

Take your brand for a health check

The SA developed Conversion Model, a global first, is celebrating its sixteenth anniversary as the world's leading measurement of brand health. Now available in 120 countries, the model has been used in over 6 000 projects across all sectors with pharmaceuticals and information technology strong upcoming categories. Recent additions to the database include wool farming, farm supplies, construction work and organic food stores which show that the Conversion Model can be applied to any product/service category.

For more, visit: <https://www.bizcommunity.com>