

meos Analysis tool

BrandScore

What are successful brands doing differently?



consulting



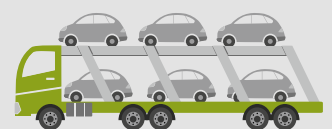
project management



interim management



operational services



BrandScore is a user-friendly analysis tool for identifying what lies behind the success of the market winners and what is holding back the success of your own brand, culminating in recommendations for action.

Keep one step ahead with **BrandScore**. Now and in the future.

BrandScore

Process flow BrandScore

- Basic assumptions
- Identifying influencing factors
- Categorization of factors
- Weighting of factors
- Individual Scoring Model

BrandScore creates clarity

What have we got?

- Pinpoint the need for action
- Determine the fields of activity

BrandScore

Influencing factors

- **Market**
 - e.g. registrations, market shares, temporary registrations
- **Manufacturer/ National Sales Company**
 - e.g. Brand, product strategy, incentives
- **Dealer**
 - e.g. DSI, margins, dealer network
- **Customer**
 - e.g. CSI, loyalty rate
- **Other influencing factors**
 - e.g. taxes, CO₂

BrandScore scrutinizes in depth

What could we have?

More than 100 factors of influence in the scoring model objectively highlight:
Where do I stand?
And what about my competitors?

BrandScore

BrandScore enables planning certainty

What must we do

- BrandScore** is the basis for
- getting your priorities right in terms of the necessary actions
 - defining, implementing and monitoring specific activities