

BRAND MOMENTUM STUDY

The first Canadian study to reveal how to maintain and create Momentum for your brand

- Does your brand currently have what it takes to **stay and grow in its category**?
- How do perceptions vary among your buyers (**retention**) and your non-buyers (**acquisition**), and what actions should be taken?
- What are the **strengths and weaknesses** of other brands in your category?
- Which brands will **emerge, grow, mature**, and be **at risk** in your category in the next three months?



Large Canadian study of approximately 12,000 people responsible for buying groceries aged 18 years and older



Over 200 brands evaluated (list of brands available upon request), in 18 categories (300 respondents who are buyers in the category and know the brand evaluate each brand): *bread, snack bars, coffee, cookies, frozen desserts, juice, milk, yogurt, laundry products, household products, cleaning products, paper products, private brands, ready-to-eat meals, canned meals, frozen vegetables, vegetarian/vegan, meat*



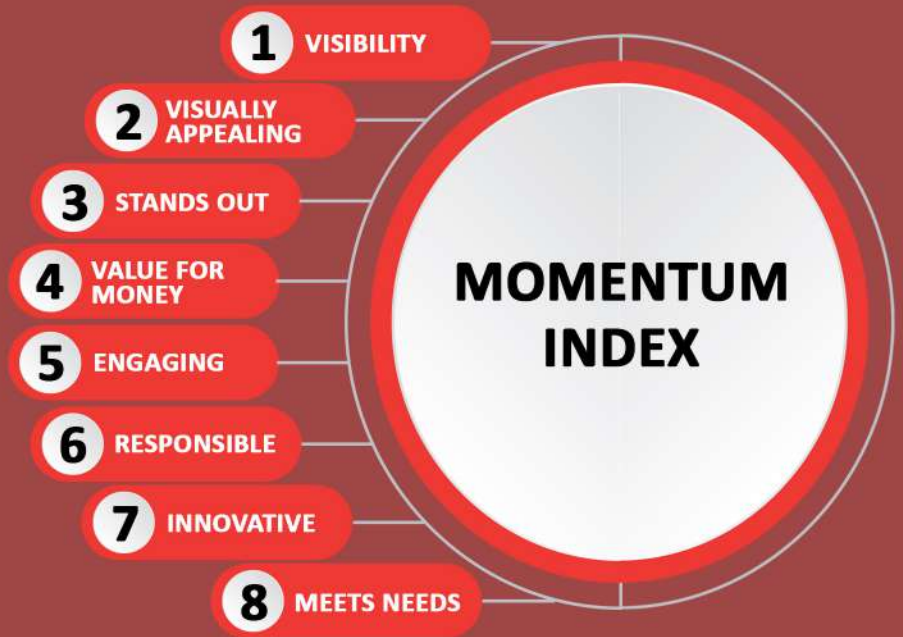
Data collection in September with results released in October 2020



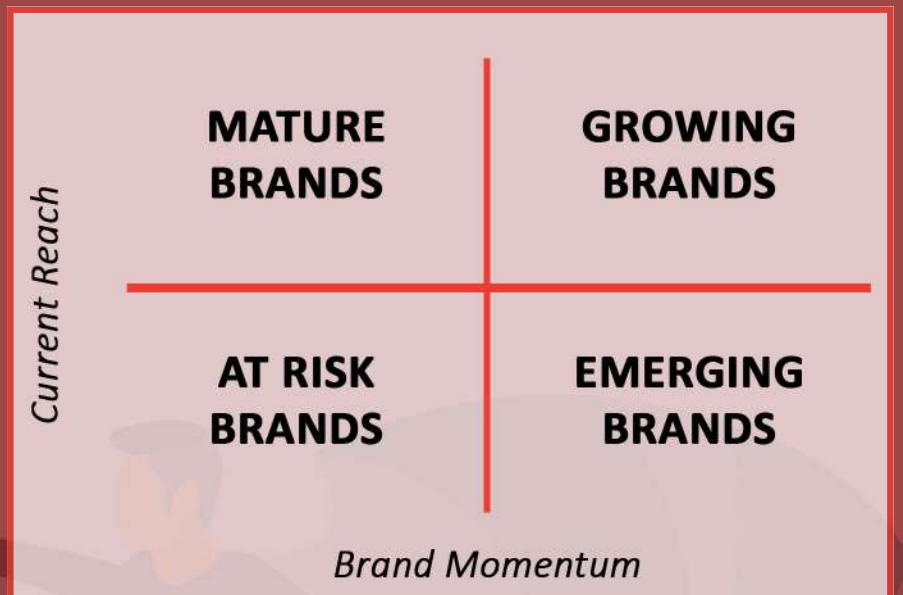
\$5,000 per category

MEASURE / AMPLIFY / GROW

Increase your
Momentum Index
by amplifying your
brand's growth levers



Position your brand
and your competitors'
brands on the
Momentum Chart



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