

The Mean More™ Score



Meyocks helps brands shape marketplace meaning. To track our progress, we've developed our own measurement process. It's proprietary to Meyocks, but it's based on a straightforward concept of quantifying consumer disappointment with having to use the second choice in a category.

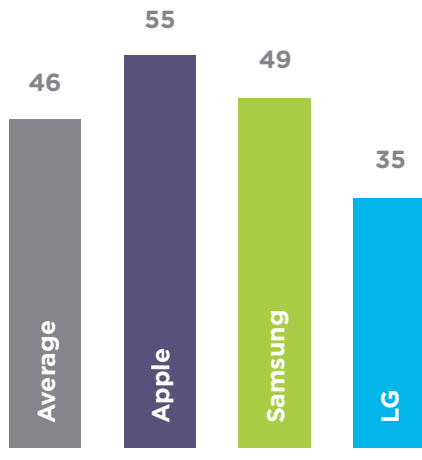
Here are the steps:

- 1** Identify a consumer's primary brand in a category, e.g., "What brand of auto insurance do you have?"
- 2** Identify a consumer's second choice, e.g., "If you couldn't use (Brand X), what brand would you choose?"
- 3** Quantify the disappointment of being required to use the consumer's second choice, i.e., "How disappointed would you be if you had to choose (Brand Y) instead of (Brand X)?"
- 4** Aggregate the disappointment ratings over a group of customers, and you have a Mean More™ score.

Category Examples

Meyocks surveyed 1,170 consumers nationwide in order to develop Mean More™ scores for brands in several prominent categories, including smartphones, mobile carriers, home improvement retailers and auto insurance.

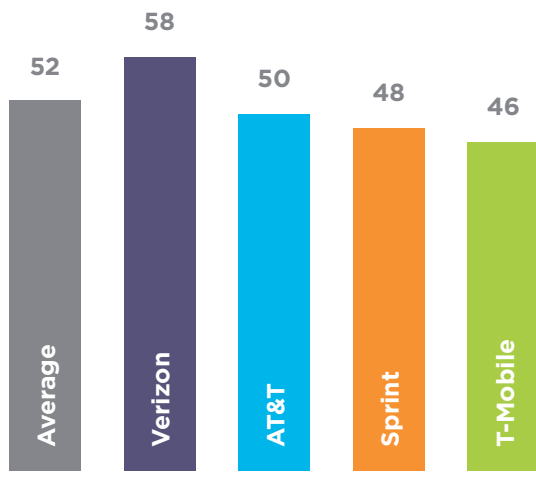
Smartphone Category Mean More™ Scores



Apple's iPhone leads the smartphone category, while LG users wouldn't be disappointed to use another brand.

Source: Meyocks Consumer Survey (2014)

Mobile Category Mean More™ Scores

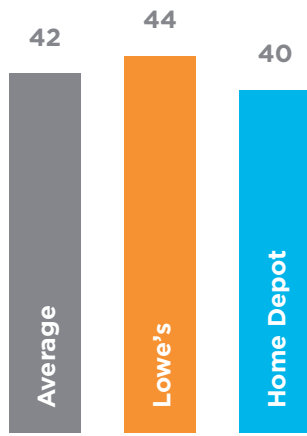


Verizon leads the mobile carrier category with one of the highest Mean More™ scores recorded in the Meyocks study.

Source: Meyocks Consumer Survey (2014)

Category Examples (cont'd)

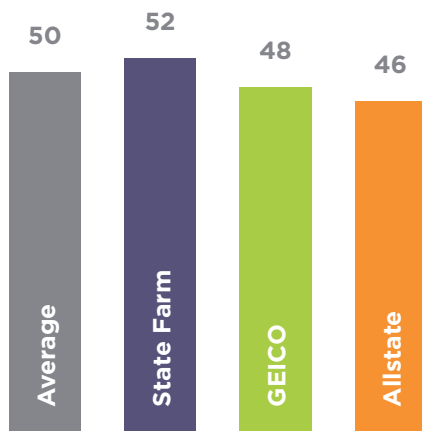
Home Improvement Retailer Category Mean More™ Scores



There's little separation between Lowe's and Home Depot in Mean More™ scores.

Source: Meyocks Consumer Survey (2014)

Auto Insurance Category Mean More™ Scores



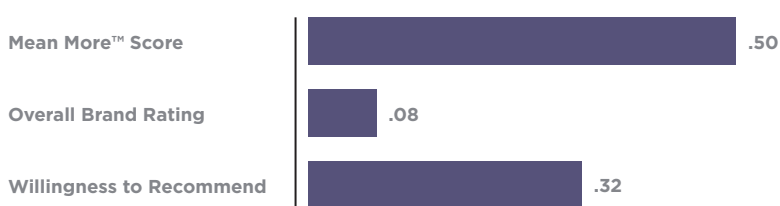
It's disappointing to replace a good neighbor: State Farm leads the auto insurance category.

Source: Meyocks Consumer Survey (2014)

Business Opportunity with Mean More™ Scores

While higher Mean More™ scores may be a source of pride for a brand, they also correlate with business performance. In fact, in the Meyocks study of seven consumer categories, higher Mean More™ scores were more strongly correlated with revenue growth than a simple brand rating or a willingness-to-recommend score.

Correlation with Revenue Growth

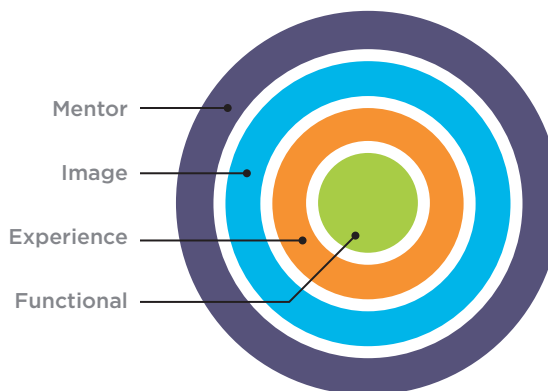


Source: Meyocks Consumer Survey (2014) and Revenue Analysis

Driving Mean More™ Scores

Meyocks works with clients on a custom basis to determine drivers of a Mean More™ score. Increasingly, marketers are looking beyond traditional functional, experience or image benefits to “mentor branding” as they seek new opportunities for differentiation. Mentor brands are those for which a significant component of the brand value proposition comes from value-added information, inspiration or customer advocacy. As with Mean More™ scores, mentor ratings are more strongly correlated with revenue growth than traditional brand metrics.

Brand Differentiation Opportunities



For More Information

For more information on the Mean More™ methodology and how it applies to your brand, please contact Meyocks at **515-225-1200** or visit us at **meyocks.com**.

Meyocks is a brand communications agency that shapes marketplace meaning for food, ag, health and mentor brands.