

profit through...**marketing**



nunwood
Profit Through Knowledge



Unlocking the value potential of brands through stronger marketing impact

We assess key drivers of brand loyalty in order to prioritise strategic marketing activities that will deliver sustainable brand value.

We help clients develop superior marketing practices by evaluating payback across the total communications mix, enabling investments to be made globally with optimum impact.

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“Nunwood’s approach works because their insight has got staying power with our marketing and product design teams.”
Marketing Director, Nokia

NOKIA
Connecting People



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Connecting People

Nunwood clients include...



Brand Profiling:

- What are the key attributes that define and differentiate brands in the market?
- What are the key drivers of brand strength and affinity?
- To what extent are these functionally or emotionally driven?
- How should we leverage the brand proposition to achieve, maintain and build competitive advantage?
- How does the brand proposition differ across countries and how can we best leverage it globally?

Marketing Impact:

- How effective is marketing activity in generating brand health and driving value?
- How efficient is the current marketing mix and where can it be improved?
- How and where should we allocate our marketing budget for greatest return?



Techniques used:

Identity & Branding Workshops, Creative Trials, Global Brand & Advertising Tracking, Brand Equity Modelling, Market Mix Modelling, Carousels, Brand Dashboards (Fizz™), Brand Landscaping, Launch Films, Panel / Tracker Feedback Films, Semiotics



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Leeds • London • New York

t: +44 (0) 845 372 0101 e: info@nunwood.com www.nunwood.com