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# News Release

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## ***Mission Research introduces innovative research solution for evaluating brand health***

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Mission Research is proud to announce the launch of its innovative new research solution, the Total Brand Health Model (TBH). Drawing upon years of experience in measuring and evaluating brand health, Mission Research designed the TBH to account for a wide array of influencers, from customer/stakeholder satisfaction to the tone of social media mentions.

“Brand health can be a challenge to evaluate due to the variety of interconnected elements affecting it,” says Mission Research Vice President, Lucas Marshall. “That’s what we set out to address with the TBH; it accounts for all of the salient elements while producing easy-to-interpret and actionable results.”

The TBH is a modular index that draws from multiple data sources including:

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

Metrics from each research module combine to create the Total Brand Health Score, a definitive indicator of the overall health of a particular 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 measurement needs and potential budgetary considerations.

The TBH is not an expensive research solution. In fact, it can often be overlaid on existing research initiatives at little additional cost.

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

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**About Mission Research:**

For over 15 years, Toronto-based Mission Research has been providing clear and actionable research results to clients in the public, private and not-for-profit sectors. Founded by Dr. Heather Scott-Marshall in 2000, the guiding principal of Mission Research is to bring the rigor of the scientific method and peer-review standards to all aspects of market- and brand-related research. Our expertise in the areas of branding, reputation development and media analysis enables clients to take control of their brand, maximizing both its potential and its reach to various publics. For more information please visit [missionresearch.ca](http://missionresearch.ca).