



Monitoring Brand Assets®

By Pr. Philippe Jourdan
Promise Consulting Inc.



WHO ARE WE?

Promise Consulting is a Market Research Institute dedicated to the measurement and the optimization of brand value & ROI

Promise Consulting

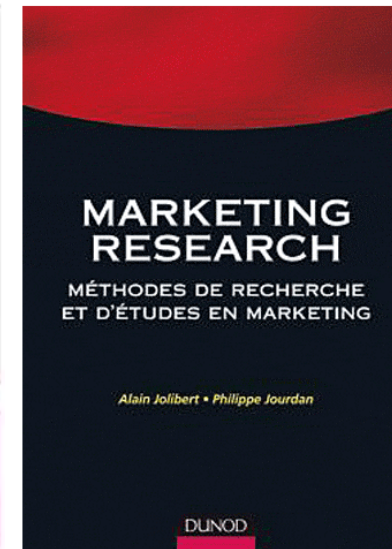
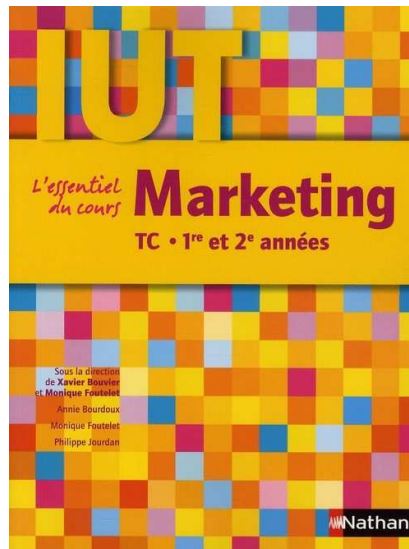
Pr Philippe Jourdan

- HEC, PhD IAE Grenoble, 47 yo
- Associate Professor, IAE Paris
- Editor in Chief, RFM (Revue Française du Marketing)
- CEO Promise Consulting
- 30 articles in academic reviews
- 3 books in market research
- 20 years in brand management
- Both author and owner of the MBA modeling



Promise Consulting

A Dedication to Research in Marketing



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A Dedication to **Research & Innovation**



7 Awards in 10 Years

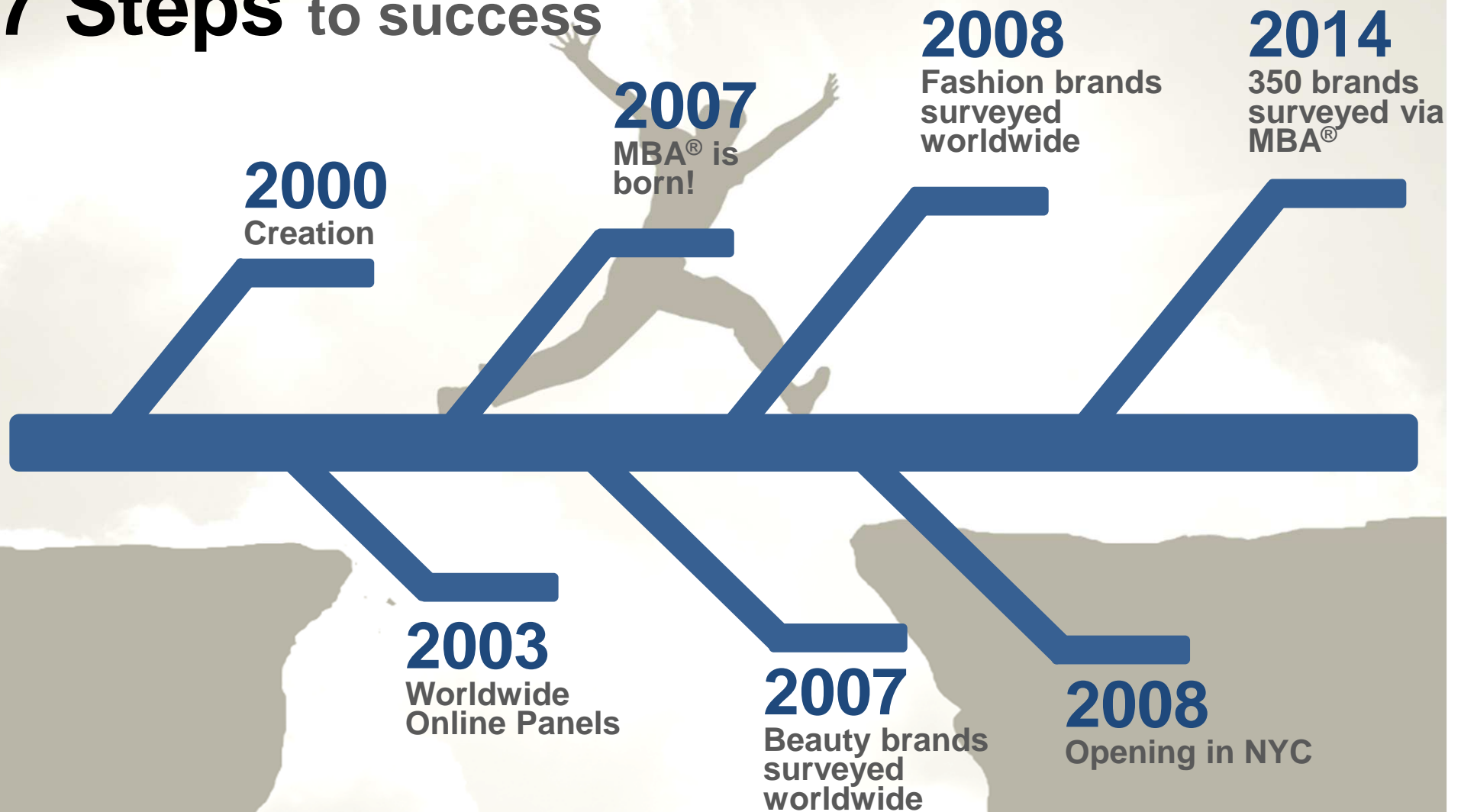
For Innovative Tools and
Exceptional Methodologies
in Market Research

3 Best Research Papers

AFM Montreal (2000)
Esomar London (2006)
SMS, Strategic Management
Society, Miami (2011)

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7 Steps to success



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Methodologies for a Better Decision-Making

To learn from the consumers in order to better innovate

- 1- Role & Blog 
- 2- Expect*Actions
- 3- Qualifying
- 4- Data*Lighting
- 5- Shift System 



Enhance the relationship for a better monitoring at every stage of the Product Life

- 6- Optimizing 
- 7- Web*Satis
- 8- U*Doo
- 9- Sales Scope
- 10- Liberty Web

Ensure the ROI of your Brand Assets

- 11- Capitalizing 
- 12- Monitoring Brand Assets 
- 13- Monitoring Brand Identity

Optimize your Touch Points / Advertising Investments

- 14- Ad*Testing
- 15- Web*Testing
- 16- Web*Profile
- 17- Ad*Mapping
- 18- Reach*Through Media 
- 19- Star*Metrix 



Awards

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Thank you and let's keep in touch!



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