



**South Africa's Only Specialist Perception Measurement & Management Company  
Founded 1982**

**VISION**

**To make marketing, and its related communication activities, a discipline.**

**MISSION**

**To assist marketers and agencies to develop & manage communication strategies that achieve measurable returns on investment.**

**CLIENT PRODUCTS / SERVICES**

**1) Perception Measurement**

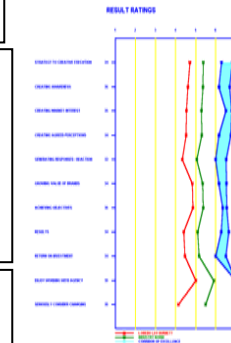
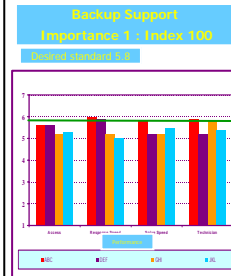
- a) Quantifies channel/consumer/customer:
  - ✓ needs/wants and/or decision criteria
  - ✓ desired standards of performance
  - ✓ levels of awareness
  - ✓ perceptions of performance vs competitors
  - ✓ Industry "Norms"
  - ✓ "Corridors of Excellence"
  - ✓ perception gaps/deficiencies to be corrected.
- b) Customer Satisfaction Measurement CSI.
- c) Quantifies Brand Values.
- d) Staff Climate Measurement.

**2) Advertising Strategies**

- a) Quantifies Brand Awareness.
- b) Determines messages to send to shift or change perceptions, and how far to shift them.
- c) Quantifies awareness & perception shifts achieved.

**3) Advertising Agency Evaluations**

- a) Performance Profiles / Reports.
- b) Agency Selection - Identification & Shortlisting.



**AGENCY PRODUCTS / SERVICES**

**1) Client Perception Measurement**

- Quantifies Advertiser/Client:
- ✓ needs/wants - decision criteria
  - ✓ desired standards of performance
  - ✓ perceptions of agency performance
  - ✓ perception gaps/deficiencies to be corrected.

**2) Agency Performance Profiles**

- Graphic Profiles of Clients' Perceptions of Agency's Performance, compared with:
- ✓ the Industry Norms
  - ✓ Industry Corridors of Excellence
  - ✓ Clients' Desired Standards of Performance
  - ✓ other agencies.

**3) Agency Development Products**

- a) Presentations and/or Consultations.
- b) Credentials proposals.
- c) Client Retention Services.
- d) Staff Climate Measurement.

**4) Advertising Strategies**

- a) Identification of messages, media & required shifts.
- b) Quantified awareness and perception shifts.

**Nobody else in the world can do what we do.  
We quantify the qualitative.**

**Call us!**

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