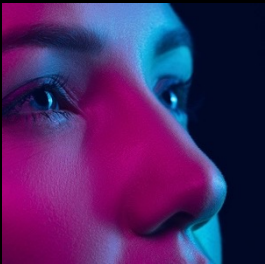


# BGIQ

BRANDGEIST IQ  
BY ALLISON+PARTNERS



## IF CULTURE HAD A CRYSTAL BALL, BRANDGEIST IQ WOULD BE IT.

Being culturally relevant is so mission critical to driving brand love that we created Brandgeist IQ (BGIQ), a first-of-its-kind, proprietary methodology designed to measure real-time cultural relevance of brands. BGIQ is the newest culture-focused offering to come out of Allison+Partners' award-winning Consumer Brands Practice.



## THIS ALGORITHM WON'T TAKE YOUR JOB, BUT IT MIGHT HELP YOU DO IT BETTER.

When scored via BGIQ's living, breathing data model (created by A+P's own data science nerds), brands receive a score from 1-100 that assesses how well they perform against five indicators: *Plugged into Pop Culture, Disrupting the Norm, Living with Purpose, Always Inclusive and Modern and On-Trend*. Brands can also score competitors to see how they measure up against their frenemies or foes.



## BGIQ HAS A NEED FOR SPEED.

BGIQ moves at the speed of culture and will reflect changes in scoring every two weeks to keep a pulse on how quickly brands are tapping into of-the-moment trends and cultural conversations.

From up-and-coming to iconic and everything in between, BGIQ launched by scoring 50 of America's favorite brands, offering a valuable benchmark for brands looking to evaluate their place in the cultural conversation.

# WHERE DOES YOUR BRAND FALL?



**70 AND ABOVE:**



**50-69.9:**

MEH



**BELOW 50:**

BIG YIKES



# CULTURAL RELEVANCE AIN'T FREE!

We've built out a tiered pricing model with a variety of ways brands can take advantage of Brandgeist IQ.

MONTHLY SCORE	BI-MONTHLY SCORE	QUARTERLY SCORE	ONE-TIME SCORE
(12x per year) = <b>\$18,000</b>	(6x per year) = <b>\$12,000</b>	(4x per year) = <b>\$8,800</b>	<b>\$2,500</b>
(\$1,500/instance)	(\$2,000/instance)	(\$2,200/instance)	

- + Competitors can be bundled in groups of 3 for a package rate of \$5,000 added to bundle purchased.
- + Pricing for custom competitor bundles is available upon request.