



escalent

BRAND MANAGEMENT SERIES

Measuring what matters to propel your brand forward.

CATAPULT

“The only thing that is constant is change.” We’d say Heraclitus nailed it. Time changes, priorities change and the standards by which consumers judge your brand, product and service change. Constantly.

Escalent believes that courageous brands embrace change because they know it signals opportunity. Introducing Catapult.

Catapult is an agile solution that propels your brand forward quickly by measuring success on a dynamic set of dimensions. It comprises three qualitative modules that answer big questions: What truly matters to consumers about my category? What is the optimal combination of attributes to maximize my investment? Where are the market gaps or white space opportunities?

Our fresh, multifaceted approach is redefining category appraisals and guides your brand’s way up and to the right.

Three Modules That Answer Big Questions

Seamlessly combine all three modules or pick what gives you the most value. We're flexible.



1. CLARIFY

What truly matters to consumers about my category?

Clarify identifies what consumers actually believe matters, generating high-impact attributes. Include a subset of your firm's traditional attributes to measure all the highest-valued external and internal metrics from the start.



2. CLASSIFY

What is the optimal combination of attributes to maximize my investment?

Maximizing everything is not always the best solution. Sometimes "good" is good enough. Classify uncovers the importance of attributes on satisfaction. It is a proprietary model that identifies how each attribute impacts your category. We can also optimize product and service features more efficiently using an advanced merger of Qualitative Kano and Shapley Value analysis.



3. CERTIFY

Where are the market gaps or white space opportunities?

Know how your existing or prototype product or service performs and compares within this advanced framework. Certify pinpoints where they sit relative to the competition in your category, benchmarks your offering, and identifies market gaps to maximize your investment.

Measure what matters
to propel your brand
forward.

Talk to us.

P: 1 734.542.7600
E: INFO@ESCALENT.CO
ESCALENT.CO

About Escalent

Escalent is a top human behavior and analytics firm specializing in industries facing disruption and business transformation. As catalysts of progress for more than 40 years, we tell stories that transform data and insight into a profound understanding of what drives human beings. And we help businesses turn those drivers into actions that build brands, enhance customer experiences and inspire product innovation.

Visit escalent.co to see how we are helping shape the brands that are reshaping the world.