

Consumer Insight Audit

Type of Consumer Information	Frequently Included Information
Segmentation	<ul style="list-style-type: none">• Behavior, attitudes, demographics• Current and growth rates
Habits and Practices	<ul style="list-style-type: none">• Behavior information for category and similar categories
Awareness and Usage	<ul style="list-style-type: none">• Brand tracking• Behavior
Brand Image	<ul style="list-style-type: none">• Brand affinity and equity• Brand attitude tracking
Advertising Awareness	<ul style="list-style-type: none">• Key messages• Media usage
Purchase Dynamics	<ul style="list-style-type: none">• Purchase behavior and frequency
Consumer Satisfaction	<ul style="list-style-type: none">• Loyalty, competitive advantage
Marketing Mix	<ul style="list-style-type: none">• Model to illuminate marketing mix optimization
Pricing	<ul style="list-style-type: none">• Price Sensitivity• Promotional response
Marketing Structure	<ul style="list-style-type: none">• Competition• Distribution• Vertical and horizontal integration• Emerging competitors