

AB Brand Tracking

Our main purpose is your success



AB BRAND TRACKING



CREATIVITY



HIGH QUALITY



TRENDING

Argent Group:

A Bulgarian independent media agency with 29 years of experience, specializing in media strategies, planning, analysis, and negotiations.

BluePoint:

A marketing research and consulting company established in 2013, providing actionable solutions and recommendations.

/ About Us



Product Overview

Objective: Periodic tracking (every 3 months) of key marketing indicators to evaluate performance, compare with competitors, and inform strategic and tactical actions.

Benefits: Provides an objective assessment of the results of specific efforts..





/ Our Approach

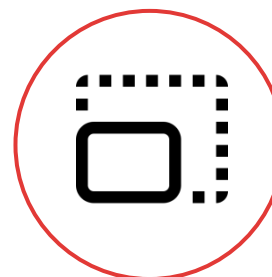


Stage 01/ Defining Research:

Defined consumers in various categories.

Conducted among 1000 effective contacts..

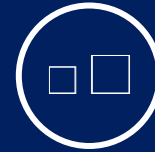
Etan 02/ Main research





Consumer Behavior

Methodology



Research type/ Quantitative research



Research method/ Online surveys



Sample size

n= 2 000 total sample
n = 500 effective sample for each category



Target groups

/ Consumers aged 18-65, split into two groups: 18-49 and 25-54 years..



Scope

/ National, urban population divided into Sofia, large cities, and small towns under 100,000 residents.



Consumer Insights

Key indicators:



Awareness in its three levels:

- /Top of mind
- /Unaided awareness
- /Aided awareness



Image

- /of a set of up to 4-5 brands in the category



Media Consumption

- /media used, social networks, activities, devices



Penetration

- /Purchase share
- /Purchase intent
- /Switching intent



Shopping Behavior

- /Frequency, shopping locations, and other relevant factors



Demographics

- /Gender, age, marital status, household, occupation, income, type of settlement



Frequency

Four waves per year:

- January
- April
- July
- October



Our Proposal

Prices for one category

3 600 BGN.*



* Per wave (excluding VAT).
Minimum package of 4 waves.

4 500 BGN.*



* Single wave (excluding VAT).

Contacts

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