



Cscope

a detailed guide to understanding
your competition

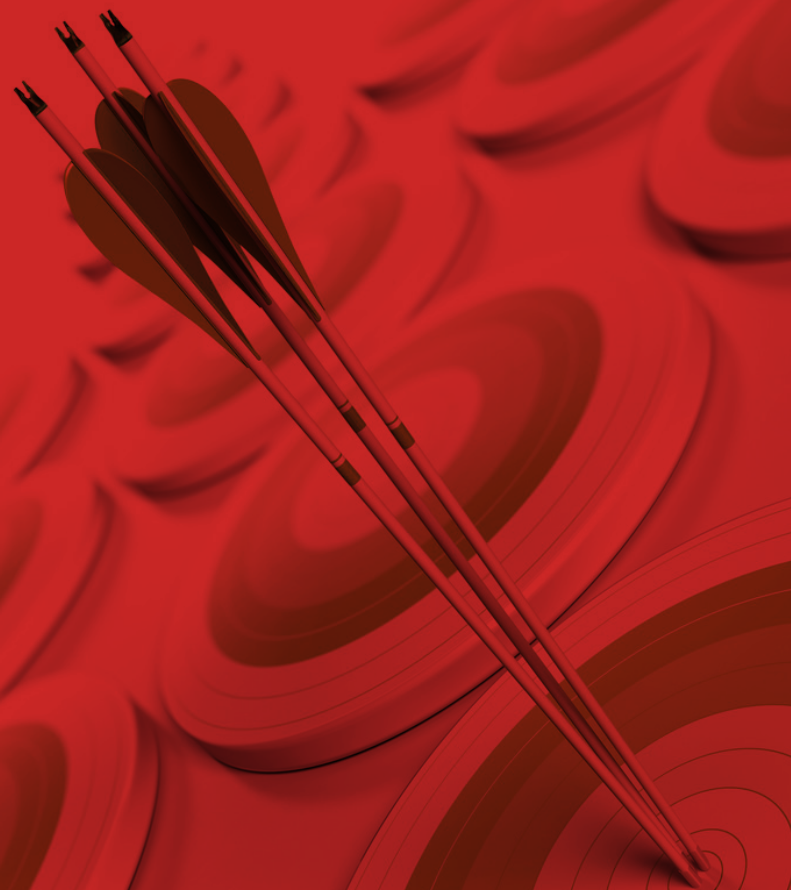


It is important for a business to know who its competition is & which are the leading brands in the category. Have you ever wanted to do a competition environment analysis that particularly helps you answer

(a) What are the competition levels and consumer interaction with leading brands in the category.

(b) What differentiates your brand from competition and how have the brands performed over time.

IMRB International syndicated services provides insight into the interrelation between competing brands within a category, key brands driving the category both in terms of their users and positioning





What does it cover?

- Which are the leading brands in the category
- Which segment of population my brand particularly appeals to?
- What is the multiple brand consumption incidence and which brand is consumed along with my brand?
- How have the leading brands performed over time in light of the category trends?
- What are the consumer motivations behind brand choice and the key attitudinal differences that differentiates the consumers of my brand vis-à-vis competition
- What is the level of brand preference and brand loyalty and how do I stand with respect to competition? (Loyalty defined as solus brand usage)

How can it be used?

Brand positioning

Devising marketing and brand promotion plans

- Appliances & Durables
- Automobile
- Beverages (Alcoholic & Non Alcoholic)
- Clothing, Fashion & Jewelry

- Communication & Internet
- Electronics
- Fabric Care
- Financial Services

- Food
- Health Care
- Home Care
- Personal Care

- Telecom
- Tobacco
- Travel & Leisure
- Shopping & Retail
- Sports

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