



Copernicus

Seven offices in four countries:

US
New York, NY
Norwalk, CT
Boston, MA

Mexico
Mexico City
U.A.E.
Dubai

Brazil
São Paulo
Rio de Janeiro

Our Story and Services

"...marketing is the engine that drives business growth..."

Copernicus is a research-driven marketing consulting firm in the business of transforming companies.

We use frontline experience, insights, and advanced analytics to develop, plan, and implement strategies that change brand trajectories.

WE TAKE OUR NAME from the 16th century scientist **Nicolaus Copernicus** who changed the world when he proved the Sun, not the Earth, is the center of our Solar System. He determined that that the Sun is the essential star around which all other planets revolve.

When we opened the doors to Copernicus in 1993, we made it our mission **to change the way companies think about, practice, and evaluate marketing.**

We wanted to prove that marketing is the engine that drives business growth and set out to help brands around the world develop and launch transformational marketing strategies.

CONSUMER INSIGHTS & STRATEGIES			ADVANCED ANALYTICS	
Marketing Audit 360° Situation Analysis Brand Performance Analyzer Marketing Practices Audit	Opportunity Assessment Segmentation & Targeting Occasions & Needs States Shopper Insights	Strategy Development Positioning & Branding Strategy Activation Strategy Product & Pricing Strategy	Marketing Planning Simulated Test Marketing Marketing Mix Optimization Agile Media Planning	Marketing Measurement Media Evaluation Campaign Evaluation Marketing Performance Evaluation
MARKETING EXECUTION AND IMPLEMENTATION CONSULTING				

MARKETING AUDIT

Marketing and media options have changed dramatically and “digitally,” and your brand may or may not be keeping pace. We can help you identify the biggest growth opportunities for your brand.

KEY QUESTIONS

- What are the emerging social and category trends which are affecting my brand?
- Which brands are succeeding in this new environment and why?
- Where are the key opportunities to grow my brand?
- Is my marketing organization—and its practices—organized to leverage these opportunities?



360° Situation Assessment

We assemble data from many different sources, including exhaustive web searches and detailed compiling of themes, trends, and buzz occurring in social media. We synthesize this information into key challenges, opportunities and “**path forward**” prescriptive guidance.



Brand Performance Analyzer

We analyze existing **brand health** data, understand how your marketing is performing relative to competition, and identify your greatest opportunities in the marketing funnel.



Marketing Practices Audit

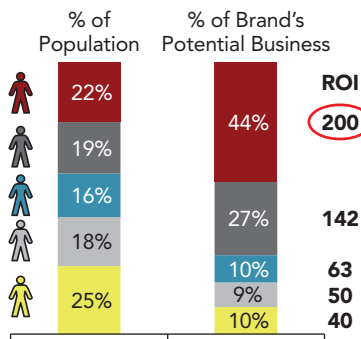
We review more than 20 different marketing decision areas, and rate your organization on over 600 different metrics. Based on this **benchmarking**, we identify the areas most in need of improvement and provide a detailed roadmap to better marketing.

OPPORTUNITY ASSESSMENT

The best strategies are built on a solid understanding of customer segments, their “need states,” and their value to your brand. Our strategic research and analytics tools help you select the targets worth targeting and develop a strategy to grow your business.

KEY QUESTIONS

- What is a meaningful and actionable segmentation of consumers?
- Which segment(s) will be most profitable for my brand?
- On what occasions do they buy and/or use the category?
- What is our target shopper’s “path-to-purchase?” When and where in their “journey” are they most receptive to marketing?



	Icon 1 (Red)	Icon 2 (Grey)	Icon 3 (Blue)	Icon 4 (Light Blue)	Icon 5 (Yellow)
AM Pick-me-up	\$	\$	\$\$\$	\$\$	\$
Spurge and Spoil	\$\$\$	\$\$	\$\$	\$\$	\$
PM Wind-down	\$\$	\$\$\$	\$\$	\$	\$
Treating the Kids	\$	\$	\$	\$	\$\$\$



Opti-Target Segmentation

We develop a multi-dimensional, actionable, and **ROI-directed segmentation** of the market. We identify the financially-optimal targets and outline how-to-win with them.

Demand Landscape

We develop a complete demand landscape by overlaying the occasions or “**need states**” onto the segmentation. We identify the greatest growth opportunities.

Shopper Insights

We conduct qualitative and/or quantitative research on how your target searches, shops, and buys your category. We understand their distinct trip missions and map the **shopper journey**.

STRATEGY DEVELOPMENT: Communications

It is critical to differentiate your brand from competitors and to create an emotional connection with your target consumers. Our tools will help you identify ways to win hearts, minds, and wallets.

KEY QUESTIONS

- Who are my closest competitors and where is the “white space” in the market?
- What are my brand’s perceived strengths and weaknesses?
- What positioning and messaging will be relevant, credible, sustainable, and profitable?
- How do I bring my brand alive in communications, visual identity, and creative?
- Where, how and when should I communicate with my target consumers?

Perceptions of Your Brand vs. Competitors

Both the Same

	Our Brand is Superior	Price of Entry	Acceptable Could be better	Unacceptable	Our Brand is Inferior
Motivating Power of Attribute/Benefit					
High	Key Positioning Opportunity	Key Positioning Opportunity	Possible Opportunity	White Space Opportunity	Serious Weakness—Try to Fix
Med	Secondary Opportunity	Secondary Price of Entry	Secondary Opportunity	Secondary Opportunity	Secondary Weakness
Low	Potential Opportunity—Increase Importance?	Cut Costs?	No Action	No Action	No Action



Positioning Strategy

Our **Brand Strategy Matrix™** provides a complete blueprint for action and identifies the most powerful brand positioning options. It also helps to identify product, pricing, and innovation opportunities.

Brand Strategy

Using quantitative and qualitative techniques, we craft the optimal brand strategy—including creative elements such as the brand essence and personality. We visualize all of these components in our **Brand Beacon™**.

Brand Activation Strategy

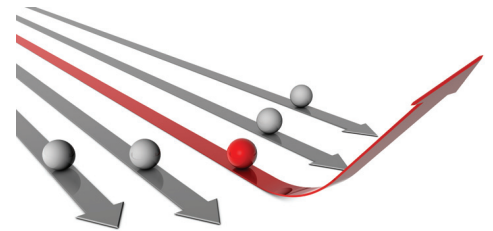
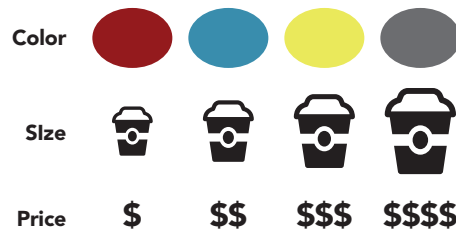
We identify the key media touchpoints during which our target consumers are highly receptive to messages. Working with our sister company Carat, we develop strategies to **activate and amplify** our message across traditional and digital, social, and mobile “media.”

STRATEGY DEVELOPMENT: Product and Pricing

New products are the lifeblood of a company, yet identifying, optimizing, sizing, and prioritizing meaningful innovations is extremely difficult. Our services are designed to help you maximize innovation ROI.

KEY QUESTIONS

- What should be our overall portfolio strategy that maximizes sales and minimizes cannibalization?
- What kind of innovation(s) promise to become breakthrough products?
- What is the most profitable combination of features and benefits? What is the optimal pricing strategy?
- How much will this new product deliver, in terms of penetration, revenues, and profits?



Interactive Ideation

Great ideas emerge when diverse and creative people, armed with insights into customer needs, are stimulated to think differently, together. Insights, business knowledge, and unique projective techniques, produce **breakthrough ideas**.

Concept Testing/Engineering

We are experts in conjoint and choice modeling. Using these techniques, we identify the **most profitable** new products by assessing the costs, as well as the effect on sales of different configurations and price points.

Discovery Sales Forecasting

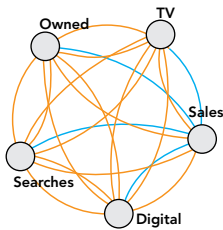
Our Discovery™ Sales Forecasting model will help you **quantify** the “size of the prize.” It has been validated over 20+ years and in hundreds of applications.

MARKETING PLANNING

Given the wealth of media available today, building the optimal marketing plans require a comprehensive understanding of how touchpoints work together—and how changes to these elements will impact consumer behaviors. Our advanced analytics techniques bring clarity to this complex and fragmented environment.

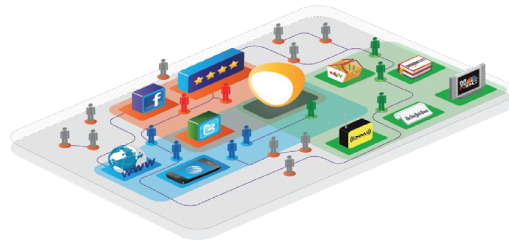
KEY QUESTIONS

- Which elements of my marketing campaign are delivering most strongly? How do the various touchpoints work together synergistically and “build off” each other?
- How will the market respond to systemic, environmental, or competitive changes?
- How will different marketing strategies impact sales and brand equity? Which marketing plan is most effective and efficient?



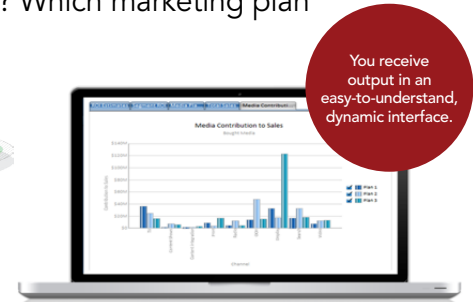
Media Ecosystem Analysis

In order to **optimize your media mix**, you need to understand which vehicle should “get credit” for a sale or conversion. Using advanced econometrics, we are able to attribute the direct and indirect contribution to sales of each media channel.



Copernicus Computational Modeling

Using leading-edge analytics including agent-based modeling, we create a **simulated environment** where consumers/segments can react to events and interact with each other in a virtual marketplace. Simulation of different “what if” scenarios allows you to test marketing strategies and optimize the marketing mix.



Scenario Planner

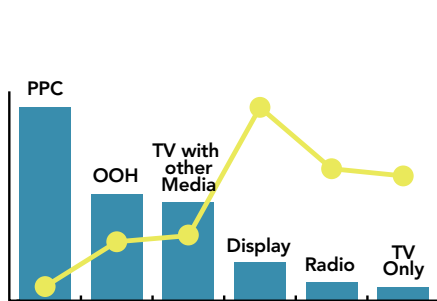
This proprietary tool enables you to test, assess, and estimate the potential of various media and marketing plans in an easy-to-understand, realtime interface. It delivers **impactful visualization** of the impact on both sales and brand equity.

MARKETING MEASUREMENT

Your marketing campaigns are only as good as their end results. Our services not only help you get a read on how you are doing, but also provide clear guidance on what to do to improve efficiency and effectiveness.

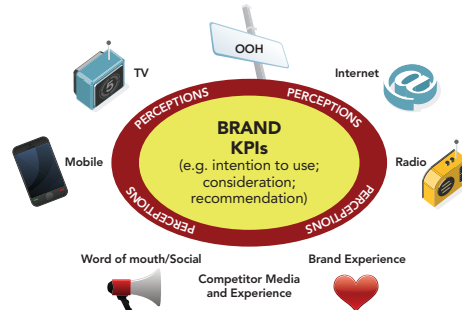
KEY QUESTIONS

- Which channels are most effective at driving consumer response?
- Which elements of my overall marketing campaign are working and not working?
- How can I optimize my media mix and deliver the greatest “bang for the buck?”



METAMedia

A regression-based modeling technique that establishes the impact of each media vehicle on short-term response rates, such as clicks, visits, likes, or direct sales. When costs are considered, we ensure the most **cost-effective**, short-term response strategy.



Integrated Communications Evaluation (ICE)

A survey-based approach that evaluates all key aspects of a **new marketing campaign**—the media, messaging and creative. Using ICE, we quantify the impact each of these elements has on each other and on consumers’ engagement with your brand.



Marketing Mix Modeling

With our partner Data2Decisions, we use econometric modeling to quantify the contribution of key marketing factors (including communications) on sales. Using these results, we identify the key drivers and **optimize marketing** decisions, including budget allocation, media mix, weighting, and flighting.

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