



March 2021

HOW IT WORKS

BRAND ANALYTIC ASSESSMENT

1 | A BRAND ANALYTIC ASSESSMENT IS COMPLETED TO ESTABLISH BENCHMARKS ON CONSUMER, PACKAGING, DISTRIBUTION, AND BRAND ANALYTICS.



BRAND STRATEGY

2 | MYBRANDFORCE BRAND MANAGEMENT SPECIALISTS MEET WITH YOUR BRAND AND PRODUCT TEAMS TO ESTABLISH A BRAND STRATEGY THAT MEETS YOUR BRAND AND PRODUCT GOALS.



RETAIL EXECUTION PROGRAM

- 3 | ONCE A BRAND STRATEGY IS FORMULATED, A RETAIL EXECUTION PROGRAM IS CO-CREATED WITH YOUR BRAND AND PRODUCT TEAM TO DEFINE KEY PERFORMANCE INDICATORS FOR RETAIL OBSERVATIONAL DATA AND FIELD SERVICE SOLUTIONS**



MONTHLY BRAND SCORECARDS

- 4 | MONTHLY BRAND SCORECARDS ARE AVAILABLE VIA THE CLIENT PORTAL THAT MEASURE GROWTH, EFFECTIVENESS AND COMPETITIVE POSITION IN THE MARKETPLACE .**



RETAIL EXECUTION PROGRAM

- 5 | YOUR RETAIL EXECUTION PROGRAM IS LOADED INTO THE MYBRANDFORCE APPLICATION WHICH PRODUCES SCHEDULES, TIMELINES AND OBJECTIVES FOR YOUR BRAND.



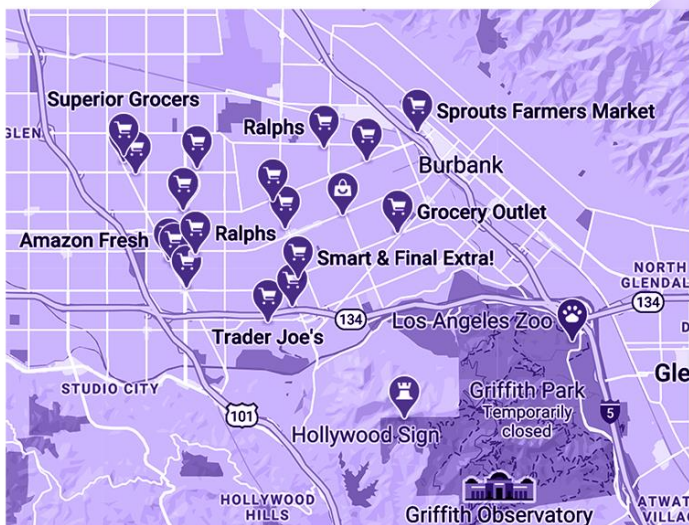
MYBRANDFORCE GIG FORCE

- 6 | THE MYBRANDFORCE GIG FORCE ARE PRE-REGISTERED, PRE-QUALIFIED BRAND AMBASSADORS TRAINED AND SKILLED IN RESPONDING TO SERVICE REQUEST DISPATCHES FROM THE MYBRANDFORCE WITHIN MINUTES FROM DISPATCH.



FIELD SERVICE DISPATCHES

- 7 | MYBRANDFORCE DISPATCHES FIELD SERVICES TO THE GIG WORK FORCE ACCORDING TO THE SCHEDULE AND POINTS OF DISTRIBUTION DEFINED IN YOUR BRANDS RETAIL EXECUTION PROGRAM .



REAL-TIME FEEDBACK

- 8 | THE MYBRANDFORCE APPLICATION PROVIDES YOU REAL TIME RESULTS FROM THE FIELD AS THE GIG FORCE SUBMITS RETAIL OBSERVATIONAL DATA TO THE COMMAND CENTER. RESULTS ARE SCORED AND EVALUATED ACCORDING TO YOUR CUSTOM BRAND ANALYTICS SCORECARD .



FIELD SERVICE CAPABILITIES

- 9 | MYBRANDFORCE FIELD SERVICES ARE CUSTOMIZED TO MEET YOUR NEEDS RANGING FROM OBSERVATIONAL DATA COLLECTION TO BUILDING PRODUCT DISPLAYS TO EVENT SAMPLING TO COUPON DISTRIBUTION AND MORE!



ISSUE ESCALATION

- 10 | ISSUE ESCALATION USING THE MYBRANDFORCE GIG FORCE GIVES YOU REAL TIME FEEDBACK AND ACTIONABLE INFORMATION DIRECTLY FROM THE FIELD



ADDRESS OUT OF STOCK ISSUES

- 11 | OBSERVATIONAL DATA IS AGGREGATED AND CORRELATED TO ORDER AND STOCK INFORMATION TO QUICKLY IDENTIFY ROOT CAUSE OF POTENTIAL OUT OF STOCK ISSUES.**



CORRELATING REVENUE GROWTH WITH IMPROVEMENTS

- 12 | IMPROVEMENTS IN REVENUE GROWTH ARE CORRELATED WITH RETAIL EXECUTION DATA AND POINT OF SALE DATA**



PRODUCING PREDICTIVE ANALYTICS

13 | MYBRANDFORCE CUSTOMIZES KEY RETAIL LEADING INDICATORS TO PRODUCE PREDICTIVE ANALYTICS THAT DRIVE FACT-BASED FORECASTING TO OPTIMIZE SUPPLY CHAIN LOGISTICS



CONTINUOUS IMPROVEMENT FEEDBACK LOOP

14 | INSIGHTS FROM RESULTING ANALYTICS ARE USED TO UPDATE YOUR BRAND STRATEGY TO CREATE THE CLOSED LOOP CYCLE OF CONTINUOUS IMPROVEMENT ENABLING YOUR BRAND TO ADJUST TO MARKET CONDITIONS IN DAYS VERSUS WEEKS OR MONTHS USING TRADITIONAL BRAND MANAGEMENT METHODS.



MyBrandForce

IT WORKS

