

MAY 2025

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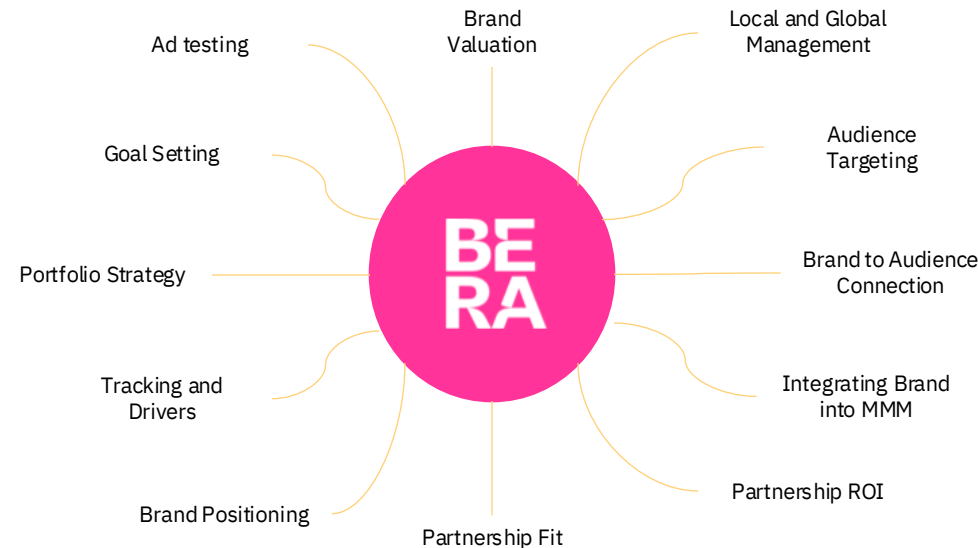


BERA.AI

BERA.AI matches the power of your brand to business growth

BERA.AI was built to answer key strategic questions for marketers:

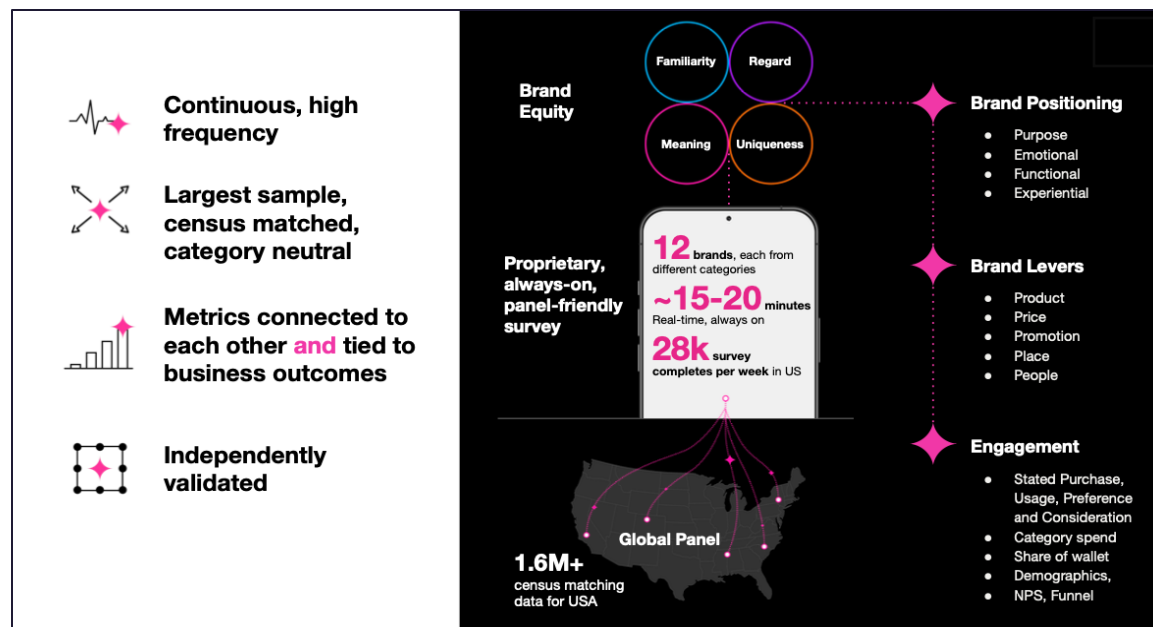
- Why did our brand equity change over last quarter?
- In today's economy – and in my category – how important is purpose to differentiating our brand?
- What are the most valuable audiences for growing my brand, and why?
- Which potential partners can help us change our brand's weaknesses and reinforce our strengths?
- How does brand impact sales performance?



BERA Data

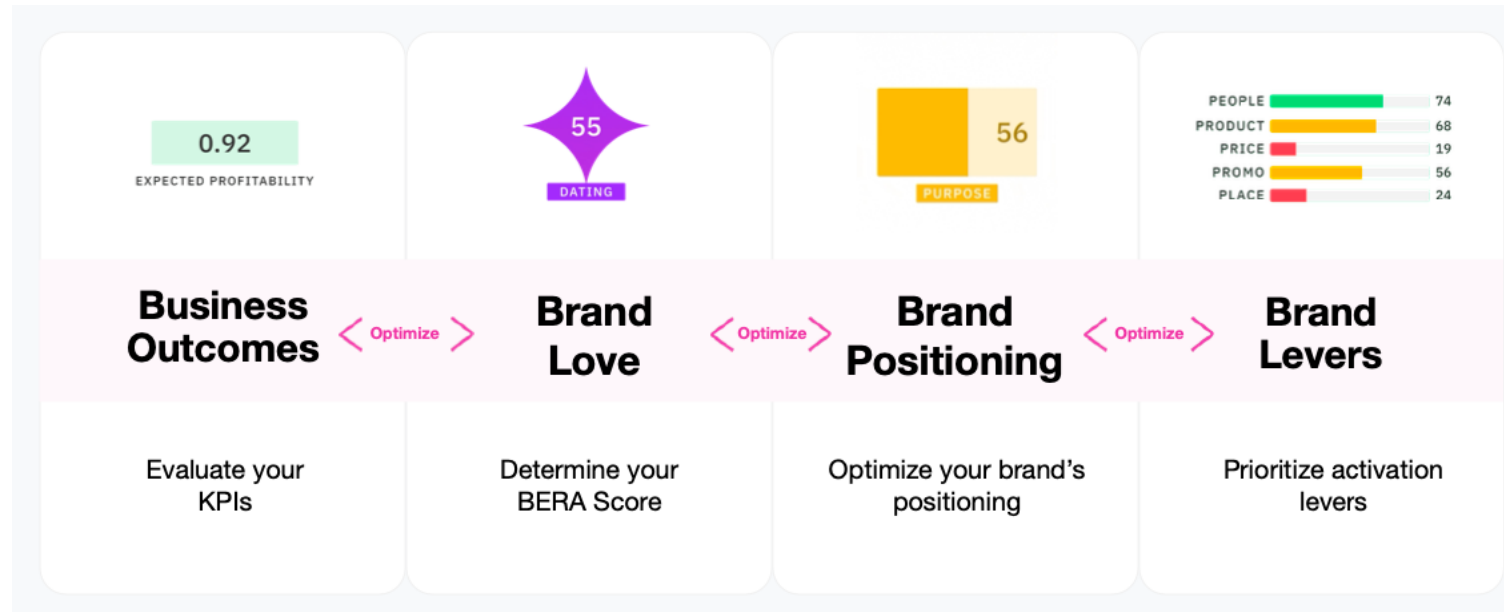
BERA uses various data sources to measure the impact of all marketing activities in the growth of your brand equity. Typically, this data lives in isolation and is not correlated with business performance. BERA makes this connection by bringing in historical as well as census, panels and 1st party data.

This allows BERA to identify the value of your brand levers and positioning towards outcomes



- Weekly measurement
- 5+ years of tracking for most brands
- 100+ brand metrics
- Gold standard methodology (large samples, census matched sample with no weighting, consistent questionnaire, culturally based)
- Ability to integrate with MMM to go beyond channel contribution

The BERA Score shows you the power of Brand Love



The BERA score will vary based on the way you interact with your audiences, and per audience. BERA makes it possible to quantify and optimize:

- Impact of brand on performance marketing
- Impact of performance marketing on brand
- Impact of both on both revenue and shareholder value
- Identify the right levers that will lead to growth

The growth levers become KPI to support MMM

Integrating the BERA Score into MMM

Familiarity

How familiar are you with the brand?

Regard

How highly do you regard the brand?

Meaningful

How meaningful is the brand to you?

Uniqueness

How competitively unique is the brand to you?

Excitement

Do you associate the brand with Daring, Trendy, Exciting, Spirited, Independent, Young, Imaginative, Unique, Up-to-date, Cool, or Contemporary?

Competency

Do you associate the brand with Reliable, Hardworking, Secure, Intelligent, Technical, Corporate, Successful, Leader, or Confident?

Sincerity

Do you associate the brand with Down to Earth, Family Oriented, Small town, Honest, Sincere, Real, Wholesome, Original, Cheerful, Friendly, or Sentimental?

Product

The brand provides a product or service that meets my needs

People

The brand has great people (service, ambassadors, users)

BERA Score

Growth case study



BERA's Brand-to-Business™ analytics prove that growing Familiarity and Regard will increase Wine Company's revenue.



Position

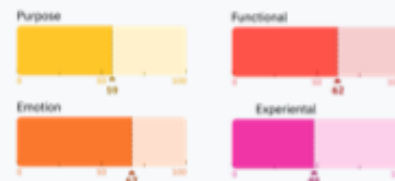
Build Brand Love by maintaining Meaning and Uniqueness while expanding Familiarity and Regard.



Who

Best identified opportunity to grow customer base is with

- *non-Wine Company drinkers*
- *Aged 25-44 age*



How

Focus on:

- Purpose: *Culturally Relevant, Societal Commitment.*
- Personality: *Sincere, Exciting, Original.*
- Function: *Variety, Good Reputation.*
- Product innovation and distribution



Investment

\$10M online media campaign.

Storytelling ads highlighted humble beginnings of family business, demonstrating brand's originality and sincerity.



Increased market share by

1.6%



Grew Brand Love



Only category brand in competitive set to maintain differentiation

Results

BERA identified a *growth* demographic to enhance brand value.

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Thank you