



MEDIA GPSsm

amplifying the most accurate loyalty assessments in the world

For the 2020 Customer Loyalty Engagement Index, Brand Keys merged its independently validated emotional engagement metrics with a new best-in-class platform – Media GPS analytics combining *brand communication consumption* and emotional engagement assessments. Doing that makes these loyalty assessments the most accurate in the marketing world.

This augmented approach recognizes that consumers engage with media differently, dependent on how they engage in a category and enable brands to get very specific about messaging and very strategic in their media placement. It allows us to factor brand advertising and marketing into the loyalty mix.

In the same way that traditional GPS provides accurate determination of geographical locations, the new platform pinpoints the strategic intersection of brand engagement and media consumption.

Adding Media GPS allows brands to identify precisely *where* and *how* they can amplify engagement and loyalty along the path-to-purchase via their marketing communication efforts. The process, developed by Brand Keys, was employed by *The Advertising Research Foundation's* seminal “How Advertising Works Today” initiative to identify cross-platform media consumption.

How Consumers Use Media Platforms Shapes Loyalty

The Media GPS analysis identifies *which* loyalty drivers will be most influenced by one medium versus another. Additionally, the metrics provide the percent-contribution that *each* media platform makes to generating awareness, enhancing recall, creating brand engagement, and ultimately driving sales.

The 2020 Brand Keys Customer Loyalty Engagement Index survey will examine 22 media platforms to identify the best *strategic allocation* of marketing resources and accommodates drill-down into specific venues.

Assessments identify where *and* to what extent one media platform will be more efficient than others in creating engagement and building loyalty, all based on consumers' actual exposure to and consumption of brand advertising and marketing.

What Now?

The good news is that brand loyalty is logical and easily understood. The better news is loyalty and engagement can be quantified, predicted, and easily integrated into a brand's research efforts. The best news is real loyalty metrics correlate highly with customer activity in the marketplace, sales, and profitability.

For additional information regarding the *2020 Brand Keys Customer Loyalty Engagement Index* or information about integrating predictive loyalty, emotional engagement, and Media GPS into your marketing, media, and research efforts, contact: Leigh Benatar at 212-532-6028 or leighb@brandkeys.com.