

Frequently Asked Questions

What does BrandIntel do?

We monitor consumer discussions online to provide our clients with predictive consumer insight.

How does it work?

BrandIntel combines proprietary technology, iterative human analysis and proven best practices to create a unique methodology for collecting, processing and analyzing spontaneous online consumer content.

This standard-setting methodology brings order to unstructured data by filtering the data a minimum of five times; twice through BrandIntel's proprietary technology and three times by fully trained data taggers.

BrandIntel then applies quantitative analytics and relevance scoring to ensure data and recommendations provided accurately reflect consumer sentiment, with zero margin for error.

What is consumer-generated content?

Consumer-generated content (also known as consumer-generated media/CGM or user-generated content/UGC) refers to online posts made by consumers about products, services, companies, etc. These posts are publicly available and can be found in discussion forums, blogs, wikis, etc. Shoppers often use this content to help them make buying decisions. Note: this content can also refer to posts made by influencers such as journalists, subject experts, etc.

What are discussion forums?

Discussion forums are websites where consumers publicly post messages. The content within these forums is displayed as threaded discussions for all to view.

What is social media?

Social media is a participatory online tool where content is made public. It transforms people from content readers to content publishers. It uses the "wisdom of crowds" to connect information in a collaborative manner and can take many different forms including message boards, podcasts, blogs, etc.

What are social networks?

Social networking services are websites that enables current friends to connect with each other and long lost friends to find each other. The most popular social network services are Facebook and MySpace.

How does BrandIntel differ from its competitors?

BrandIntel combines proprietary technology, iterative human analysis and proven best practices to create a unique methodology for collecting, processing and analyzing spontaneous consumer discussion.

- What this mean is that we understand consumer-generated content
- We know that the human element—fully trained data taggers—ensures our data is contextually relevant
- Our Data taggers enable us to process the content in a unique way
- We understand the difference between generic and relevant content
- We understand the relationship between “where” we find the data and “who” is creating it
- We know how to target content based on customer business issues

What is the difference between generic and relevant text?

Generic = high noise levels and low consumer intent

Relevant = consumer engagement, based on the consumers thought process resulting in consumer intent

How will my company benefit by using the BrandIntel solution?

BrandIntel helps companies make informed product and marketing decisions by providing visibility into consumer discussions online. BrandIntel also enables your company to:

- Increase consumer spending
- Boost brand equity
- Enhance market reputation

What types of companies use the BrandIntel solution?

BrandIntel clients are Fortune 1000 companies that span a cross-section of industries including automotive, media and entertainment, financial services and life sciences.

What is this Unique Methodology that I keep hearing about?

BrandIntel combines proprietary technology, iterative human analysis and proven best practices to create a unique methodology for collecting, processing and analyzing spontaneous online consumer content.

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How does BrandIntel provide me with the data I am looking for?

Customers can choose from a variety of reports to suit their industry needs. These Reports cover any or all of four critical areas:

1. A broad overview of the market
2. Competitive benchmarking
3. A deep diagnostic of a particular business issue
4. Actionable recommendations

Can you give me an idea of the types of reports that are available?

Diagnostic Evaluation

The Diagnostic Evaluation report provides insight into consumer sentiment from online discussions garnered from a broad-based scan of the Internet. It sets the basis for future research by providing a detailed assessment of the volume and nature of relevant brand discussion and by pinpointing the data and communities that are relevant to a particular brand or category. The diagnostic provides direction on “what” consumers are discussing (e.g. brands vs. models or appeal vs. ethnography), “how” topics are discussed and the language being used (e.g. direct vs. indirect references to products and the circumstances of their use). It also includes actual examples of what people are saying and provides actionable recommendations for refining product strategy and messaging.

Launch Visibility and Benchmark

This report offers unparalleled insight into competitive products and customer needs before, during and after a significant company milestone, such as product launches, movie premieres, new service offerings, etc. It helps marketers clearly understand the effectiveness and credibility of the key marketing messages and suggests “missing” messages that represent untapped opportunities.

Brands and products are benchmarked against competitors, providing both absolute and relative measures of performance. When integrated into a company’s business processes, this report’s customized benchmark database can be used to continuously improve marketing support.

Market Assessment and Benchmark

This report monitors shifts in discussions and provides a realistic, point-in-time market assessment of consumer sentiment. It indicates consumer likes and dislikes and outlines lessons learned for future development. Used as a periodic tracking program, these reports monitor the relevant market to provide continuous visibility of the relative health of a brand or product, providing a framework for the long-term management of brands.

Where can I view BrandIntel's financial statements?

BrandIntel is a division of BrandDimensions Inc. a privately held company and as such does not release financial statements. However, BrandIntel does have equity and long-term financing totaling more than \$25 Million Canadian Dollars. Their financial statements are audited in accordance with Generally Accepted Accounting Principles (GAAP) and they have received an unqualified audit opinion.

How many people does BrandIntel employ?

Currently BrandIntel has a staff complement of 40, and is growing on a relatively constant basis.

Has your company won any awards?

- Winner: 2007 AlwaysOn Top 100 media company award
- Winner: 2006 AlwaysOn Top Winner 100 private company award
- Winner: 2006 Microsoft customer award
- Winner: Together with BD-BrandProtect, BrandIntel were selected as "Companies-to-Watch" in the 2007 Deloitte Technology Fast 50 Awards