



A Complete Brand Health Monitoring Solution

The Total Brand Health Model (TBH) is the one research methodology that accounts for *all* of the factors that can affect the health of your brand. TBH comprises *five* research modules:

- § News media analysis
- § Social media analysis
- § Customer/stakeholder/member satisfaction and Net Promoter Scores
- § Employee satisfaction
- § Public awareness and impressions (reputation)

Flexible and Customizable

Metrics from each research module combine to create the Total Brand Health Score, a definitive indicator of the overall health of your brand. TBH's modular design allows users to customize their research package by selecting any of the five research modules – alone or in combination – depending on their own unique brand-health needs.

Easy to Understand and Actionable

Total Brand Health scores range from zero to 100 with a grading spectrum as follows:



The TBH Score is a powerful indicator of brand-health, yet it is also simple to use. Its single metric design makes it easy to both understand and communicate to stakeholders. TBH allows users to quickly identify priority areas and enables them to empirically monitor the impacts of strategic efforts to improve brand-health.

As your partner in brand-health research, Mission Research is committed to delivering results that are comprehensive, comprehensible, and – most importantly – actionable.

Pricing

The TBH can be initiated as a stand-alone methodology or it can be overlaid on your existing tracking or ad-hoc research initiatives. Every TBH study is customized to each client's specific needs.

The following is a guideline of the average cost-structure for TBH by module:

TBH Module	Average Price
News media analysis	\$5,000
Social media analysis	\$5,000
Satisfaction & Net Promoter Score	\$10,000
Employee satisfaction	\$10,000
Public reputation	\$10,000

Contact

For more information on how TBH can help your organization monitor and improve its brand health, please contact:

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