



# Understanding, Measuring, and Tracking

(Revised pages)

# Putting Why and What Together (Group work coming up)

| WHY / WHAT                | Brand | Communication piece/ Creative work |   |   |   | Others e.g.<br>Activity theme |
|---------------------------|-------|------------------------------------|---|---|---|-------------------------------|
|                           |       | S                                  | M | C | R |                               |
| To understand/<br>explore |       |                                    |   |   |   |                               |
| To measure                |       |                                    |   |   |   |                               |
| To track                  |       |                                    |   |   |   |                               |

# Group work assignment

1. A shampoo brand would like to get consumers' reactions on their story boards in order to fine-tune and finalize the storyboard. The main focus is on how to best communicate the anti-hair falling message.
2. A mobile phone brand would like to objectively choose one presenter out of the three candidates. Previous FGD results revealed that the respondents like all three candidates.
3. A start-up owner would like to gain consumer insight regarding its brands.
4. A new retailer would like to see the movement of its consumer awareness and consideration through out the year.
5. A media agency would like to understand consumer's reaction to the "stair step" media.