

Services

No inspiration without insight

Brand Analytics

Those who fail to understand the background and shifts in people, markets and media will not be able to manage brands responsibly. The guidelines for the analysis are explicit and Peter Drucker succinctly formulated them as follows:

Effectiveness means “doing the right thing”, efficiency, however, aims at “doing things right”.

Therefore, we place great value on (firstly) a detailed analysis, which creates the requirements for effectiveness; and (secondly) on targeted monitoring that increases efficiency through clearly defined KPIs (Key Performance Indicators).

Our Service Modules:

- ▶ **Brand Analysis**
Brand Evaluation
Market and Competitors Analysis
Target-and Interestgroup Analysis
Nextexpertizer Analysis
- ▶ **Brand Monitoring**
Opinion Mining
KPI - Online Tracking
Social Media Monitoring

Further Greenkern Services:

New Brand Territories

Brands need courageous strategies

Brand Strategy

Brands need a point of reference

Brand Experiences

Brands must be rooted in reality

Brand Consulting & Brand Steering

Realisation is the bottom line

International Brand Management

Open new doors for the brand

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