



**Ipsos MarketQuest**  
The Markets and Brand Specialists

Ipsos Marketing

# **censydiam\*** monitor

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Tracks perceptions and equity  
of brands over time

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Once your strategy has been defined, **Censydiam Monitor** tracks how brand perceptions and equity evolve over time and helps you to optimize your marketing investments.

It can be conducted at any stage to monitor brand growth. It is the best and most consistent solution to check that your brand is moving in the right direction and achieving its defined positioning goals.

We adopt economy-of-measure principles and focus on getting information only on 'what matters' so that **Censydiam Monitor** is light and easy to implement. **Censydiam Monitor** can either be plugged into a broader brand tracking, or kept as a stand-alone brand growth monitoring system.



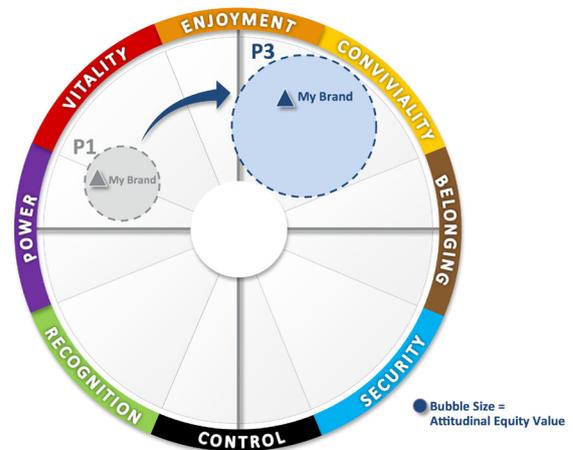
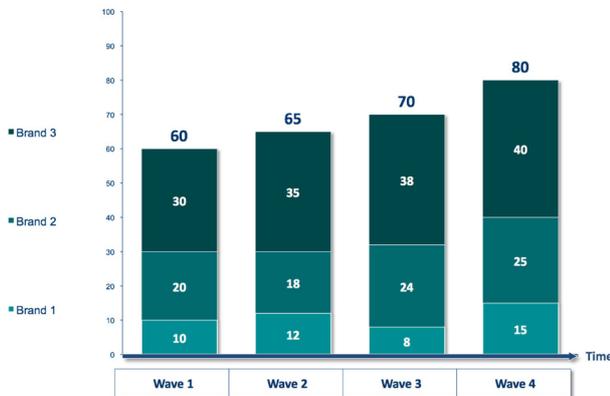


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**What you will get from Censydiam Monitor**

Censydiam Monitor provides you dashboards to track key brand growth indicators:

- Evolution of Attitudinal Equity of your brand
- Evolution of brands in purchase disposition funnel
- Evolution of brand performance on targeted motivations



**About Ipsos MarketQuest**

Ipsos MarketQuest is the Ipsos Marketing practice aiming at understanding consumers, shoppers and markets to drive business growth.

Our experts help their clients identify business opportunities, define the best positioning for their brands, allocate their Marketing investments and develop winning strategies at the point of sale.

Ipsos is the only global agency with a dedicated practice in this area, under-pinned by a powerful and validated philosophy centered on people and human motivations. Our solutions are based on simplified metrics and always linked to business outcomes, through an extensive usage of activation sessions and simulations.

Ipsos Marketing is a specialization of Ipsos, a global market research company which delivers insightful expertise across six specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2012, Ipsos generated global revenues of €1.789 billion, Marketing research contributing to more than 50% of Ipsos revenues.

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