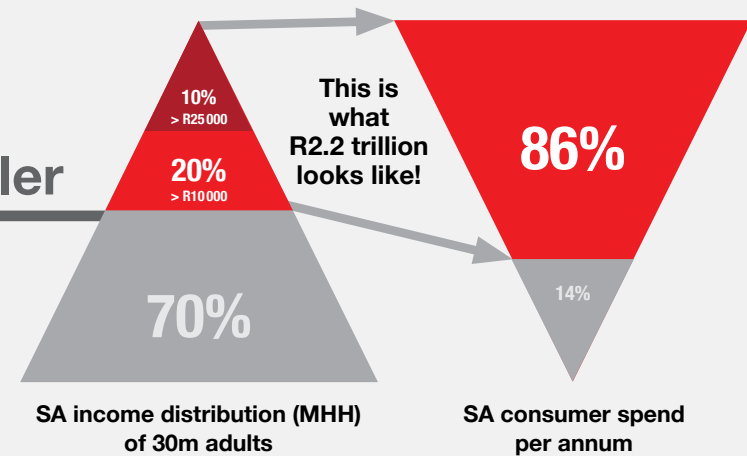




# BrandMapp Brand Media and Product Profiler

BrandMapp is a unique survey of middle- and upper-class South African adults with household income in excess of R10000 who are responsible for **86%** of consumer spend each year: that's **over R2.2 trillion.**



## If you want:

- a crystal-clear **view** of your customers
- a view of your **competitors'** customers
- a segmented view of the **marketplace**
  - insight-driven brand **strategy**
  - or fact-based brand **planning**

**there's no sharper tool than BrandMapp.**

## Why is it unique?

There's plenty of data available on the bottom end of the market – but nothing much on the wealthy.

Enter BrandMapp – underpinned by a massive sample of more than

**22 000 respondents.**

Of them, more than half are 'TopEnders', **earning over R25 000 a month.**

The result is a picture-perfect portrait of the middle class, the upper middle class, the rich – and even the filthy rich.

## What does a BrandMapp Brand Profiler look like?

**It's a digital presentation** – the BrandMapp data seen through a specific filter: your brand vs competitor brand, your customers versus the rest, an income-based or demographic view – **whatever you want.\***

We chart the data onto a pack of 230 slides that match the survey questions – and include more than 1 000 brand and media filters. In short, it's a graphic representation of the **lives, needs, perceptions** and **behaviours** of South African **consumers**, viewed through a lens of your choice.

**The slides include:** • Full demographics • Sports, hobbies & interests • Income & asset profiles • Property ownership • Psychographics • Finance & investment profiles • Shopping behaviour • Brand preferences • Full media graphics & more!

**The bottom line...** Your BrandMapp 2015 Brand Profile & presentation – **R30 000 excl.**  
Your BrandMapp 2015 Brand Profiler (slide pack only) – **R25 000 excl.**  
12 month unlimited access to cross-tab data (2011-2015) – **R66 000 excl.**



Some of our favourite reports? Atheists **vs** religious people, gamblers **vs** non-gamblers, BMW **vs** Merc drivers, the rich **vs** the filthy rich, female **vs** male executives, golfers **vs** cyclists – **and the list goes on!**

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