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Brand Catalyst Module

User Guide

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Welcome to Brand Catalyst

Overview of Brand Catalyst

Brand Catalyst is a brand strategy and target persona creating tool that identifies the unique characteristics that differentiate your brand from over 6,500 others and builds a comprehensive persona of your target audience. With Brand Catalyst, marketers can understand consumer perception towards their brand using advanced psychographics, intent, category preferences, and brand and product consumption patterns. They can also use the tool to do things like explore their target audiences or compare competitors – as the tool allows them to create targets using the Catalyst Composer tool.
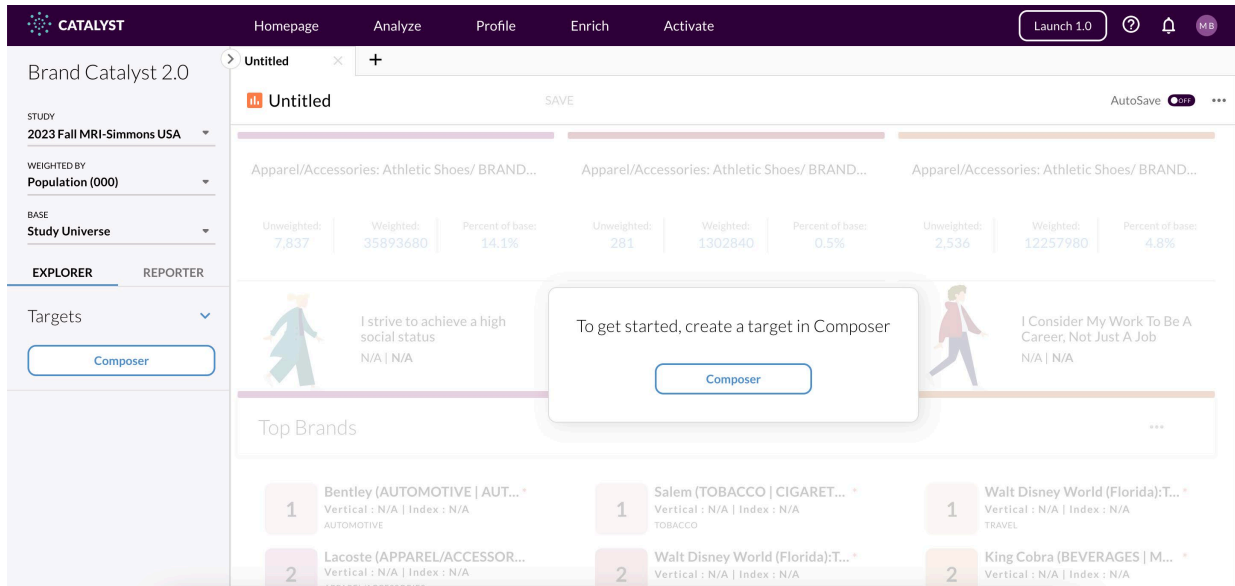
Getting to the module

The Brand Catalyst module can be found under the Profile tab in the top header. After clicking on the module, you will either be directed to Composer, where you can add your data to build your Brand Catalyst report or to the module itself, depending on what you've set in your preferences.
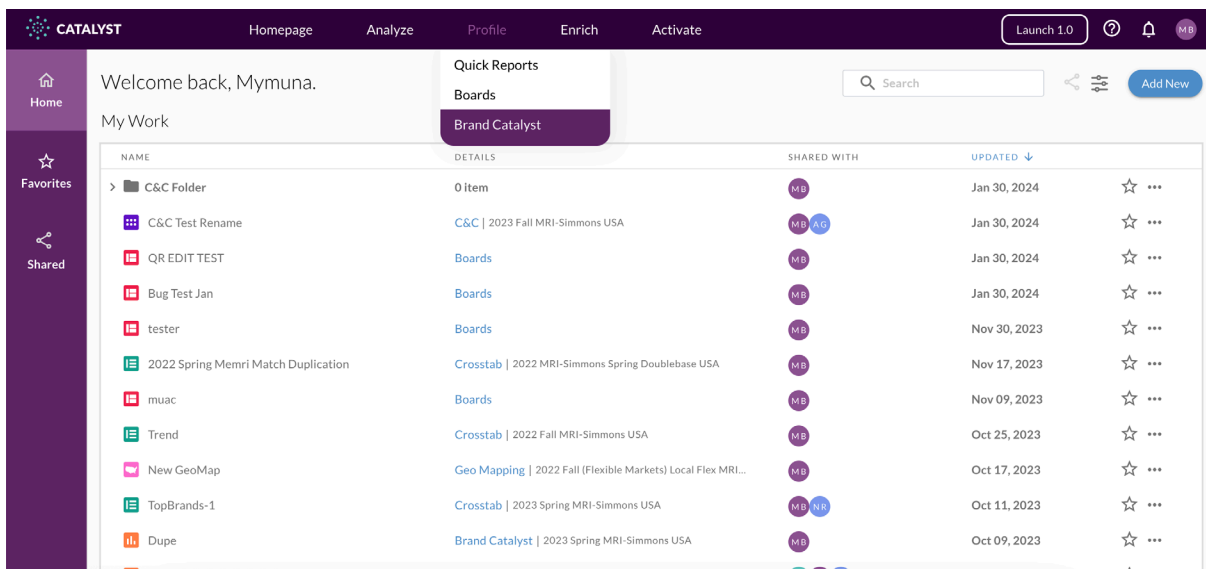
Option 1: Composer
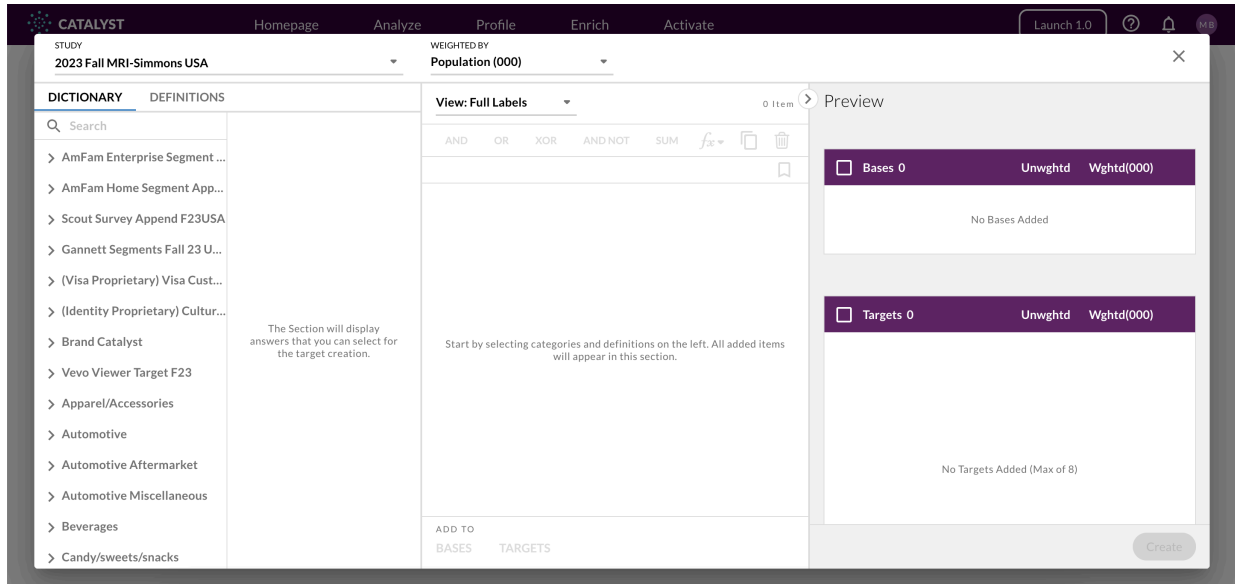
Option 2: Straight into the module

Building a Brand Catalyst Report

When you enter the Brand Catalyst module, if you have landed on Composer, you can start to choose your targets by placing items in targets preview box. If you have landed on the "get started" page, you can click the "Composer" button in the message or go to the left side bar and click Composer.

After adding targets in Composer and clicking create, Composer will close, and your Brand Catalyst Explorer tab will generate.
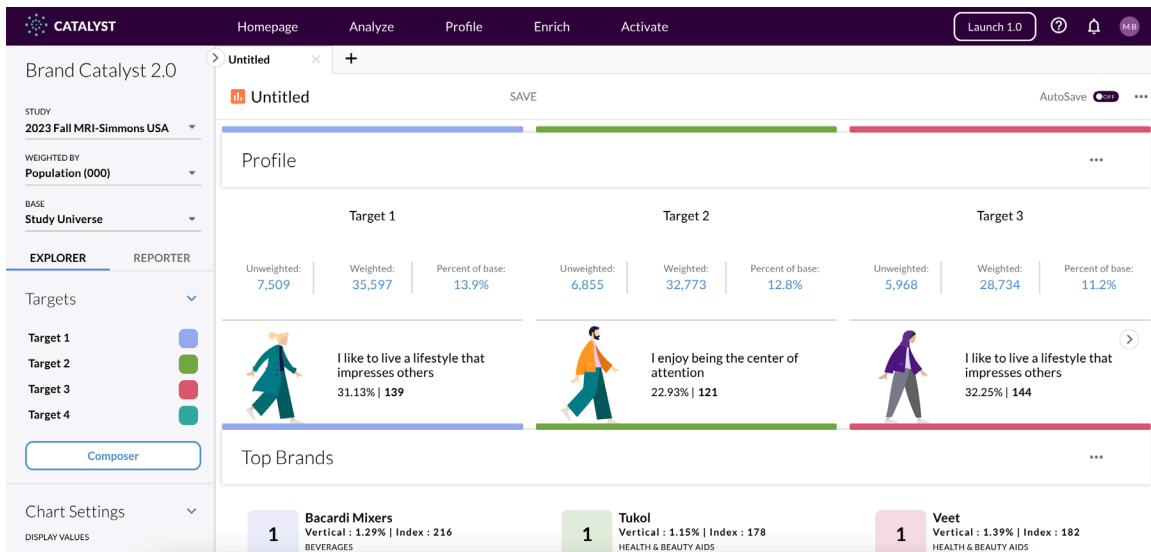
Explorer Tab

On the left control panel under the study, weighted by and base selector, you will see the Explorer and Reporter tab control. By default, you will land on the Explorer tab when you enter Brand Catalyst. This tab is where you will see a high-level overview of your brand or target. Sections can be sorted by index or percentage and exported as PPT or Excel from the three-dot more options icon on the top right. From top to bottom, you will find the following sections:

1. Profile: This section displays the targets name (with its unweighted, weighted, and percent of base value) as well as its highest indexing profile statement (with its vertical percent and index value).
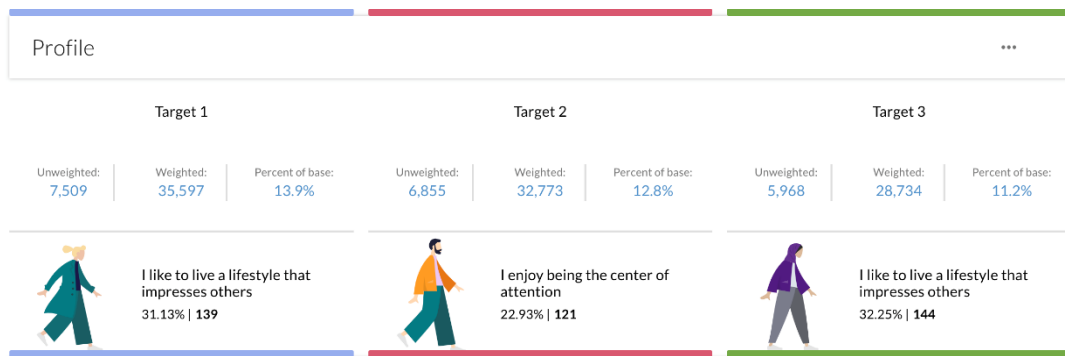
2. Top Brands: This section displays the highest indexing (highest indexing is chosen by default) brands for the targets. You have the option to either see just the top 5 or the top 10 by clicking on the "view all" button. You can also change the sorting of the chart in the three-dot menu to be by index or percentage and export the section as PPT or Excel.

Top Brands   •••

SORT BY

Index ↑ ↓ ↻
Percentage

Pin To Board
Export as   ⌃

1	**Vive** * Vertical : 1% | Index : 371 ELECTRONICS	
2	**Plan B One-Step** Vertical : 1% | Index : 357 HEALTH & BEAUTY AIDS	
3	**GM Genuine Parts** * Vertical : 1% | Index : 299 AUTOMOTIVE AFTERMARKET	
4	**NJoy** * Vertical : 1% | Index : 299 TOBACCO	
5	**Rainbow Six** Vertical : 3% | Index : 297 ELECTRONICS	

1	**L'il Critters** Vertical : 4% | Index : 250 HOUSEHOLD PRODUCTS	
2	**Full Throttle** * Vertical : 1% | Index : 246 BEVERAGES	
3	**Store's own brand** Vertical : 6% | Index : 226 HOUSEHOLD PRODUCTS	
4	**Centrum Kids** Vertical : 2% | Index : 224 HOUSEHOLD PRODUCTS	
5	**Children's Zyrtec Allergy** Vertical : 4% | Index : 220 HOUSEHOLD PRODUCTS	

1		
2	HEALTH & BEAUTY AIDS	
3	**AARP** Vertical : 8% | Index : 327 INSURANCE	
4	**Consumer Cellular** Vertical : 6% | Index : 323 ELECTRONICS	
5	**Zocor** Vertical : 2% | Index : 323 HEALTH & BEAUTY AIDS	

**VIEW ALL**
⌄

3. Top Media: This section displays the highest indexing (highest indexing is chosen by default) media for the targets. You have the option to either see just the top 5 or the top 10 by clicking on the "view all" button. You can also change the sorting of the chart in the three-dot menu to be by index or percentage and export the section as PPT or Excel.
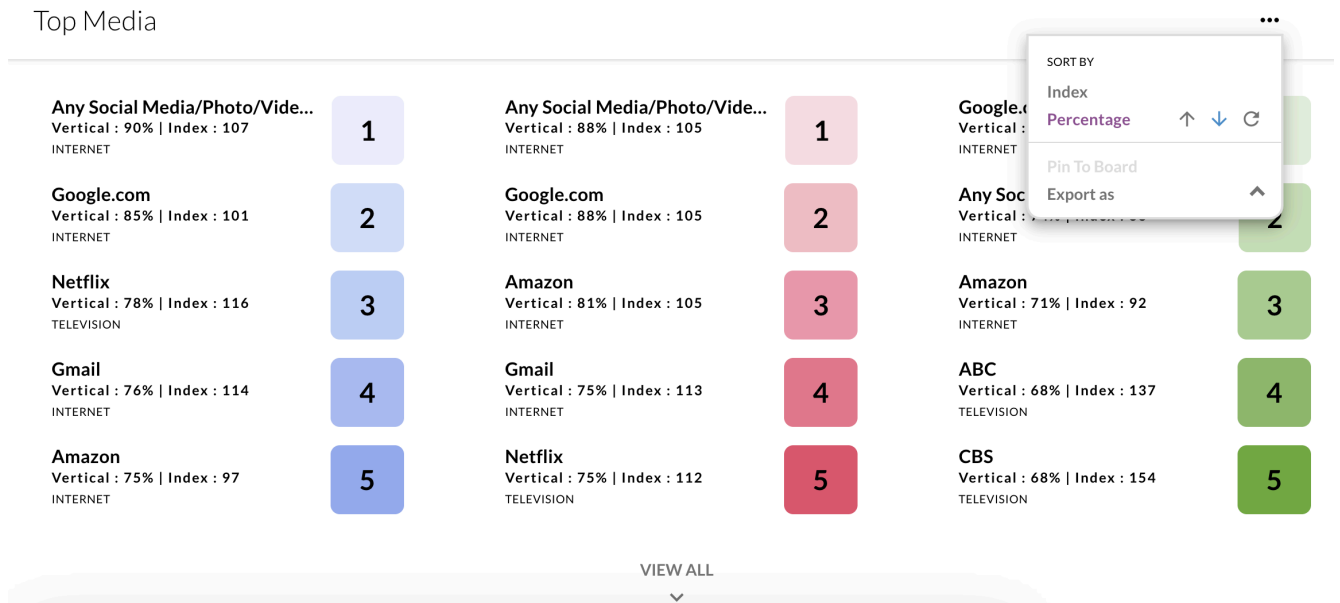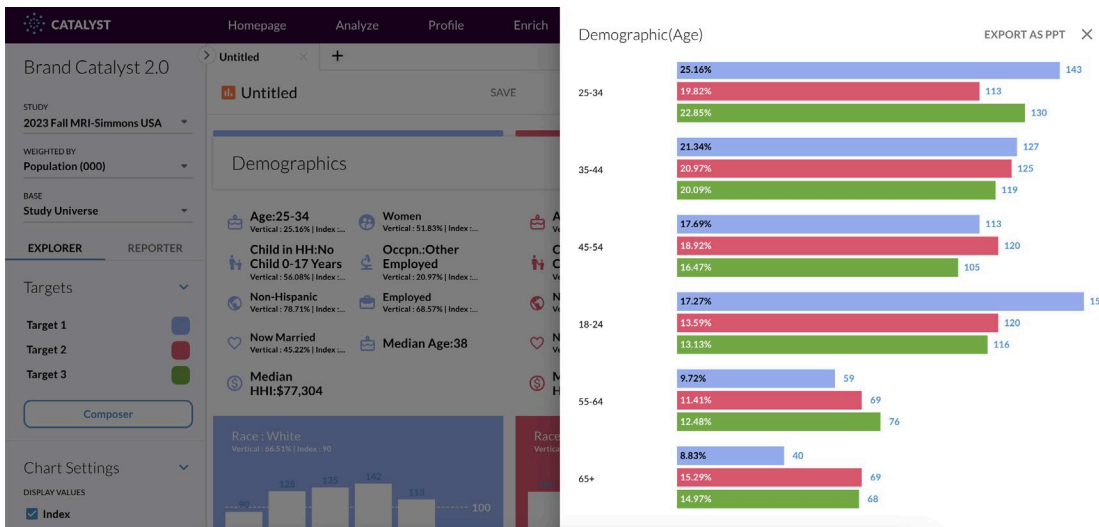

4. Attitudes: This section displays the highest indexing attitudinal statement for the first target (highest indexing and first target is chosen by default) for each atittudinal category. Clicking on a label will open up the deep dive section, which shows all the labels under the selected section as well as allows you to export it as a PPT.
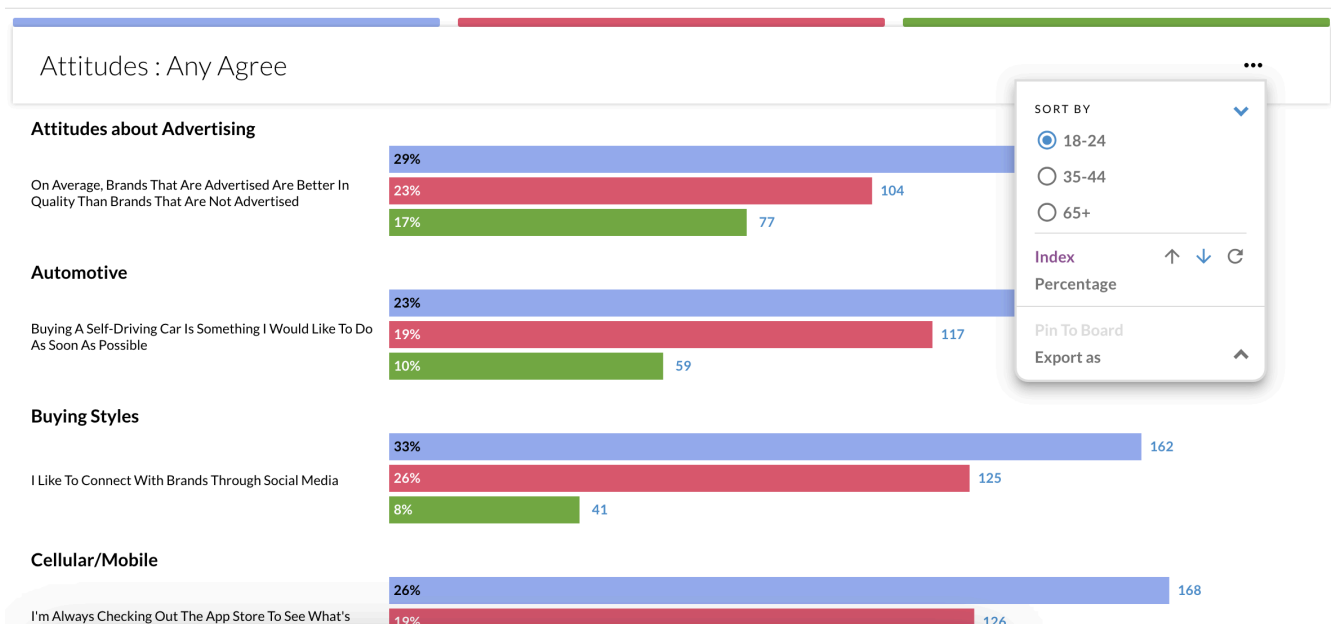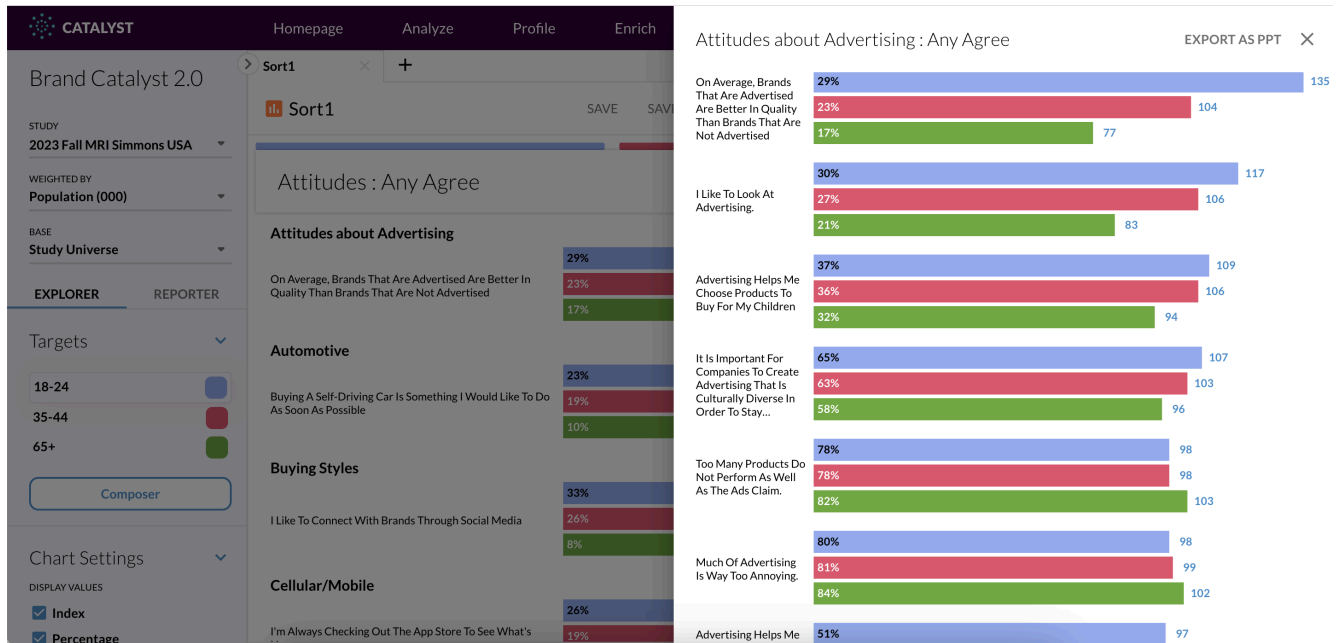
5. Deep Dive: You can get a deep dive of a subcategory in the Explorer tab by clicking on the label and seeing all the labels within the same subcategory. Sorting will be the same as the sorting applied to the explorer section and exporting as PowerPoint is available too.

6. Demographics: This section displays the highest vertical percentage label for the first target (highest vertical percentage for the first target is chosen by default) and also allows for the export as PPT and Excel for the following demographics:


a. Age
b. Gender
c. Child in Household
d. Occupation
e. Hispanic
f. Employed
g. Marital Status

h. Median Age
i. Median Household Income
j. Race
k. Education
l. Household Income
m. Census Region

Reporter Tab

To enter the Reporter tab, click on Reporter in the left control panel. The Reporter tab allows you to compare your brands/targets at a more granular level by toggling on charts with more specific categories from the Dictionary. To toggle on a chart, go to the left control panels dictionary section, find the catergory you're interested in, and then toggle on the chart you wish to see.
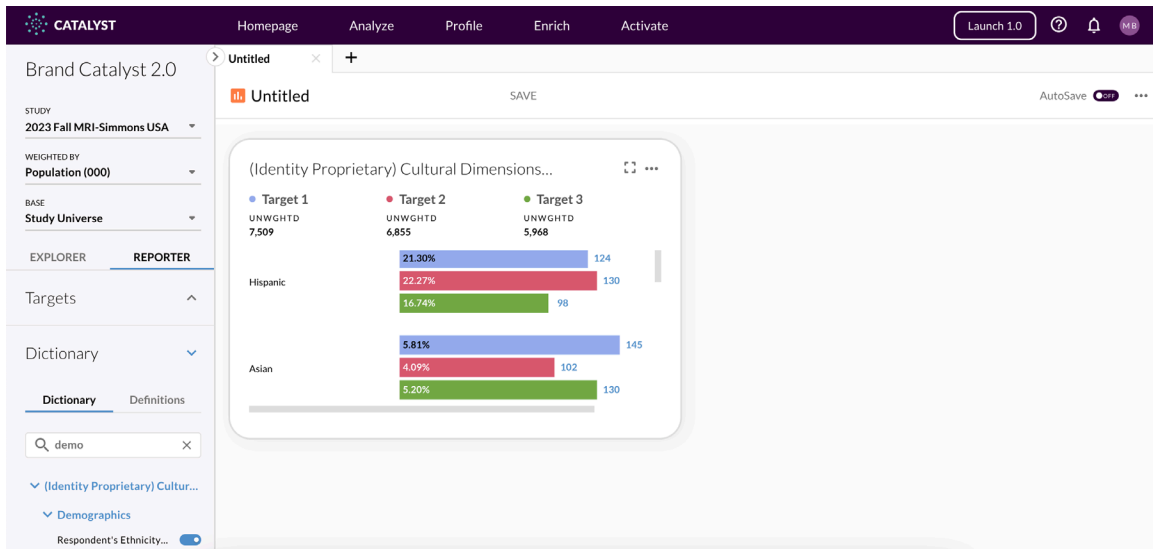
The charts that appear on the screen are by default in a collapsed state, but they can be expanded to get a larger view with the expand/collapse icons on the top right. There is also a three-dot more options icon on the top right which allows users to sort their chart, pin it to a board, export it as a PPT or Excel, and to delete it.
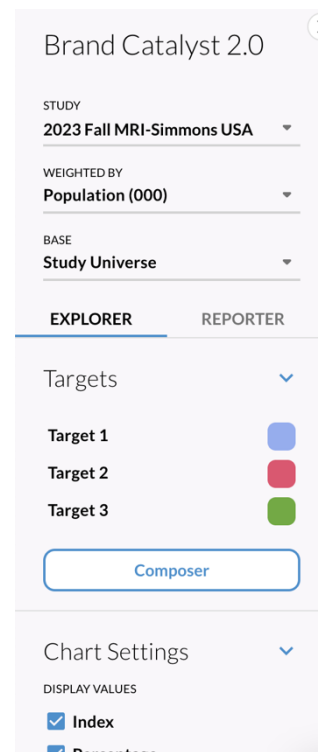
Left Control Panel

Explorer Tab

The left control panel for the Explorer tab has two sections: Targets and Chart Settings.

The targets section displays the targets you selected in Composer as well as button to access Composer. Right clicking on a target will give you the option to rename or delete your target. Double clicking on your target will also allow you to rename it. Clicking on the colored square to the right of the target will allow you to change its color. Targets can also be reordered on the Explorer tab by dragging and reordering the targets here.

The Chart Settings section is broken up into the following selections:

1. Display Values: This selection allows users to choose if they wish to see index values, percentage values, or both in the Explorer tab.
2. Chart Value: This selection determines whether the index or percentage value will determine the height/width of a chart.
3. Response: This selection is specific to the attitudes section. It determines the level of agreement for the attitudinal statements shown.

Brand Catalyst 2.0

STUDY
2023 Fall MRI-Simmons USA ▾

WEIGHTED BY
Population (000) ▾

BASE
Study Universe ▾

EXPLORER   REPORTER

Targets ⌄

Target 1
Target 2
Target 3

Composer

Chart Settings ⌄

DISPLAY VALUES
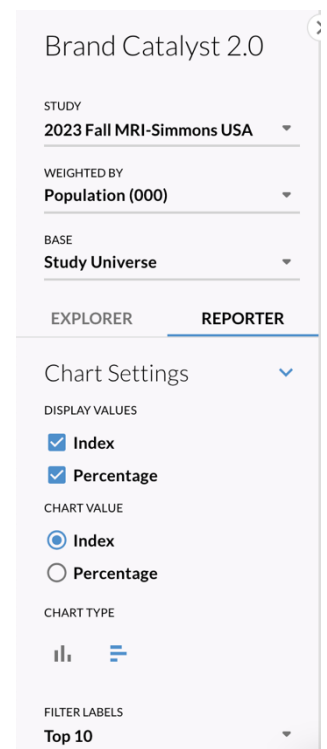☑ **Index**
☑ **Percentage**

Reporter Tab

The left control panel for the Reporter tab has three sections: Targets, Dictionary, and Chart Settings.

The targets section has the same features and functions as the targets section in the Explorer tab. This is because the targets section for both tabs are the same. Changes that you make to one tab's target section will be applied to the others.

The Dictionary section allows users to search for and toggle on the charts they wish to see. It also allows users to access their personal, shared, and global definition folders to make charts out of those.

The Chart Settings section for all charts is different and is based on the type of labels are in the chart. To see the Chart Settings section in the left control panel, you must click on and select a chart. Below are the possible sections found in a Reporter card's Chart Settings:

1. Display Values: This selection allows users to choose if they wish to see index values, percentage values, or both in the chart.
2. Chart Value: This selection determines whether the index or percentage value will determine the height/width of a chart.
3. Chart Type: this selection determines what style of chart you see.
4. Response: This selection is available to only some charts and will determine the response that answers the question label found in the chart.
5. Filter Labels: This selection determines how many labels you will see in the chart.

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WEIGHTED BY
Population (000)

BASE
Study Universe

EXPLORER   REPORTER

Chart Settings

DISPLAY VALUES
☑ Index
☑ Percentage

CHART VALUE
◉ Index
○ Percentage

CHART TYPE

FILTER LABELS
Top 10

Brand Catalyst Preferences

The preferences for Brand Catalyst can be found in the preferences section of the platform and are the same as the preferences found in other modules except for the addition of two sections: Reach Minimum and Sample Minimum.

Reach Minimum:

Reach minimum is the vertical percent value a label + target combination needs to be displayed. There are instances where reach minimum will be considered and instances where it will not be in Brand Catalyst. Those Instances are:

1. Explorer Tab:
   a. Profile
   b. Top Brands
   c. Top Media
   d. Attitudes (only for the sort by target)

Reach minimum can be as low as 0% and as high as 100%. The default value is 10%.

![MRI Simmons logo]

Sample Minimum:

Sample minimum is the sample value a label + target combination needs to be displayed. There are instances where sample minimum will be considered and instances where it will not be in Brand Catalyst. Those Instances are:

1. Explorer Tab:
   a. Profile
   b. Top Brands
   c. Top Media
   d. Attitudes (only for the sort target)

Sample minimum can be as low as 0 and as high as 200. The default value is 50.

Brand Catalyst Report Options

You can save your Brand Catalyst report at the top of your report in the header by clicking on the save or save as button. In the three-dot menu, you will find the options to share your report, open a different saved report, export the entire report as a PPT or Excel file, or delete the report you are on.

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Brand Consumers, Prospects, and Non-Prospects

Clients that subscribe to Brand Catalyst will have access to Brand Prospects and Brand Non-Prospects, in addition to access to Brand Consumers, which means all three of these segments for each measured brand will also be available in Insights for Crosstab, Quick Reports, Data Haul, etc.

Brand Consumers: The aggregate of consumers that selected the brand as one that they consume/use when completing the survey.

Brand Prospects: Predictive segment that includes consumers that do not currently consume the selected brand but show a high propensity to consider or purchase the brand. These predictive segments are driven by consumer psychographics that have the most positive association with known brand purchase or usage.

Brand Non-Prospects: Predictive segment that includes consumers that do not currently consume the selected brand and have the least propensity to consider or purchase the brand. These predictive segments are driven by consumer psychographics that have the most negative association with known brand purchase or usage.