes opinions and attitudes immediately visual.</p>	<p>brandmetrics® allows a custom-fit communication with your target groups.</p>	<p>brandmetrics® supports the bond to your customer base. As well as the acquisition of new ones.</p>
<p>brandmetrics® supports customer relations.</p>	<p>Status-quos, relationships, changes and development (trends) are mapped for you in real time.</p>	<p>Your procedures gain a precise and cost-optimized base.</p>	<p>You can carry out more precise procedures or closely monitor changes.</p>

« brandmetrics®: Example / screenshot »

brandmetrics® lets you get a precise overview of how your brand operates in the market and a detailed summary of where potential for success can be found – all in real time.



1 Immediately display all your brand's attributes.

2 Clearly see where potential for further success lies.

3 Provide metrics for internal discussions, meetings and processing.

For example:

Based on the metrics provided you could (a) plan your communication more effectively or (b) provide marketing agencies with precise information, how your marketing campaign may be optimized.

«Objectives»

We need a totally new and very appealing website:

- ||| **Purpose:** We want to attract lots of potential customers with this website... especially, we want to sell our web-based tool brandmetrics®... we want to be perceived as innovative, trendy, but solid and reliable... we want customers go to the website, login at „brandmetrics®“ (see structure), and perceive how it works.. and the contacting us or in the near future being able to buy a login and work with the tool... so we want to a) inform (on the website or send the url to customers) and b) to „force“ potential customers getting in contact with us...
- ||| **Structure (e.g.):** Must → Home, brandmetrics®, About us, Contact (incl. legal notice); we are open for more, → nice to have e.g. references/clients, press... for example, we publish a nice book in a couple of months and might want to show it somewhere on the website as well...)
- ||| **Layout:** We would like to have more/mainly figures - may be animated or something like that – in specific those on slides 7 and 8 as well as 6 and 9 (which would be for our web-based tool brandmetrics®...)... excellent, but simple and with few text...

«Objectives»

We need a totally new and very appealing website:

- ||| **Fonts: Eurostile; CMYK 100/23/100/19, CMYK 0/0/0/70**
- ||| **Logo: Would you please use the campaignfit-logo used in this file?**
- ||| **Social Media: we think that it might make sense to be connected to facebook, twitter and so on as well...**
- ||| **Phantasy: May be it is possible to have something between a classic marketing research and an e-commerce website... just a thought... because it is mainly about the new tool that will be assessable through a login... but customers might want to contact us or vice versa in order to check how the tool will work (btw: you do not have further info about brandmetrics® here... I know)... I dream of having a site where people go to and by components of our tool like at amazon... click and buy and go for it...**
- ||| **It is possible to program it in php or java? Thanks.**

«Objectives»

We need a totally new and very appealing website:

- ||| Pages I personally like: Don't know if that helps, but I personally like those websites just they seem so simple: [http:// www.montagebook.com/](http://www.montagebook.com/), [http:// www.designova.net/](http://www.designova.net/)... but I am veery open
- ||| Pages I do not like anymore: my own www.campaignfit.ch



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