

# Brand Catalyst User Guide

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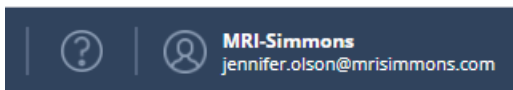
## Menu and Toolbar




The left-hand side of the top toolbar enables access to the various reporting options inside Insights


- Within *Essentials*, there is access to Crosstab, Quick Reports, DataHaul, Geomapping, MME, and the Correspondence Mapping and Cluster Analysis Module.
- **The *Catalyst* tab gives access for Brand Catalyst.**
- The *Omnibus* tab is the gateway to building a Turn-Key Omnibus.
- The *DataHub* tab is the home of ACT: Activate Campaign Targets

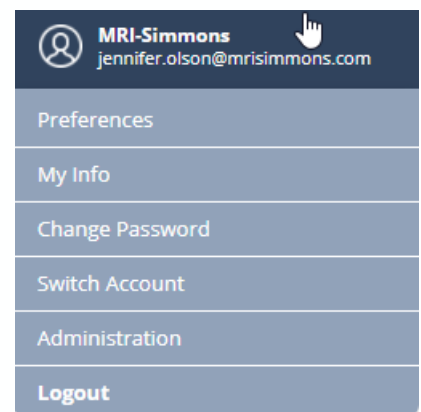
Additional functionality will be added under each of these tabs as the features are built out.



The right-hand side of the top toolbar gives the user access to additional functionality in Insights.

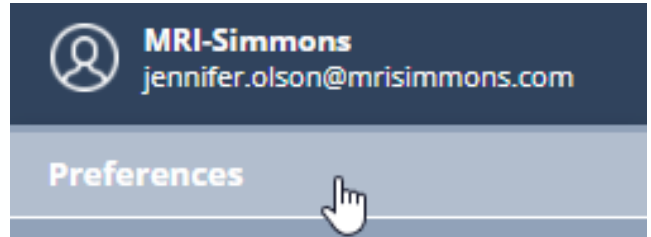
 **Support:** Information and documentation like platform user guides and study resources, release schedules, platform and study notification, and contact info.

 **Administration:** Includes a drop-down menu to set user preferences, edit “my info,” change your password, switch accounts (if applicable), perform administrative functions, and to log out of an Insights session.



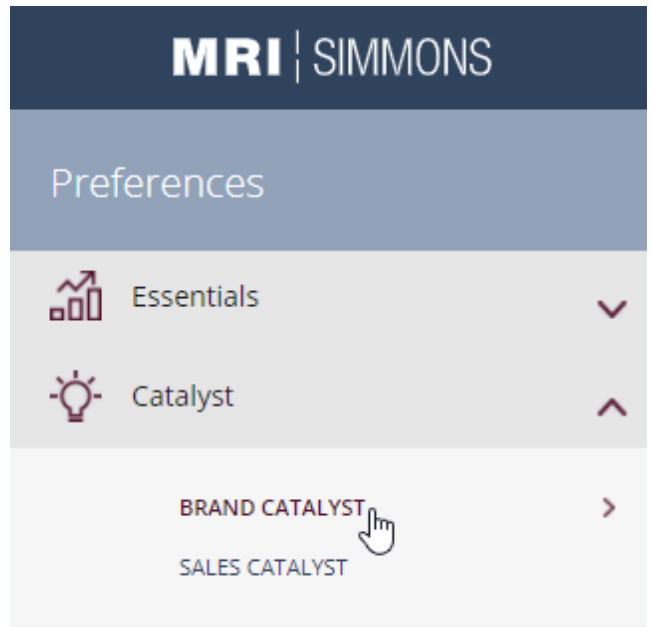
## Preferences

The Preference section can be accessed via the right-hand side of the top toolbar.



Once in Preferences, you can use the left-hand navigation to change the settings for individual modules.

Each module has different preference options. The options for Brand Catalyst will be detailed in the next several pages.



## Preferences: Brand Catalyst

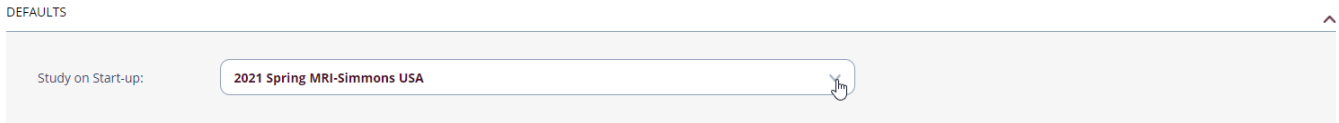
### Brand Catalyst Preference Options

There are currently two sections in the Brand Catalyst Preferences; one for defaults, which will apply to ALL screens in Brand Catalyst. The other is Reporter. This section will go into further detail on both of these.

### Default Settings

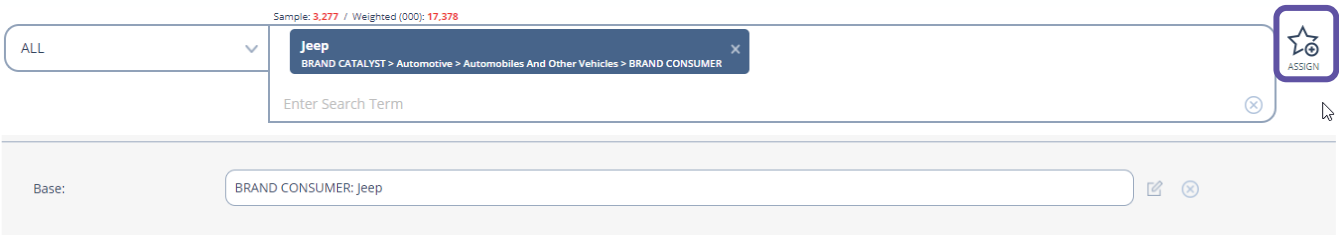
#### Study

Select the study that you want to use every time you go to Brand Catalyst.



#### Base

Assign a base persona to pre-load for any Brand Catalyst query. Use the Smart Search bar to create and assign this base persona.



You can also edit and rename the default base persona by using the icon at the left or delete it by using the x icon at the left.

#### Notes:

- This will not apply to Creator, as creator does not use the base feature
- This will clear if you use the RESET button on the Explorer screen



## Preferences: Brand Catalyst

### Brand Catalyst Preference Options

#### Reach Minimum

You can set your desired reach or vertical percent (ranging from 0% to 100%), and this will apply every time you log into Brand Catalyst.

Reach Minimum: 0%  100%

#### Sample Minimum

You can specify your default sample preferences, and it applies whether the screen is reset or if you log in and out of Insights.

Sample Minimum: 1  All

#### Index Range

You can specify the default index range, and it applies whether the screen is reset or you log in and out of Insights.

Index Range:  IS   AND  \*Max should be greater than min

#### Apply to Reporter Screen

Your preferences will also be applied when you are in the Reporter module of Brand Catalyst if this radio button is selected. Note that having this set to “YES” may remove data from your Reporter visualizations.

Apply to Reporter Screen:  YES  NO  
Data in the bar graph will be restricted to the default metric rules

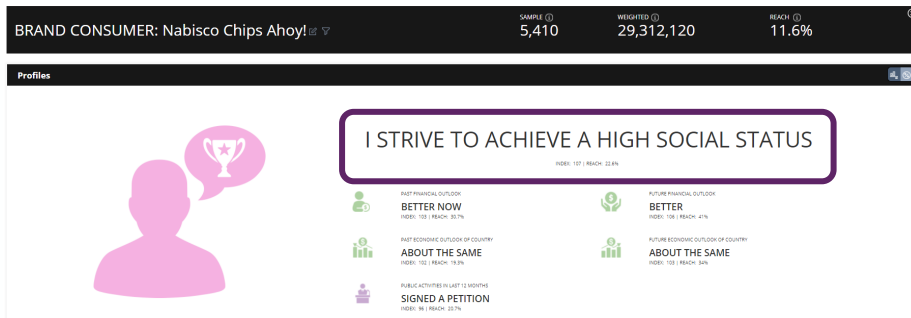
Note that you can change any of these values via the preferences screen while you are in a Brand Catalyst run, and the data will reflect your new preferences when you go back to the Brand Catalyst run.

## Preferences: Brand Catalyst

### Brand Catalyst Preference Options

#### Study Settings

Users can set study-specific profile attitudes, media list categories, and brand list categories. If a profile attitude is deselected, it will not appear as a potential profile attitude in Explorer. You can use the search box to find categories with which to filter your Explorer runs.



#### STUDY SETTINGS

Select Product:

Profile Attitudes:

- I STRIVE TO ACHIEVE A HIGH SOCIAL STATUS
- RISK-TAKING IS EXCITING TO ME
- I AM VERY INTERESTED IN THE FINE ARTS
- I FEEL I AM MORE ENVIRONMENTALLY CONSCIOUS THAN MOST PEOPLE
- I CONSIDER MYSELF SOPHISTICATED
- MY PHILOSOPHY IS "LIFE SHOULD BE AS MUCH FUN AS POSSIBLE"

Media List Category:

Filters:  CABLE |  PROGRAMS WATCHED |  CABLE AND ...

- CABLE | CABLE TV
- CABLE | PREMIUM CHANNELS | ANY WATCHING PAST 30 DAYS
- CABLE | PREMIUM SERVICES
- CABLE | PROGRAMS WATCHED | CABLE AND SATELLITE NETWORKS
- CABLE | SATELLITE DISH

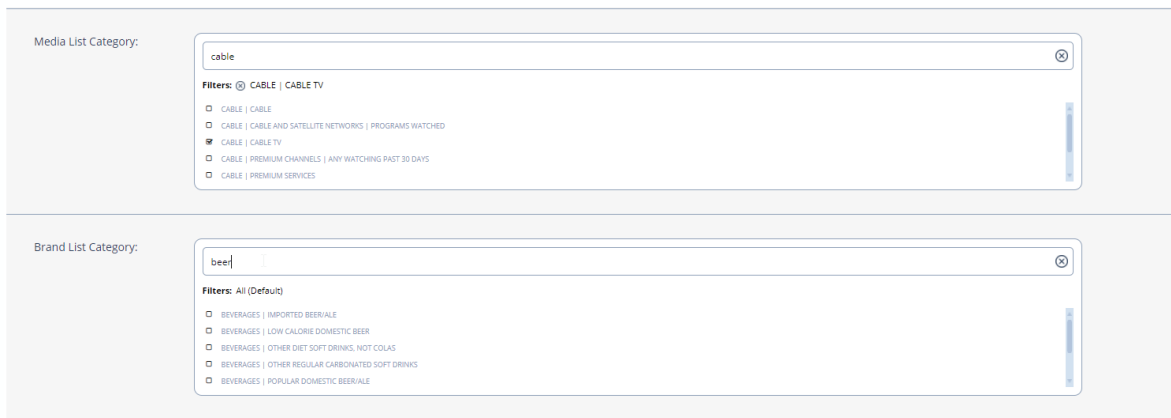
Brand List Category:

Filters: All (Default)

## Preferences: Brand Catalyst



### Brand Catalyst Preference Options


Explorer preferences enable the user to select a default media list and/or brand list category or set of categories. You can use the search box to find categories with which to filter your Explorer runs.







### Notes:

- Preferences supersede any other actions. Therefore, if you entered inputs in Brand Catalyst and decide to go to preferences to make updates, once you select Save & Apply, the preferences selections override any inputs you put on the screen.
- If, for example, you have set up a run using Parent as the base (overriding your preference of 18-34), and then you go back into Preferences to change the % metric or any other unrelated metric, the base that is in the preferences (18-34) will override your previously selected Parent base and you may need to adjust that again from the catalyst screen.

BASE: Parent/Grandparent Status: Parent (of child currently living with respondent)  

BASE: Age Summary: 18-34  

BRAND CONSUMER: Nabisco Chips Ahoy!  

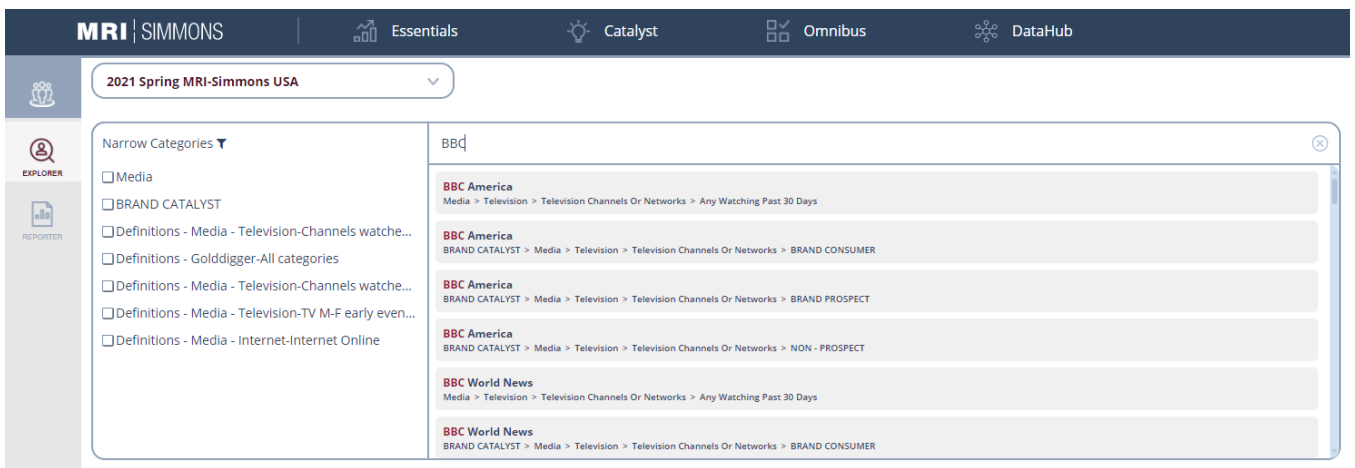
BRAND CONSUMER: Nabisco Chips Ahoy!  



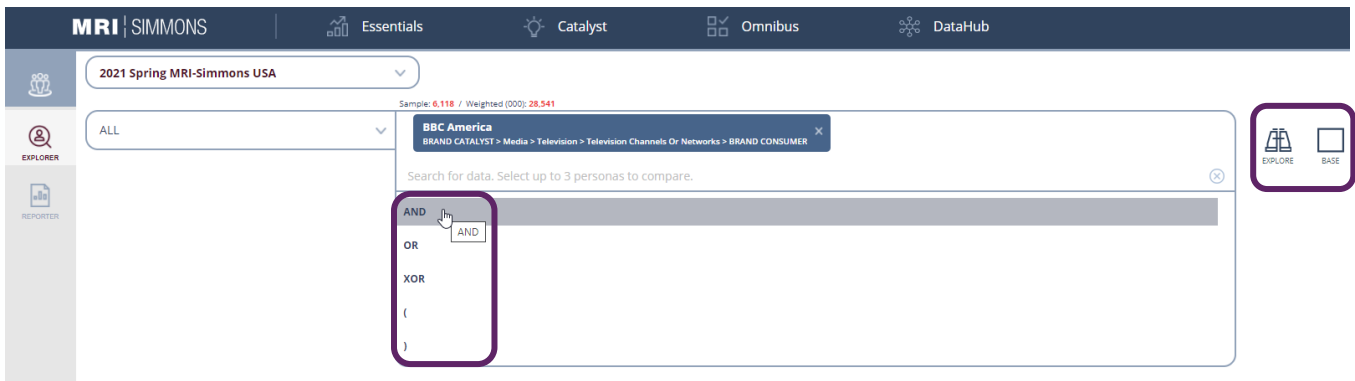
## Smart Search

**Smart Search** is the default search experience when you open Brand Catalyst. Smart Search shows users the taxonomy of each result as well as search term highlighting.

- After a search term is entered, the filtering menu left of the results will automatically appear. Users can use the filters to see results specific to each category.

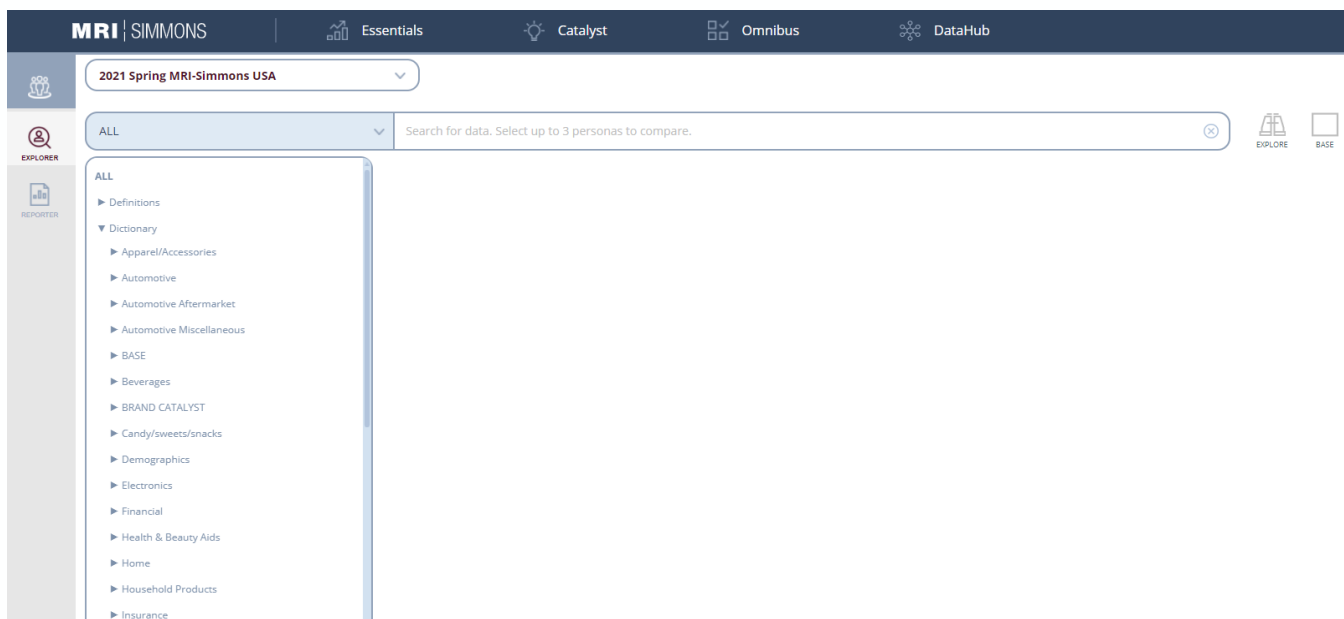


- Smart Search enables functionality for shift or ctrl to multi-select and also includes drop-down to AND / OR data points together or insert parentheses for more complex targets.
- The icons to the right let you add your expression as a target or base.



## Smart Search

Users can still choose to search in specific categories/questions/definitions before they enter a search term via the left-hand category selector



## Smart Search

Sample: 13,531 / Weighted (000): 64,656

**Parent (of child currently living with respondent)**
✕

Demographics > Respondent > Parent/Grandparent Status

Search for data. Select up to 3 personas to compare.

---

AND

OR

XOR

(

)

To create a segment with a combination of variables, type in your first search term select from the search results. A drop-down menu will appear with options. Boolean operators (AND, OR, XOR, (, ), NOT) can be added by typing the Boolean operator and using the Enter key on your keyboard, or by clicking on them.

As you add other variables, the sample and weighted counts will change to that of the new segment.

Sample: 10,306 / Weighted (000): 50,505

**Parent (of child currently living with respondent)**
✕

AND
✕

**Female**
✕

Demographics > Homemaker/Principal Shopper > Principal Shopper > Sex

✕

Search for data. Select up to 3 personas to compare.

To rename the segment, click the edit icon next to the segment title.

**Parent/Grandparent Status: Parent (of child currently living...**
✎
🔍

To save the new name, click the cloud/save icon next to the segment title.

Mom with child in HH

✕
☁
🔍

## Smart Search

In Smart Search, adding multiple items requires some additional steps. You will need to hit CTRL or SHIFT and then begin selecting the items. When you select the items, they will turn grey.

Then select either AND or OR to move everything into the coding box. Once your coding is created, click the EXPLORE icon to add this to either your target or your base.

## Using Definitions in Smart Search

All your created, shared, and/or adopted definition folders are also available to search in Smart Search.

You can access your definitions in Smart Search in one of two ways.

- In the category dropdown, your definitions can be selected and added to your columns, rows, and/or bases in the same way you can select question answers.
- Alternatively, you can search for the definition and definitions will appear at the bottom of your search results.

To search only definition folders, you can select "Definitions" from the category dropdown.

Please note: this does not include the ability to create a definition in Smart Search. To create a definition, please switch to Composer or dictionary search. A definition created in Composer or dictionary search will then be usable in Smart Search.

The screenshot shows the Smart Search interface. At the top, there is a dropdown menu with the text "2021 Spring MRI-Simmons USA" and a downward arrow. Below this is a search bar with the text "ALL" and a downward arrow, followed by the placeholder text "Search for data. Select up to 3 personas to compare." Below the search bar is a list of categories, each with a green folder icon. The categories are: "Media - Television-TV Show types", "Media - Television-TV Sports events specials", "Media - Television-TV Sports programs", "Media - Television-TV Weekend news", "Psychographic Attitudes-Attitudes toward advertising", "Psychographic Attitudes-Automotive attitudes", "Psychographic Attitudes-Buying Styles", "Psychographic Attitudes-Cellular opinions", and "Psychographic Attitudes-Fashion attitudes". On the left side of the category list, there is a rounded rectangular box containing the text "ALL" and two items: "▶ Definitions" and "▶ Dictionary".

## Brand Catalyst Overview

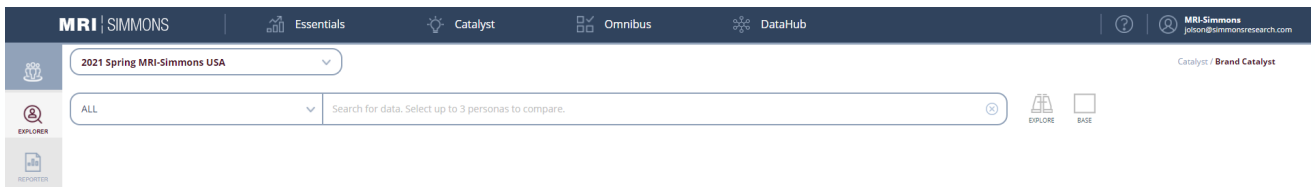
**Brand Catalyst** is a predictive consumer segmentation and brand strategy tool that helps define brand identity, differentiate against competitors, create unique personas, and drive effective media, creative, and partnership strategies. Brand Catalyst includes 2 key modules:

- **Explorer:** Pre-formatted insights that highlight unique opportunities for customer retention, prospect acquisition, and category growth.
- **Reporter:** A deep dive across over thousands of consumer attributes to quickly assess how personas are differentiated from each other.

**Brand Catalyst** can be found under the Catalyst tab.

Upon entering Brand Catalyst, you will be in Explorer mode, as you can see from the side tool bar. Below that is Reporter.

Brand Catalyst uses Smart Search to create up to three personas, compared side by side, with MRI-Simmons-defined key insights via visually appealing widgets and infographics.



## Brand Catalyst: Explorer

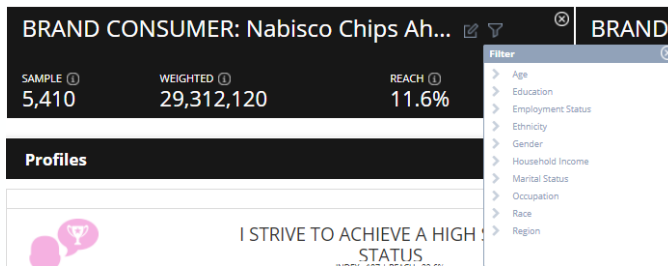
To start using Brand Catalyst, select your study from the drop-down menu.



Then create your personas with the Smart Search bar. You can use nearly any combination of MRI-Simmons variables (within the USA Study) to create each persona. After you create your first persona, click the Explore icon. To add a second or third persona (a maximum of three are allowed) to the comparison, create and add those just like the first. To set a base, build your base in Smart Search and click the base icon. Note that numeric functions (i.e. equations such as "median") will not work in Brand Catalyst when building a persona or setting a base.

The export icon enables you to export the entire Brand Catalyst report to a PDF file, with each section (see following pages) on a separate tab.

Once you have set up your persona and clicked Explore, you will see some options available on the brand tab that allow you to edit, add demographics to, or delete your persona.



Quickly add additional demographic data to your persona from a drop-down list.

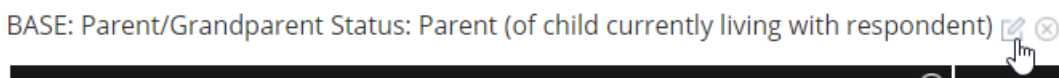


Delete this persona.



Edit, rename, or save your persona to a folder.

You also have the ability to edit or save your base. Clicking on the edit icon next to the base will open up a window where you can rename your base.



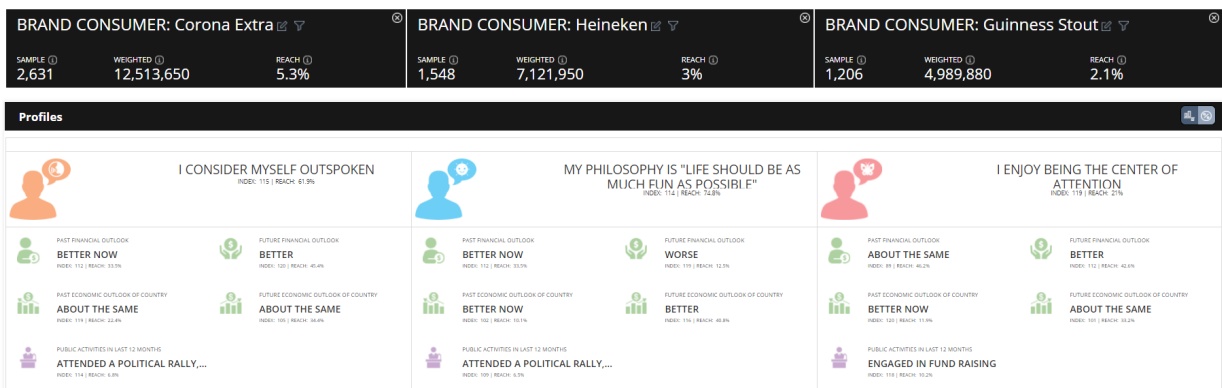
## Brand Catalyst: Explorer

For this run, we used a base of 21+, which you can see in the upper left corner, because we're comparing consumers of various beer brands. The three beer brands are Corona, Heineken, and Guinness.

This first screen gives you an overview of each persona. The persona description tells you what the target is that you are looking at. Below that is the size of the audience, projected out onto the US adult population, and the reach across the US adult population. Note that if you choose a base, this will be the projected population and reach across your base.

The Profiles section of Explorer first looks at the top indexing general statement (Any Agree) for the persona. Below that, you will see some Economic Outlook statements, and Public Activities. As with the other data points in Explorer, each section includes both an index and a reach %. The reach and index settings displayed here are based on the settings in Preferences, with a default reach setting of 10% and the highest index.

BASE: Age: 21+ Years



The index/reach toggle lets you choose to see results based on highest index or highest reach. This toggle is available for each section. Reach minimum applied in the Preferences section will impact the results that are shown. If you click on any of the results and the toggle is set to Index, you will see a deep dive displaying results based on index. If you click on any of the results and the toggle is set to Reach, the deep dive will show results based on reach.





## Brand Catalyst: Explorer

The second section in Explorer includes the top 5 brands (by index) for each persona. These are the Brand Consumers described on page 54 of this user guide; in brief, the Brand Consumer is anyone who consumed this brand.

Each brand has an icon that indicates the category of the brand. Next to this is the brand name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

BRAND CONSUMER: Corona Extra			BRAND CONSUMER: Heineken			BRAND CONSUMER: Guinness Stout		
SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH
2,631	12,513,650	5.3%	1,548	7,121,950	3%	1,206	4,989,880	2.1%

Top 5 Brands								
	Almond Joy (CANDY/SWEETS/SNACKS   CANDY (INDIVIDUAL, KING SIZE, PACKAGES)) INDEX: 120   REACH: 8.7%		AMC (LEISURE/SPORTS   MOVIE ATTENDANCE   THEATERS VISITED) INDEX: 120   REACH: 18.2%		Ajax with Bleach (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   SCOURING CLEANSERS) INDEX: 120   REACH: 12.2%			
	Any Apple/Mac Brand (ELECTRONICS   USE AT WORK) INDEX: 120   REACH: 32.8%		BP (AUTOMOTIVE AFTERMARKET   GASOLINE) INDEX: 120   REACH: 9.8%		Bounce Free & Gentle (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   FABRIC SOFTENERS/SCENT BOOSTERS   USED IN LAST 6 MONTHS) INDEX: 120   REACH: 5.8%			
	Blue Diamond Almond Breeze (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   SOY MILK & OTHER PLANT/NUT MILKS (ALMOND, RICE, ETC.)) INDEX: 120   REACH: 15.1%		Capital One (FINANCIAL   CREDIT/DEBIT CARDS   BANK(S) ISSUED YOUR CREDIT CARD(S)) INDEX: 120   REACH: 7.1%		Bush's Best Baked Beans (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   CANNED BEANS WITH SAUCE) INDEX: 120   REACH: 26.7%			
	Boar's Head (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   COLD CUTS) INDEX: 120   REACH: 18.3%		Coppertone Sport (PERSONAL CARE   SUNTAN & SUNSCREEN PRODUCTS) INDEX: 120   REACH: 8.7%		Charmin Ultra Strong (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   TOILET PAPER) INDEX: 120   REACH: 17.4%			
	Bumble Bee (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   CANNED TUNA) INDEX: 120   REACH: 19.2%		Dawn Ultra Antibacterial (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   DISHWASHING LIQUID) INDEX: 120   REACH: 10.7%		Costco Wholesale (SHOPPING   FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES   TIMES SHOPPED) INDEX: 120   REACH: 35.6%			

The third section in Explorer includes the top 5 media vehicles (by index or by reach, depending on the toggle setting) for each persona. These are the Media Consumers described on page 54 of this user guide; in brief, the Media Consumer is anyone who used this media vehicle.

Each media vehicle has an icon that indicates the category of the vehicle. Next to this is the vehicle name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

BRAND CONSUMER: Corona Extra			BRAND CONSUMER: Heineken			BRAND CONSUMER: Guinness Stout		
SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH
2,631	12,513,650	5.3%	1,548	7,121,950	3%	1,206	4,989,880	2.1%

Top 5 Media								
	Airbnb (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 10.8%		60 Minutes (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 18.2%		Bull (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 9.4%			
	Entertainment Weekly (MAGAZINE   READ AUDIENCES   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 10%		AMC-Fear the Walking Dead (CABLE   CABLE AND SATELLITE NETWORKS   PROGRAMS WATCHED) INDEX: 120   REACH: 5.5%		HBO (CABLE   PREMIUM SERVICES) INDEX: 120   REACH: 23%			
	National Geographic (MAGAZINE   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 22.8%		Atlantic, The (MAGAZINE   MAGAZINES PRINT + DIGITAL EDITIONS   FREQUENCY/AVERAGE ISSUE) INDEX: 120   REACH: 5.7%		Seinfeld (TELEVISION   SYNDICATED, MONDAY TO FRIDAY) INDEX: 120   REACH: 7.2%			
	New York Times (Daily) (NEWSPAPER   NEWSPAPERS WEBSITES) INDEX: 120   REACH: 22.6%		Health (MAGAZINE   MAGAZINES PRINT + DIGITAL EDITIONS   FREQUENCY/AVERAGE ISSUE) INDEX: 120   REACH: 6.5%		Spotify (RADIO/AUDIO   MUSIC OR AUDIO SERVICES   HOUSEHOLD HAS PAID SUBSCRIPTION TO) INDEX: 120   REACH: 35.1%			
	New York Times (Sunday) (NEWSPAPER   NEWSPAPERS WEBSITES) INDEX: 120   REACH: 22.6%		NBC Sports Network (TELEVISION   TELEVISION CHANNELS OR NETWORKS   ANY WATCHING PAST 30 DAYS) INDEX: 120   REACH: 17.1%		TBS-American Dad (CABLE   PROGRAMS WATCHED   CABLE AND SATELLITE NETWORKS) INDEX: 120   REACH: 5.8%			

Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA

## Brand Catalyst: Explorer

The fourth section in Explorer includes the top psychographic statement for each category (by index or by reach, depending on the toggle setting) for each persona. The default setting is Agree Completely (top box), but the slider at the top of the screen can be moved to indicate any of the 4 scale options available. When you move the slider, the top statements and their corresponding values will change.

Each psychographic category has an icon that corresponds to that category. Next to this is the statement itself. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination. You can toggle between highest index and highest percentage by using the icon on the right-hand side.

**BRAND CONSUMER: Corona Extra**

SAMPLE: 2,631 | WEIGHTED: 12,513,650 | REACH: 5.3%

**BRAND CONSUMER: Heineken**

SAMPLE: 1,548 | WEIGHTED: 7,121,950 | REACH: 3%

**BRAND CONSUMER: Guinness Stout**

SAMPLE: 1,206 | WEIGHTED: 4,989,880 | REACH: 2.1%

**Attitude**

Agree Completely
Agree Somewhat
Disagree Somewhat
Disagree Completely

	I typically look at several vehicle brands when shopping for a new vehicle INDEX: 115   REACH: 28.2%		I always maintain my vehicle as recommended by the manufacturer's manual. INDEX: 117   REACH: 35.6%		Having a vehicle that is fun to drive is a top consideration in my purchasing decision. INDEX: 117   REACH: 12.2%
	I buy natural products because I am concerned about the environment. INDEX: 120   REACH: 13.2%		I smell personal care and household products in the store before I buy them. INDEX: 116   REACH: 26.1%		I expect the brands I buy to support social causes. INDEX: 120   REACH: 7.4%
	I often use natural or organic beauty products. INDEX: 120   REACH: 9.9%		I am content with my appearance. INDEX: 118   REACH: 27.9%		You can tell a lot about a person by the clothes they wear. INDEX: 118   REACH: 10.1%
	I hate having to go to the branch of my bank or savings institution. INDEX: 118   REACH: 17.1%		The way I deal with my finances reflects how my parents dealt with theirs. INDEX: 114   REACH: 12.6%		Investing for the future is very important to me INDEX: 117   REACH: 46.8%
	I only buy food items that are name-brand, not generic brands. INDEX: 120   REACH: 5.2%		I enjoy being creative in the kitchen INDEX: 120   REACH: 30%		Fast food is junk food. INDEX: 114   REACH: 34%
	I am interested in finding out how I can help the environment INDEX: 120   REACH: 23%		People who are worried about the environment are overreacting. INDEX: 120   REACH: 6.6%		The government should pay more attention to environmental issues INDEX: 120   REACH: 48.4%
	N/A INDEX: N/A   REACH: N/A		N/A INDEX: N/A   REACH: N/A		N/A INDEX: N/A   REACH: N/A
	I am happy with my weight. INDEX: 120   REACH: 22.3%		Before I begin taking any drug, I look for as much information about it as possible INDEX: 118   REACH: 39.4%		To save money, I would buy prescription drugs from countries other than the United States INDEX: 118   REACH: 11%
	N/A INDEX: N/A   REACH: N/A		Going online is one of my favorite things to do with my free time. INDEX: 120   REACH: 18.3%		Going online is one of my favorite things to do with my free time. INDEX: 98   REACH: 15%
	I would consider dropping my cable subscription if I could view my favorite programs online for less money INDEX: 105   REACH: 48.3%		TV is more interesting now than ever before INDEX: 116   REACH: 10.2%		I often talk about TV shows with my friends INDEX: 118   REACH: 9.6%
	I like to have a lot of gadgets INDEX: 120   REACH: 8.7%		I often ask the advice of others when it comes to technology or electronic products. INDEX: 116   REACH: 16.3%		I like to be connected, either by phone or internet, at all times INDEX: 110   REACH: 6.1%
	Planning a vacation is just as much fun as the trip itself. INDEX: 118   REACH: 16.1%		I love doing research on a location before I go on vacation. INDEX: 120   REACH: 46.6%		I'd rather book a trip over the internet than meet with a travel agent. INDEX: 107   REACH: 46.5%

Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA

## Brand Catalyst: Explorer

The fifth section in Explorer takes a closer look at the top brands (by index or by reach, depending on the toggle setting) for each persona, showing the top 10 for each. As with the previous top brand depiction, each brand has an icon that indicates the category of the brand. Next to this is the brand name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

**BRAND CONSUMER: Corona Extra**

SAMPLE: 2,631 | WEIGHTED: 12,513,650 | REACH: 5.3%

**BRAND CONSUMER: Heineken**

SAMPLE: 1,548 | WEIGHTED: 7,121,950 | REACH: 3%

**BRAND CONSUMER: Guinness Stout**

SAMPLE: 1,206 | WEIGHTED: 4,989,880 | REACH: 2.1%

**Brands**

<b>Almond Joy</b> (CANDY/SWEETS/SNACKS   CANDY (INDIVIDUAL, KING SIZE, PACKAGES)) INDEX: 120   REACH: 8.7%	<b>AMC</b> (LEISURE/SPORTS   MOVIE ATTENDANCE   THEATERS VISITED) INDEX: 120   REACH: 18.2%	<b>Alpa with Bleach</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   SCOURING (CLEANERS)) INDEX: 120   REACH: 12.2%
<b>Any Apple/Mac Brand</b> (ELECTRONICS   USE AT WORK) INDEX: 120   REACH: 33.8%	<b>BP</b> (AUTOMOTIVE AFTERMARKET   GASOLINE) INDEX: 120   REACH: 9.8%	<b>Bounce Free &amp; Gentle</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   FABRIC SOFTENER/SCENT BOOSTERS   USED IN LAST 6 MONTHS) INDEX: 120   REACH: 5.8%
<b>Blue Diamond Almond Breeze</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   SOY MILK & OTHER PLANT-BASED MILKS (ALMOND, RICE, ETC.)) INDEX: 120   REACH: 15.1%	<b>Capital One</b> (FINANCIAL   CREDIT/DEBIT CARDS   BANKS) ISSUED YOUR CREDIT CARDS) INDEX: 120   REACH: 7.1%	<b>Beanitos Best Baked Beans</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   CANNED BEANS WITH SAUCE) INDEX: 120   REACH: 24.7%
<b>Boar's Head</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   COLD CUTS) INDEX: 120   REACH: 18.3%	<b>Coppertone Sport</b> (PERSONAL CARE   SUNTAN & SUNSCREEN PRODUCTS) INDEX: 120   REACH: 8.7%	<b>Charmin Ultra Strong</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   TOILET PAPER) INDEX: 120   REACH: 17.4%
<b>Bumble Bee</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   CANNED TUNA) INDEX: 120   REACH: 19.2%	<b>Down Ultra Antibacterial</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   DISHWASHING LIQUID) INDEX: 120   REACH: 10.7%	<b>Costco Wholesale</b> (SHOPPING   FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES   TIMES SHOPPED) INDEX: 120   REACH: 35.8%
<b>Cap'n Crunch Crunch Berries</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   BREAKFAST CEREALS (COLD)) INDEX: 120   REACH: 5.7%	<b>Fabreze AIR</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   AIR FRESHENERS, CARPET & ROOM DEODORIZERS) INDEX: 120   REACH: 17.4%	<b>Dial</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   LIQUID SOAP/HAND SANITIZERS) INDEX: 120   REACH: 20.8%
<b>Chicken of the Sea</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   CANNED TUNA) INDEX: 120   REACH: 21.7%	<b>Fidelity Investments</b> (FINANCIAL   MUTUAL FUNDS) INDEX: 120   REACH: 11.1%	<b>Generic (No Label)</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   SALT) INDEX: 120   REACH: 8.4%
<b>Delta</b> (TRAVEL   DOMESTIC TRAVEL   AIRLINES) USED) INDEX: 120   REACH: 4.4%	<b>Formula 409</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   HOUSEHOLD CLEANERS) INDEX: 120   REACH: 9.4%	<b>Glad ClingWrap</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   PLASTIC-TYPE KITCHEN SWAP) INDEX: 120   REACH: 30.4%
<b>Fidelity</b> (FINANCIAL   INVESTMENT ACTIVITY   BROKERAGE FIRMS USED) INDEX: 120   REACH: 8.7%	<b>Glad</b> (HOUSEHOLD PRODUCTS   NON-FOOD PRODUCTS   PLASTIC SANDWICH/FOOD STORAGE (FREEZER BAGS)) INDEX: 120   REACH: 15.1%	<b>Honda</b> (AUTOMOTIVE   AUTOMOBILES AND OTHER VEHICLES) INDEX: 120   REACH: 20.7%
<b>GEICO</b> (INSURANCE   AUTO/OTHER VEHICLE INSURANCE) INDEX: 120   REACH: 17.2%	<b>Jimmy Dean Breakfast Bowls</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   FROZEN/REFRIGERATED BREAKFASTS   USED IN LAST 6 MONTHS) INDEX: 120   REACH: 5.1%	<b>Kellogg's Special K Red Berries</b> (HOUSEHOLD PRODUCTS   FOOD PRODUCTS   BREAKFAST CEREALS (COLD)) INDEX: 120   REACH: 8.5%

Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA

**Brands**

grocery

Filters:  SHOPPING | FOOD STORES, GROCERY & WAR...

SHOPPING | FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES

SHOPPING | FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES | ...

Within the brand section, you can use the filter to select the categories that are displayed for the top 10. For example, you can type in Supermarket, hit the return key, then select the check box and click apply to display the Supermarket category for your persona (or personas), ranked by index. You can also change these in the session settings or in your Preferences.

**Brands**

SHOPPING | FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES | TIMES SHOPPED

<b>Aldi</b> (SHOPPING   FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES   TIMES SHOPPED) INDEX: 115   REACH: 24.4%
<b>Safeway</b> (SHOPPING   FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES   TIMES SHOPPED) INDEX: 110   REACH: 10.7%
<b>Trader Joe's</b> (SHOPPING   FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES   TIMES SHOPPED) INDEX: 110   REACH: 16.8%

To clear this filter, click the X next to the category name.

**Brands**

target

Filters: All (Default)

FINANCIAL | CREDIT/DEBIT CARDS | STORE CREDIT CARDS (NOT AFFIL...

SHOPPING | DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES | ...

SHOPPING | FOOD STORES, GROCERY & WAREHOUSE/CLUB STORES | ...

CABLE/TV/RADIO | INTERNET, PHONE & MAIL SHOPPING

You can also search by brand and select the categories that you wish to view based on the categories where that brand appears.

## Brand Catalyst: Explorer

The sixth section in Explorer takes a deeper dive into the top media vehicles (by index or by reach, depending on the toggle setting) for each persona, showing the top 10 for each. As with the previous top media vehicle depiction, each vehicle has an icon that indicates the category of the vehicle. Next to this is the media name, including the category. Below this is the index, in relation to your base, and the reach, which is the vertical percent for that target/base combination.

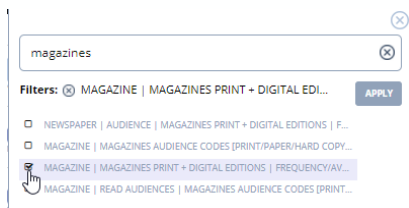
BRAND CONSUMER: Corona Extra			BRAND CONSUMER: Heineken			BRAND CONSUMER: Guinness Stout		
SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH
2,631	12,513,650	5.3%	1,548	7,121,950	3%	1,206	4,989,880	2.1%

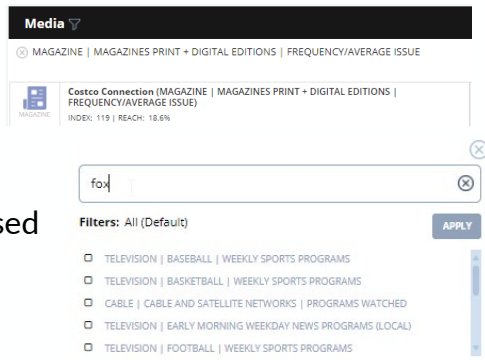
Media		
<b>Airbnb</b> (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 10.8%	<b>60 Minutes</b> (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 18.2%	<b>Bull</b> (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 9.4%
<b>Entertainment Weekly</b> (MAGAZINE   READ AUDIENCES   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 10%	<b>AMCFear the Walking Dead</b> (CABLE   CABLE AND SATELLITE NETWORKS   PROGRAMS WATCHED) INDEX: 120   REACH: 9.5%	<b>HBO</b> (CABLE   PREMIUM SERVICES) INDEX: 120   REACH: 23%
<b>National Geographic</b> (MAGAZINE   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 22.8%	<b>Atlantic, The</b> (MAGAZINE   MAGAZINES PRINT + DIGITAL EDITIONS   FREQUENCY/AVERAGE ISSUE) INDEX: 120   REACH: 9.7%	<b>Seinfeld</b> (TELEVISION   SYNDICATED, MONDAY TO FRIDAY) INDEX: 120   REACH: 7.2%
<b>New York Times (Daily)</b> (NEWSPAPER   NEWSPAPERS WEBSITES) INDEX: 120   REACH: 22.6%	<b>Health</b> (MAGAZINE   MAGAZINES PRINT + DIGITAL EDITIONS   FREQUENCY/AVERAGE ISSUE) INDEX: 120   REACH: 6.6%	<b>Spotify</b> (RADIO/AUDIO   MUSIC OR AUDIO SERVICES   HOUSEHOLD HAS PAID SUBSCRIPTION TO) INDEX: 120   REACH: 35.1%
<b>New York Times (Sunday)</b> (NEWSPAPER   NEWSPAPERS WEBSITES) INDEX: 120   REACH: 22.6%	<b>NBC Sports Network</b> (TELEVISION   TELEVISION CHANNELS OR NETWORKS   ANY WATCHING PAST 30 DAYS) INDEX: 120   REACH: 17.1%	<b>TBS American Dad</b> (CABLE   PROGRAMS WATCHED   CABLE AND SATELLITE NETWORKS) INDEX: 120   REACH: 5.8%
<b>Smithsonian</b> (MAGAZINE   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 8.3%	<b>NFL Network</b> (TELEVISION   TELEVISION CHANNELS OR NETWORKS   ANY WATCHING PAST 30 DAYS) INDEX: 120   REACH: 14.1%	<b>Television</b> (INTERNET   INTERNET) INDEX: 120   REACH: 31.9%
<b>This Old House</b> (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 6.8%	<b>The Masked Singer</b> (TELEVISION   TV PROGRAMS AIRED ONCE A WEEK) INDEX: 120   REACH: 10.8%	<b>Time</b> (MAGAZINE   MAGAZINES AUDIENCE CODES (PRINT/PAPER/HARD COPY VERSIONS)) INDEX: 120   REACH: 16.5%
<b>Wikipedia</b> (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 30.7%	<b>The Tonight Show with Jimmy Fallon</b> (TELEVISION   DAILY LATE NIGHT PROGRAMS) INDEX: 120   REACH: 8.7%	<b>WeatherBug</b> (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 6.2%
<b>nytimes.com</b> (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 22.6%	<b>The Weather Channel/Weather Center Live</b> (CABLE   CABLE AND SATELLITE NETWORKS   PROGRAMS WATCHED) INDEX: 120   REACH: 11.7%	<b>Allrecipes</b> (MAGAZINE   MAGAZINE) INDEX: 119   REACH: 13.7%
<b>CBS NFL Regular Season Football</b> (TELEVISION   FOOTBALL   WEEKLY SPORTS PROGRAMS) INDEX: 119   REACH: 23.2%	<b>Waze</b> (INTERNET   WEBSITES VISITED OR APPS USED IN THE LAST 30 DAYS) INDEX: 120   REACH: 10.4%	<b>CNN</b> (TELEVISION   TELEVISION CHANNELS OR NETWORKS   ANY WATCHING PAST 30 DAYS) INDEX: 119   REACH: 34.6%

Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA

Within the media section, you can use the filter to select the media categories that are displayed for the top 10. For example, you can type in magazines, hit the return key, then select the check box and click apply to display the magazine category for your persona (or personas), ranked by index. You can also change these in the session settings or in your Preferences.



To clear this filter, click the X next to the category name.



You can also search by name and select the categories that you wish to view based on the categories where that media brand appears.

## Brand Catalyst: Explorer

The final section in Explorer takes a look at demographics. Each line contains a demographic variable included in the MRI-Simmons data, with the highlighted data point being the segment within that variable that has the highest reach, along with a sample greater than 50. You can change these settings in the session settings or in your Preferences. For the index/reach toggle, the default position is reach.

As with the previous overviews, there is an icon to indicate the demographic variable represented. For each persona, the highlighted data point is shown, along with the index (to the base) and the reach % of that particular variable.

BRAND CONSUMER: Corona Extra			BRAND CONSUMER: Heineken			BRAND CONSUMER: Guinness Stout		
SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH	SAMPLE	WEIGHTED	REACH
2,631	12,513,650	5.3%	1,548	7,121,950	3%	1,206	4,989,880	2.1%

Demographics								
<b>35-44</b> INDEX: 115   REACH: 20.1%	<b>25-34</b> INDEX: 113   REACH: 21.7%	<b>25-34</b> INDEX: 120   REACH: 23.2%						
<b>South</b> INDEX: 96   REACH: 35.6%	<b>South</b> INDEX: 105   REACH: 40.2%	<b>West</b> INDEX: 114   REACH: 25.2%						
<b>No Child 0-17 Years</b> INDEX: 90   REACH: 55.1%	<b>No Child 0-17 Years</b> INDEX: 100   REACH: 66.2%	<b>No Child 0-17 Years</b> INDEX: 100   REACH: 65.9%						
<b>Some College (No Degree, or As...)</b> INDEX: 91   REACH: 25.2%	<b>Some College (No Degree, or As...)</b> INDEX: 92   REACH: 25.6%	<b>Some College (No Degree, or As...)</b> INDEX: 95   REACH: 28.3%						
<b>Part-Time</b> INDEX: 94   REACH: 10.6%	<b>Employed</b> INDEX: 107   REACH: 63.1%	<b>Retired</b> INDEX: 80   REACH: 18.5%						
<b>N/A</b> INDEX: N/A   REACH: N/A	<b>Non-Hispanic</b> INDEX: 88   REACH: 74.4%	<b>Non-Hispanic</b> INDEX: 108   REACH: 91.3%						
<b>N/A</b> INDEX: N/A   REACH: N/A	<b>N/A</b> INDEX: N/A   REACH: N/A	<b>N/A</b> INDEX: N/A   REACH: N/A						
<b>\$75,000 - \$99,999</b> INDEX: 99   REACH: 13.8%	<b>\$75,000 - \$99,999</b> INDEX: 107   REACH: 14.8%	<b>\$75,000 - \$99,999</b> INDEX: 92   REACH: 12.8%						
<b>Now Married</b> INDEX: 99   REACH: 56%	<b>Now Married</b> INDEX: 101   REACH: 56.8%	<b>Now Married</b> INDEX: 103   REACH: 58.4%						
<b>Other Employed</b> INDEX: 119   REACH: 18.6%	<b>Professional and Related Occu...</b> INDEX: 104   REACH: 15.9%	<b>Other Employed</b> INDEX: 107   REACH: 16.8%						
<b>Middle Of The Road</b> INDEX: 107   REACH: 40.5%	<b>Middle Of The Road</b> INDEX: 107   REACH: 40.5%	<b>Middle Of The Road</b> INDEX: 103   REACH: 38.9%						
<b>White</b> INDEX: 91   REACH: 68.7%	<b>White</b> INDEX: 84   REACH: 63.4%	<b>White</b> INDEX: 110   REACH: 63.7%						

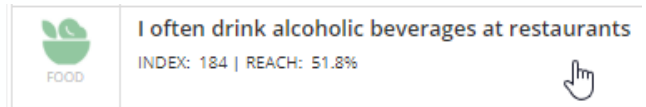
Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA

## Brand Catalyst: Explorer

### Deep Dive Functionality

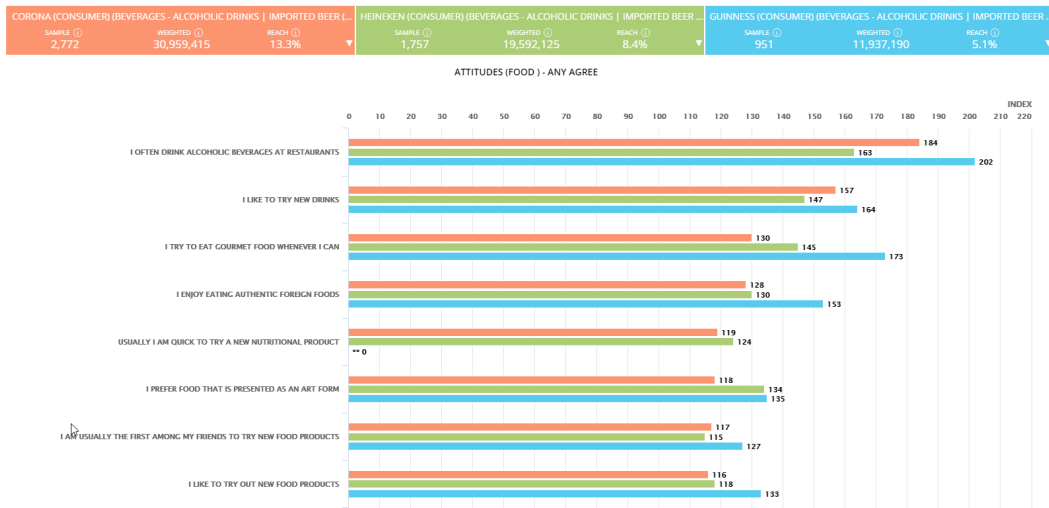
- Deep Dive allows users to go beyond the top data point shown and see the other data points in the grouping that meet the set criteria but are 2nd, 3rd, 4th, etc. highest.
- Deep Dive is available for Explorer view and only for the following sections: Attitudes, Brands, Media, and Demographics.
- The entire data point box is clickable.

For example, if you want to go deeper into the Food preferences of your persona, click on the statement that is the highest indexing for that particular persona.



A slider will open up with all the food attitudes in a bar graph.

×



The bar graph will be in the sort order of the persona that was clicked.

For example, we clicked on the Food statement under Corona, so the deep dive will show all of the Food Any Agree statements in order of Explorer rules for Corona.

## Brand Catalyst: Explorer

### Deep Dive Functionality

- While on this screen, the user can choose to sort based on one of the other personas.



Then the bar chart will reorder the Food Any Agree statements by the Explorer rules based on Guinness consumers.



- Note that the blue bars are now in descending order while the blue and orange bars fluctuate.
- There is a tool tip available to provide additional metrics as well

**SAMPLE: 77**  
**WEIGHTED: 382,390**  
**REACH: 10.6%**

## Brand Catalyst: Reporter

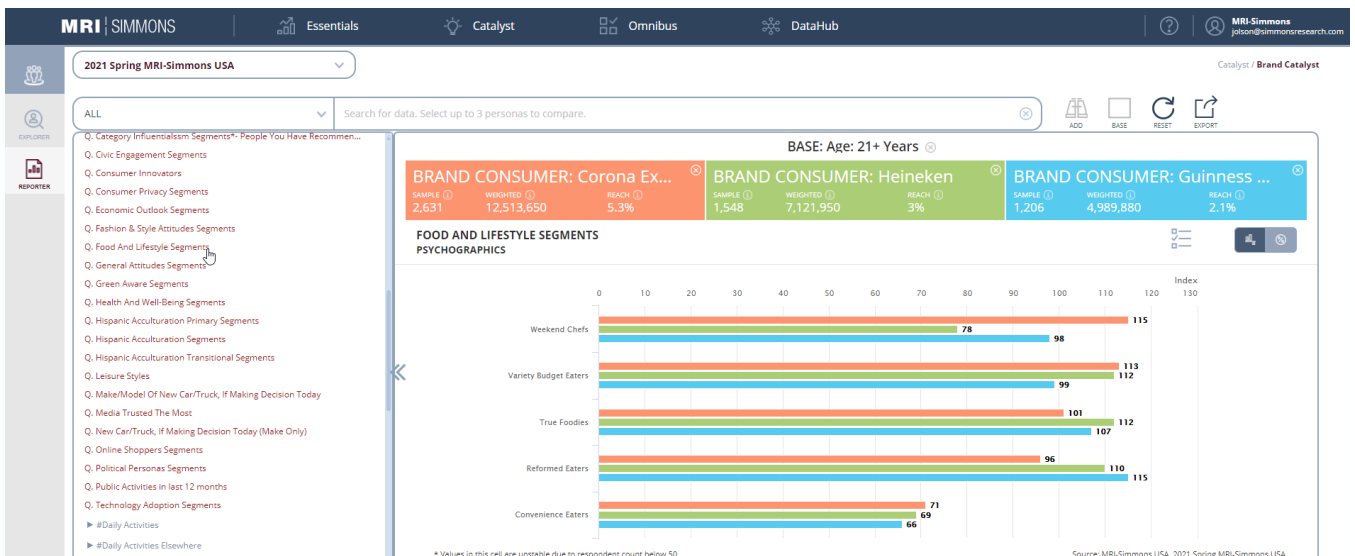
Brand Catalyst Reporter enables the user to take a deeper dive across the over 60,000 consumer attributes available in MRI-Simmons, to quickly assess how brands and their personas differentiate from each other.

Clicking on the Reporter icon will open this window, with the personas (differentiated by colors) on the right-hand side and the data dictionary on the left-hand side.

As with Explorer, Reporter allows the user to compare and contrast up to 3 personas using data visualizations on individual questions within the data dictionary. You can use the same personas from an Explorer run or click directly into Reporter and create your personas there using Smart Search.

The colors in the chart will coordinate with the persona colors at the top of the chart, enabling the user to quickly compare and contrast the personas in relation to any data point.

Remember that your preferences settings may affect which variables appear.

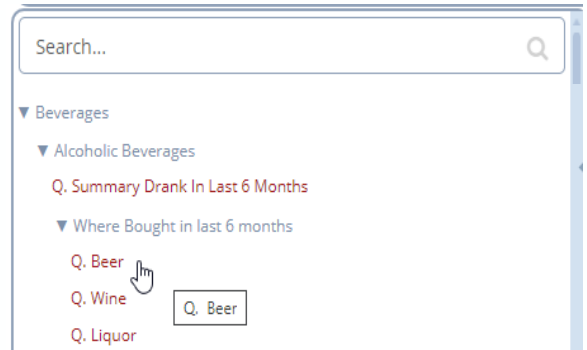




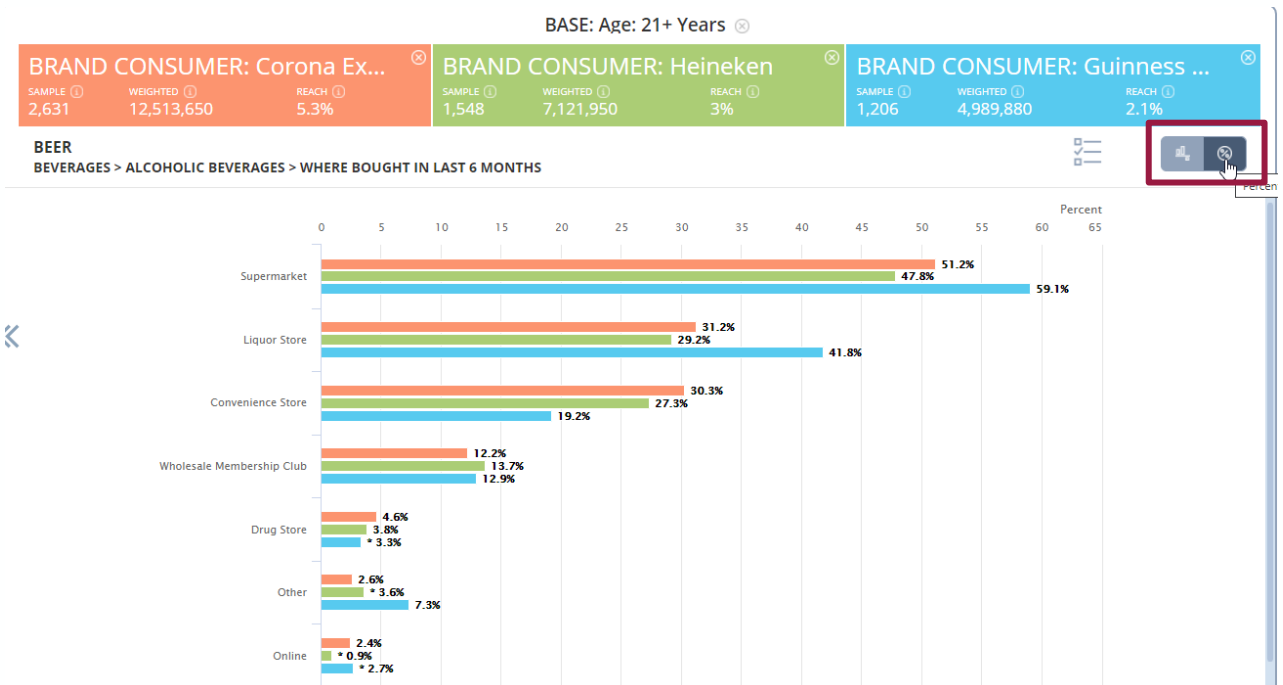
## Brand Catalyst: Reporter

Reporter enables the user to visualize individual data points, based on the dictionary.

Within the dictionary on the left-hand side of the window, the arrows indicate major categories. Click on an arrow to expand the category. Continue this action within any subcategories to get to the red Q (for question) entry. There is also a search box at the top of the dictionary to locate specific data points.



Once you click on that Q, the data visualization will appear in the right-hand window. You can toggle between % (vertical % or reach) and index by clicking on the Index/Percent icon (in the red box below) in the upper right-hand corner. The arrows on the left side enable you to expand/contract the window to see either a full screen of data or a split screen with data and the dictionary.



## Brand Catalyst: Reporter

The Select Variables button enables you to select from the available options to view only the ones that are relevant to your project or that you want to compare between your personas.

✕

**BRAND CONSUMER: Guinness Stout**

<small>SAMPLE ⓘ</small> <span style="font-size: 1.2em;">1,206</span>	<small>WEIGHTED ⓘ</small> <span style="font-size: 1.2em;">4,989,880</span>	<small>REACH ⓘ</small> <span style="font-size: 1.2em;">2.1%</span>
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☑

📊
⊗

Each variable can be toggled on or off to display only those that are checked in the Reporter display, although there is a maximum of 50 for any particular category. The top 50 that are displayed are based on the highest indexing statements.

✕

Select All/UnSelect All

- I typically celebrate special occasions at restaurants
- During a given week, I cook meals frequently
- If a food item is on sale, I buy multiple units to stock up
- I often eat my meals on the run
- I always check ingredients and nutritional content on the labels of products before I buy them
- I enjoy being creative in the kitchen
- I try to eat a healthy breakfast every day
- I only buy food items that are name-brand, not generic brands.
- I evaluate the nutrition of menu items when ordering at a restaurant
- I'm willing to pay more for a food product that treats animals ethically and humanely
- Eating at a fast food restaurant is fun
- If generic brands are on sale, I will purchase them over my normal name-brand
- I'm willing to spend more for a quality bottle of wine

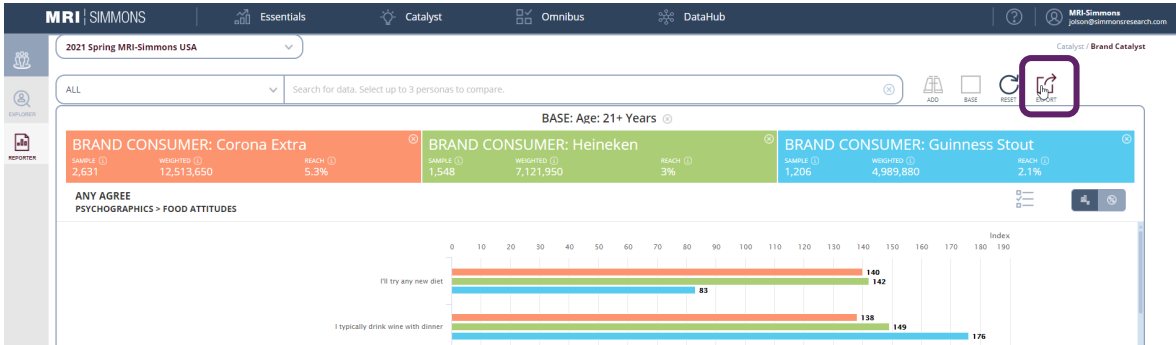
APPLY

✕

Select All/UnSelect All **Note:** Selection exceeds maximum limit of 50

## Brand Catalyst: Reporter

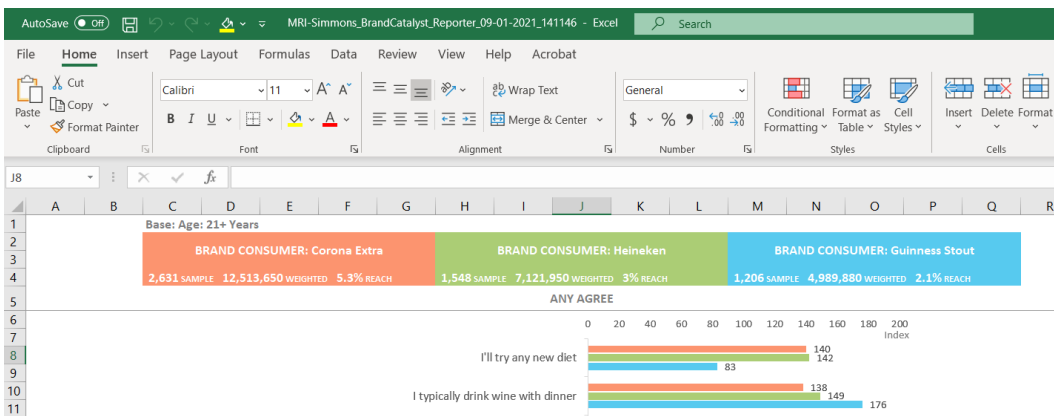
The Reporter screen features an Export button.



This export will go directly to an Excel download.



When you open the Excel file, it will look identical to the Reporter screen.



Therefore, if you want a different metric for the labels or you want a specific selection of data to show, you need to make those selections on the screen BEFORE you press Export.

## Brand Consumers, Prospects, & Non-Prospects

Clients that subscribe to Brand Catalyst will have access to **Brand Prospects** and **Brand Non-Prospects**, in addition to access to **Brand Consumers**, which means all three of these segments for each measured brand will also be available in Insights for Crosstab, Composer, Quick Reports, Data Haul, etc. They require the additional subscription because, unlike the aforementioned consumers, these segments are NEW data points. Consumers are the union of data points that a client could have created themselves. Prospects and Non-prospects are new in the sense that we performed an analysis and generated them. The client cannot replicate what we did with basic coding functions.

The system is based on a data science analysis and algorithm using key psychographics. In the USA version of Brand Catalyst, we also filtered by category usage to define prospects more closely.

**Brand Consumers:** Brand Consumer variables are where we rolled up all our brand and media variables. We have aggregated every instance where a respondent has indicated they are a user of the brand (or media) and built out a definition to give you a holistic brand (or media) user without you having to code it together.

**Brand Prospects:**\* Brand Prospect is a predictive segment that includes category consumers who do not currently consume the selected brand but show a high propensity to consider or purchase the brand. To create Brand Prospects, we have taken all consumers of a particular brand or media and analyzed their responses to our psychographic statements, then we perform an analysis to identify like respondents and projected those out to respondents who are in the category but don't currently use the product.




**Brand Non-Prospects:**\* Non-Prospects is a predictive segment that includes consumers that do not currently consume the selected brand and have the least propensity to consider or purchase the brand. By doing the same type of analysis, we are able to identify non-prospects or people you're unlikely to reach or convert.

\*New and available to Brand Catalyst subscribers only.

## Definition Folders

This is the storage location for saved target definitions. These can be searched and added to a base or to a persona.

Definitions are contained inside of folders. There are three types of definition folders:

-  **Global Folder:** These contain common targets that are available to everyone using Insights. They are provided by MRI-Simmons and cannot be modified by end users.
-  **Shared Folder:** Folders that are shared across accounts.
-  **General Folder:** Standard storage location for users.



## Insights

### Definition Folders

#### How do I use definition folders?

Definition folders are an excellent place to store items that you use frequently. By placing them in the Definition folders, you avoid having to re-code them or find them again in the Dictionary.

#### To create a new Definition folder

1. Open the appropriate study.
2. Go to the Definitions tab.
3. Click on the Create Definition button.
4. Enter a name for the folder.
5. Select whether the definition is to be specific to this study and also if it should be shared across your organization.
6. Click OK button.
7. Go to the Questions tab and locate the items in the dictionary that you wish to store in Definitions.
8. Highlight the items.
9. Right click the mouse and select Add to Definitions.
10. Select the Existing Definition option
11. In the drop-down list, select the folder that you created previously.

**MRI**  
SIMMONS