



# **TrendER**

**A guide to  
understanding our  
brand solutions**

*Every data point. is a human story*

# TrendER Insights Engine

“Understand what drives people”

A structured consumer insight system designed to uncover the real drivers of behaviour, choice, and brand connection.

## Translates into 3 Territories

Insight  
statements

Opportunity  
areas

Consumer  
narratives

Data input:

Qual & Quant research



# TrendER Vitality Index

“Measure what moves brands”

TrendER Vitality index is the key TrendER business differentiator and model. A methodology used for all of TrendER output. TrendER Vitality is a proprietary methodology designed to measure the true vitality of a brand in market.

It goes beyond traditional brand health metrics by combining:

Brand Strength (Meaning + Trust)

Market Energy (Signal + Momentum)

At the core of the methodology is a structured measurement model across four dimensions:

Signal → Are you seen?

Meaning → Do you matter?

Trust → Are you believed?

Momentum → Are you growing?

Data input:

Qual & Quant research & market insights

# TrendER Brand Advisory

“Define what your brand means”

A structured approach to defining a **clear, differentiated, and commercially effective brand strategy.**

It translates consumer insight into a focused brand direction, ensuring your brand stands for something meaningful — and wins in the market.

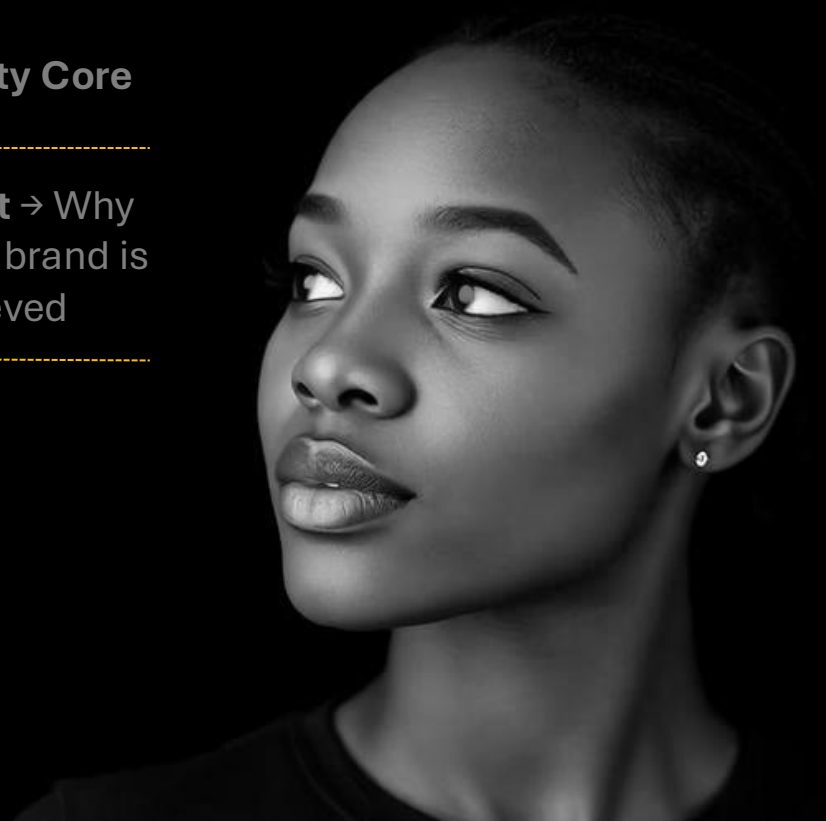
At its core, it defines your brand’s Equity Core

**Meaning** → Why your brand matters

**Trust** → Why your brand is believed

**Strategic input:**

Analysis & brand strategy



# TrendER Comms Strategy

“Turn strategy into impact”

It bridges the gap between what your brand wants to say and what your audience actually hears, ensuring every message is rooted in real human truths, cultural context, and market dynamics.

We don't just define messaging — we shape how your brand shows up, speaks, and resonates across every touchpoint.

**Signal** → Are you seen?

**Meaning** → Do you matter?

**Trust** → Are you believed?

**Momentum** → Are you growing?

**Strategic input:**

Analysis & brand strategy

# TrendER Creative Concepts

“Understand what drives people”

Structured approach to developing **insight-led creative ideas and campaign platforms** that bring your brand strategy to life.

We ensure concepts are ready for development and validation

- . Alignment with communication strategy
- . Input into creative production
- . Readiness for **TrendER Creative Testing**

**Strategic & creative input:**

Comms strategy & creative direction



# TrendER Creative Testing

“Understand what drives people”

A structured approach to evaluating **advertising effectiveness**, before and after launch.

It measures how well creative work performs across the key drivers of brand vitality:

**Signal** → Does it capture attention?

**Meaning** → Is the message clear and relevant?

**Trust** → Does it build credibility and brand linkage?

**Momentum** → Does it drive intent and action?

The result is a clear, diagnostic view of **what's working, what's not, and how to improve it**

**Strategic input:**

Analysis & brand strategy





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