

KEY FIGURES BRAND HEALTH TRACKER

Norway	
Q3'14	
	Sol
Brand Impact	
Advert.aw.	0
Sponsor	0
Ad.eval.	3
Brand Imprint	
Authority	11
Approval	25
Closeness	13
Brand Personality	
Desired Pers.	19
Brand Positioning	
Desired pos.	20
Brand Val&Qual	
Value	16
Packaging	34
Quality	24
Brand Awareness	
TOM	0
Spontaneous	8
Total aware	62
Brand Usage	
Total Usage	17
Regular	2
Main Brand	0
Brand Appreciation	
Equity Score	5.6
Preference	0
Uniqueness	23
Responsibil.	2
Sociable	27

Sol has 62 % total awareness among people within the legal drinking age in Norway.

Sol has been tried by 45 % of people within the legal drinking age in Norway.

Source: TNS, ONEquity Brand Health Tracker Q3 2014

Norway	
Q3'14	
	Sol
Total aware	62
Ever consider	55
Total Trial	45
Total Usage	17
Regular	2
Main Brand	0

KPI	Calculation
Total Aware	Spontaneous + Aided awareness
Ever Consider	Total Trial + brands consider try in future
Total Trial	Regular + Occasional + Incidental + Rejecters
Total Usage	Regular + Occasional users of a brand
Regular	Regular users
Main Brand	Drink most often