



WPI

Insights from The WPI Brand Tracker

The Harris Poll Brand Platform

Q4

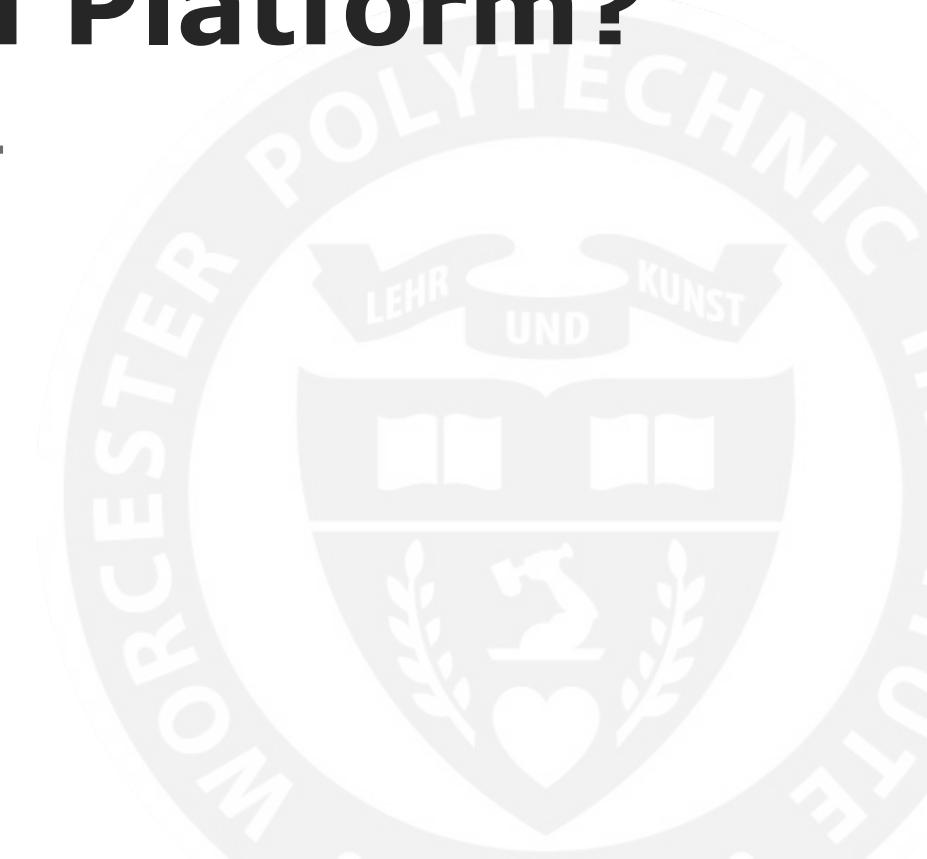
Oct 01, 2023- Dec 31, 2023

 The Harris Poll
Harris Insights & Analytics LLC, A Stagwell Company



What is Harris Poll Brand Platform?

Why is WPI Partnering with Harris Poll...



What is Harris Brand Platform?

Harris' Brand Platform is a real-time data collection, analysis, and visualization tool.

Harris Poll Brand Insights (HPBI) poll thousands of people every day to provide real-time, global intelligence on **brands** and **consumers**.

Brand Intelligence

Delivers curated data on the most important brand, media, campaign, and purchase funnel metrics to continuously evaluate performance and drive strategic decisions.

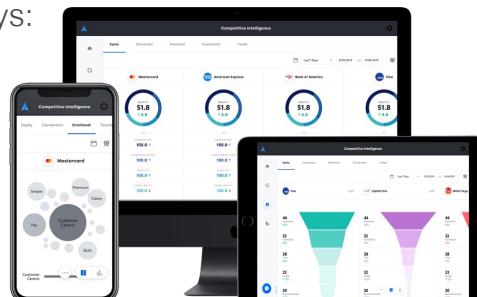
Consumer Intelligence

Measures consumers on brand/category usage, media consumption, psychographics, demographics, hobbies and interests, and more to inspire better creative and enable more intelligent targeting and media buying.

Custom Research

Gather responses to pressing custom questions in three ways:

- 24-hour Flash Polls
- Ad-hoc Custom Modules
- Bespoke Filters / Segmentation Attributes



The Harris Poll Is Trusted By Over 500 Major Brands



oscar



CrunchBase



Insights Featured in:

WSJ

Forbes

AXIOS



The Washington Post



AdAge

npr

FiveThirtyEight

Who does Harris Brand Platform survey?

Surveys are fielded to consumers 365 days a year

- Harris Poll Brand Insights (HPBI) manage a pool of millions who have opted-in to take our surveys in return for a small incentive. All participants and their responses are validated thoroughly to ensure quality data and results.
- Harris Poll Brand Insights (HPBI) programmatic collection and weighting algorithms ensure census-accurate representation by age, income, gender, and region.
- Every brand is rated by at least 200 people per week, with the option to increase sample to as high as 1,400 per week!





What data does the platform collect about my Audiences/Customers?

Consumer Intelligence: Demographics, media habits, lifestyle, brand/competitor usage, ad-awareness, and more...



Demographics

- Age
- Gender
- Location
- Ethnicity
- Education
- Income



Media Consumption

Avg. Hours spent consuming:

- AM radio
- FM radio
- Satellite radio
- Streaming audio
- Podcasts
- Live broadcast TV
- Live cable TV
- Live sports video
- DVR / on demand
- Streaming video
- Video clips online
- Movies in theater
- Social media



Device Ownership

- Video game console
- Digital camera
- Landline
- Cable TV
- Satellite TV
- Hi-speed internet
- Home cinema
- Digital media player
- Video subscription
- Tablet
- DVR
- Smartphone
- Internet radio
- Smart speaker



Advertising Exposure

Read/Seen/Heard about brand via:

- TV advertising
- Radio advertising
- Direct mail advertising
- Print advertising
- Social media advertising
- Digital advertising
- Podcast advertising
- Email advertising
- Blog posts
- Sponsored events
- Partnerships
- Product placement
- Word of mouth
- Celebrity endorsements
- News media



Lifestyle, Individual

- Marital Status
- Sexuality
- Presence of Children
- Political Lean
- Employment Status
- Business/Leisure Air Travel



Lifestyle, Household

- Household Size
- Assets
- Presence of Children
- City/Suburban/Rural
- Pet Ownership
- Car/Motorcycle Ownership



Brand Engagement

Usage of Measured Brands

- Regular User
- Occasional User
- Lapsed User
- Never Used



Interests

- Sports Fandom
- Casino/Gambling
- Fantasy Sports
- Online Sportsbook
- Charitable Donations
- Etc.



Tech Adoption

- Trend Setter
- Early Adopter
- Wait and See
- Laggard
- Mobile-First Shopper
- Online-First Shopper
- In-Store-First Shopper
- Mixed (Omni-Shopper)



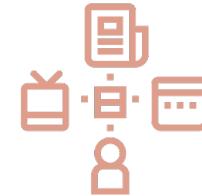
What data does the platform collect about my brand?

Brand Intelligence: Consumers rate firms on 50 critical metrics every single day



ENGAGEMENT FUNNEL

Track fundamental conversion metrics of awareness, familiarity, trial, participation, and recommend to a friend.



ADVERTISING EXPOSURE

Measure the percentage of consumers who recall seeing advertising in the past 30 days and channels where they've seen or heard advertising



BRAND HEALTH

Monitor four leading and lagging measures of brand health via Harris Poll's academically and financially vetted model.



PERCEPTUAL IMAGERY

Understand how consumers perceive a brand's emotional positioning using 25 holistic imagery attributes.



CUSTOM RESEARCH

Dig beyond our standard metrics via custom tracking modules, ad hoc flash poll research, and bespoke filters and segmentation:



Harris Brand Platform – Questionnaire

Brand Equity

Familiarity: % of respondents that know something about the brand (e.g., more than have just heard the name – top 3 of 5 box)

Consideration: % of respondents that would consider purchasing/engaging with a product/service from the brand (top 2 of 5 box)

Quality: % of respondents that believe the brand provides high quality products and services (top 3 of 10 box)

Momentum: % of respondents that believe the brand is on the way up (vs. holding steady or on the way down)

Personification

The % of respondents who would associate the following attributes with the brand:

- Corporate
- Customer-centric
- Dependable
- Fun
- Good Value
- Hip
- Innovative
- Intelligent
- Practical
- Premium
- Simple
- Socially Conscious
- Smart
- Stylish
- Traditional
- Trustworthy
- Unconventional
- Visionary
- Wholesome
- Classy
- Sophisticated
- Young
- Energetic
- Confident
- Bold

Conversion Funnel*

Awareness: % of respondents that have heard of the brand – even just the name

Familiarity: % of respondents that are familiar with the brand – know more than just the name

Trial: % of respondents who have ever tried the brand

Usage: % of respondents who use the brand regularly

Recommendation: % of respondents who would recommend to a friend

*each among the prior step

Touchpoints

The % of respondents in the past 12 months who have read, seen, or heard about the brand through the following channels:

- TV advertising
- Radio advertising
- Direct mail advertising
- Print advertising
- Social media advertising
- Digital advertising
- Podcast advertising
- Email advertising
- Blog posts
- Sponsored events
- Partnerships
- Product placement
- Word of mouth
- Celebrity endorsements
- News media
- Other

WPI - Brand Equity

Results YTD (Oct 01- Dec 31, 2023)



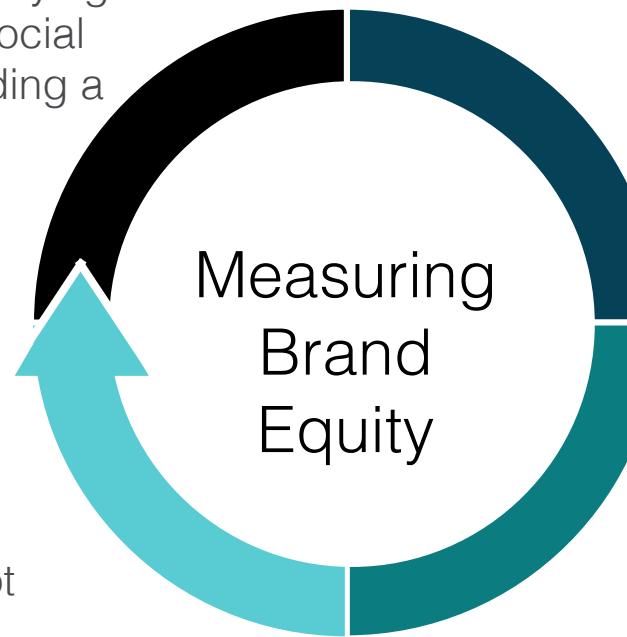
Brand Equity illustrates a comprehensive and predictive view of a business/Organization

Momentum

A **leading indicator** that measures the trajectory of a brand – up, down, or staying steady. Captures elements such as social buzz and market expectations, providing a view of a brand's cultural currency.

Familiarity

A **lagging indicator** that measures not only awareness of a brand, but the depth of familiarity consumers have with a brand and its products and services.



Consideration

A **leading indicator** of future trial and household penetration. Captures a brand's performance on foundational category "table stakes."

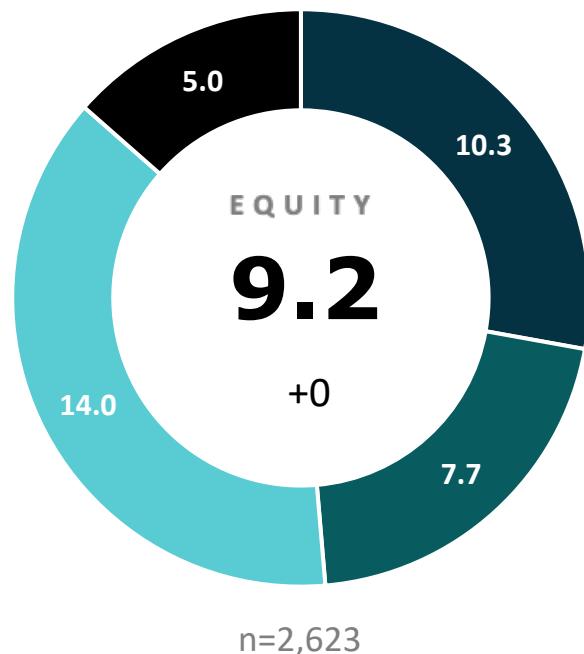
Quality

A **lagging indicator** that measures of post trial regard and respect for a brand and its products or services. Most related to traditional measures of satisfaction or liking.



WPI Brand Equity – General Population US

Audience Segment:
General Population Age 18+ US



WPI's BRAND EQUITY for Q4, 2023 was 9.2

Brand Equity is a brand health metric illustrating a comprehensive and predictive view of WPI's Brand calculated as the composite (average) score of the following four metrics:

Familiarity: **14.0% of Total Respondents** know something about the **WPI Brand** (e.g., more than just have heard the name -- % somewhat, very, extremely familiar).

Consideration: **10.3% of Total Respondents** would consider engaging with products / services from **WPI** (top 2 of a 5-pt scale)

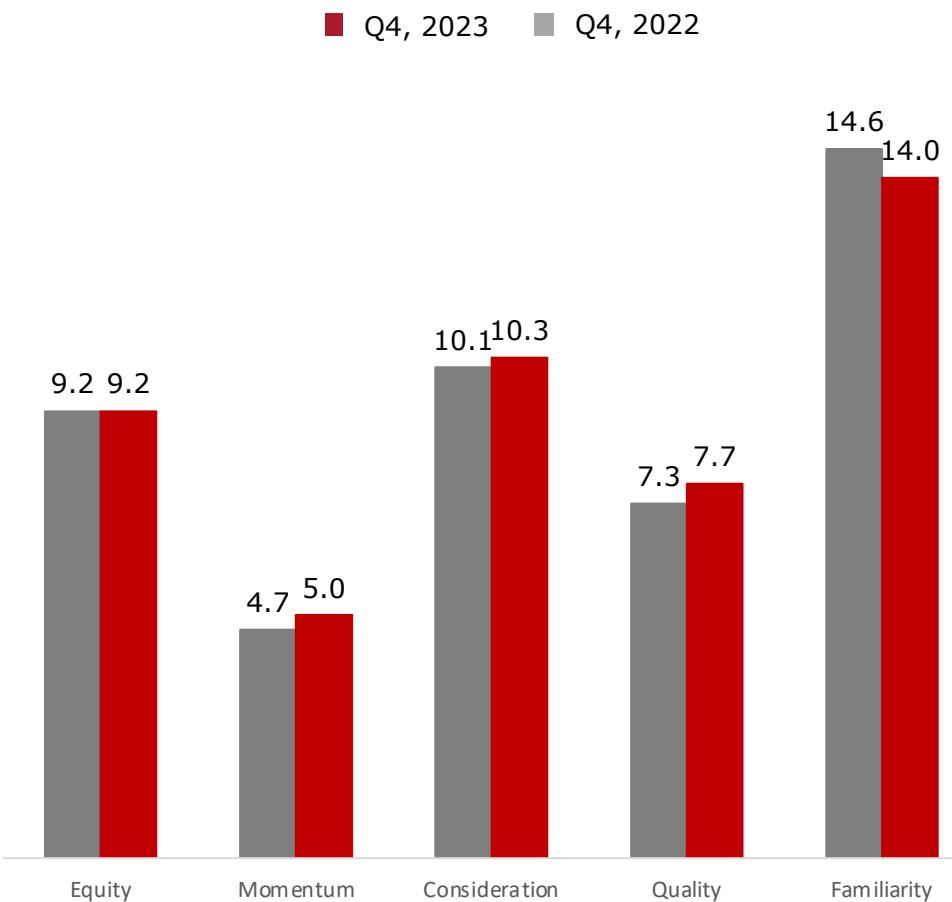
Quality: **7.7% of Total Respondents** believe that **WPI** provides high quality products and services (top 3 of an 11-pt. scale)

Momentum: **5.0% of Total Respondents** believe that **WPI** is on the way up (vs. holding steady or on the way down)



WPI Brand Metrics Year over Year Change – General Population US

WPI Brand Metrics Year Over Year Change



In Q4 2023 we see Overall brand Equity equal to Q4 2022.

- Momentum, Consideration and Quality experienced a slightly improve
- For the Familiarity, there has been a decrease compared to the Q4 2022

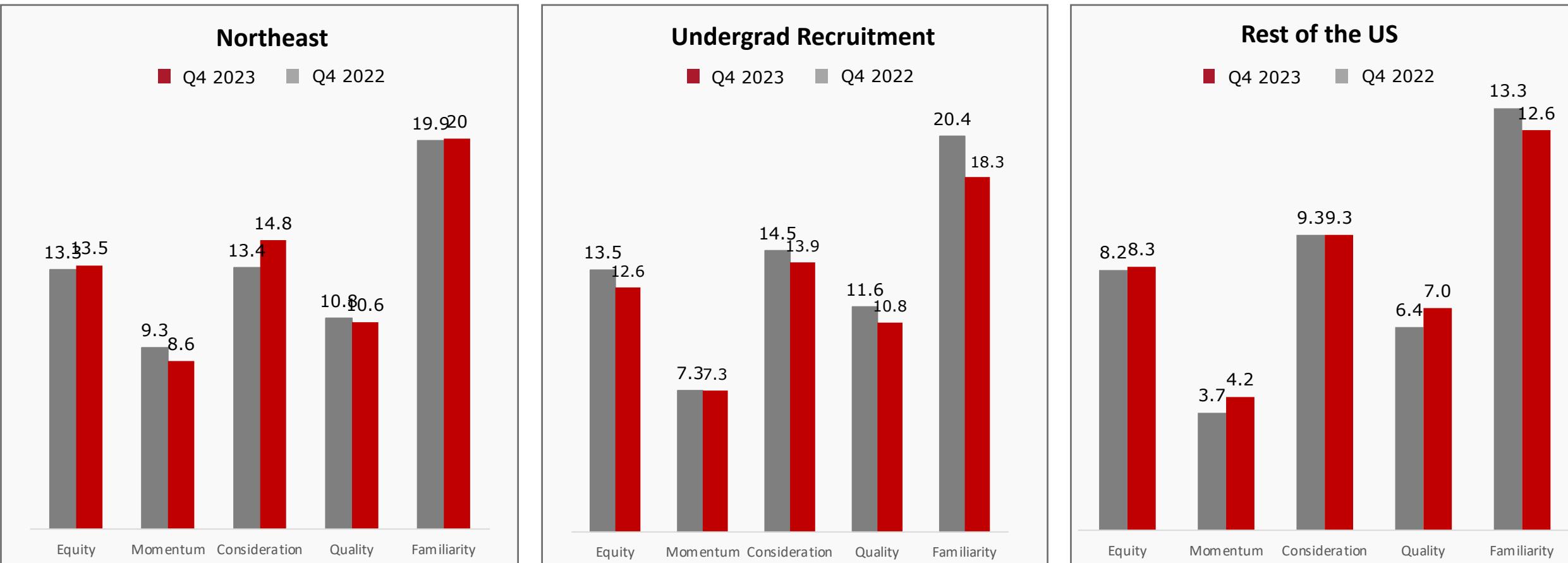
10/01/2023 - 12/31/2023

↓ / ↑ Statistically significant difference relative to prior time period



Northeast VS Target Region VS Rest of the US- General Population US

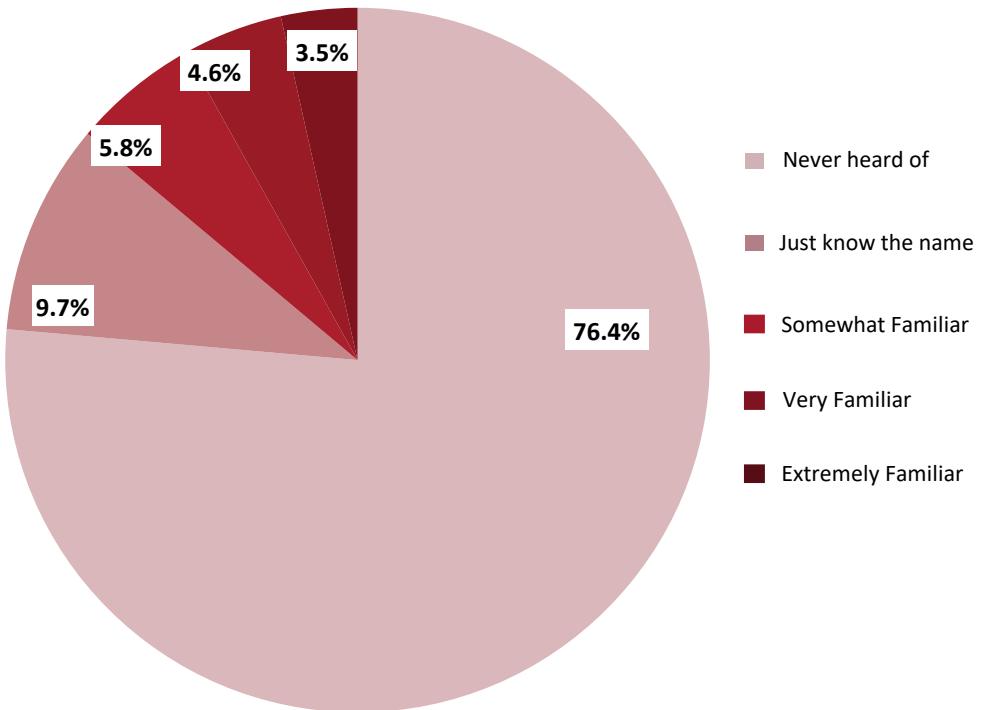
- The proportion of respondents familiar with WPI in the northeastern region has increased
- Overall, compared to the same period last year, only the indicators for undergraduate recruitment regions have experienced a overall decrease.
- The metrics related to brand sentiment(Momentum, Consideration, and Quality) remained stable or experience a slight increase





WPI Brand Familiarity Levels – General Population US

How familiar are you with WPI



- Approximately **23.6 %** (+0.7% vs Q4, 2022) of the General Population was Aware of the WPI Brand
- While approximately **13.9%** (-0.7% vs Q4, 2022) of them stated to be Familiar with the WPI Brand (somewhat to extremely Familiar)

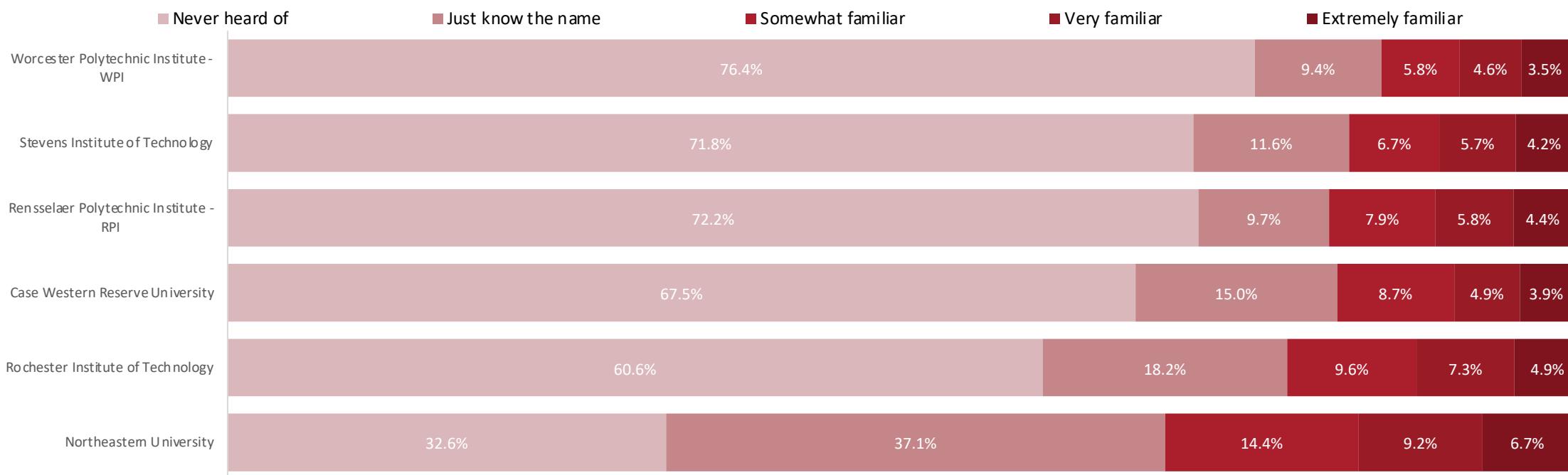
10/01/2023 - 12/31/2023

Statistically higher/lower relative to other segments/brands

WPI Brand vs Peers – General Population US

In the Q4 2023, the awareness and familiarity of the WPI brand remained relatively low compared to peers

How familiar are you with this brand



10/01/2023 - 12/31/2023

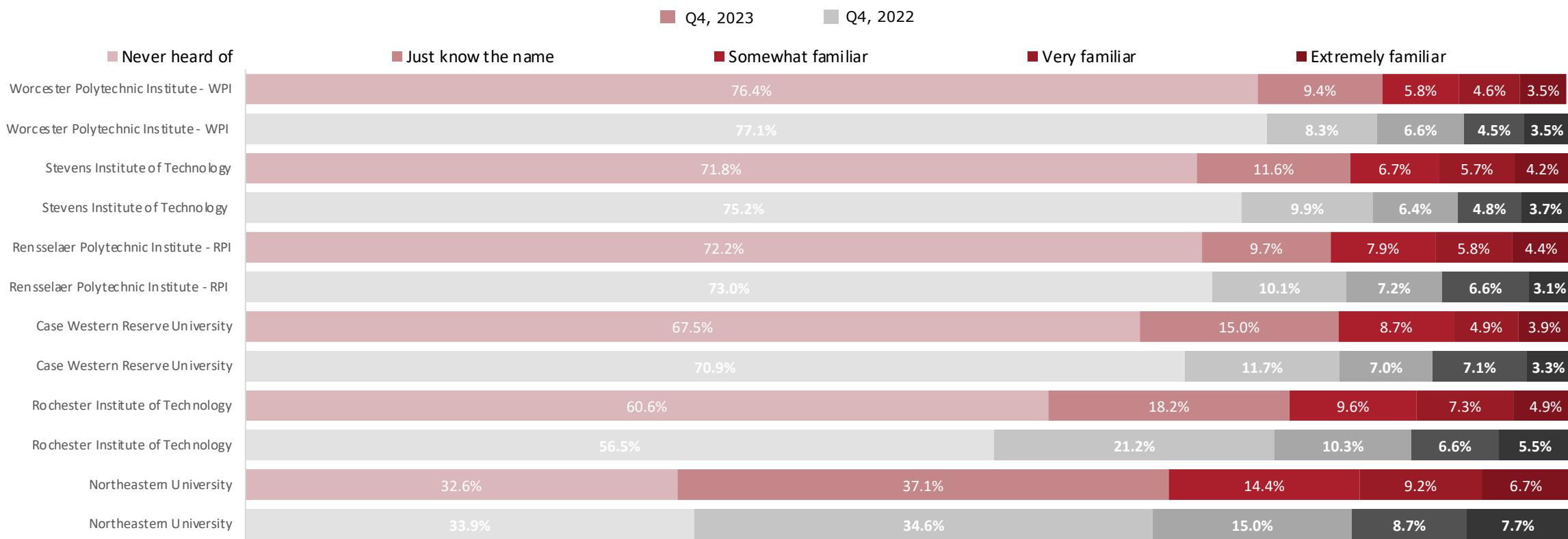
Statistically higher/lower relative to other segments/brands

Worcester Polytechnic Institute

WPI Brand vs Peers – General Population US

The majority of universities experienced a decrease in awareness in Q4 2023, with only Rochester experiencing a considerable increase in awareness.

How familiar are you with this brand



10/01/2023 - 12/31/2023

Statistically higher/lower relative to other segments/brands

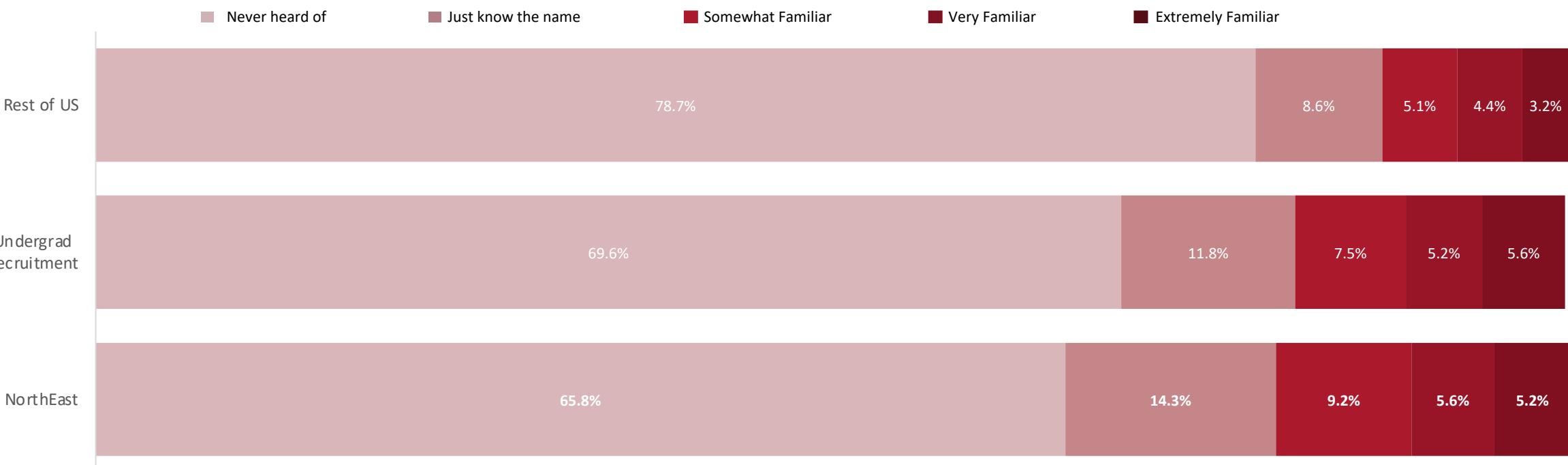
Worcester Polytechnic Institute



WPI Brand Familiarity– Northeast vs. Rest of US

- WPI Brand experienced higher levels of Awareness in the Northeast (34.3%) vs the Rest of US (21.3%) vs Undergraduate Recruitment Campaign Target Region (30.1%) in Q4 2023
- The overall familiarity with WPI was also quite higher in the Northeast (20%) vs the Rest of US (12.7%) vs Undergraduate Recruitment Campaign Target Region (18.3%)

How familiar are you with the brand



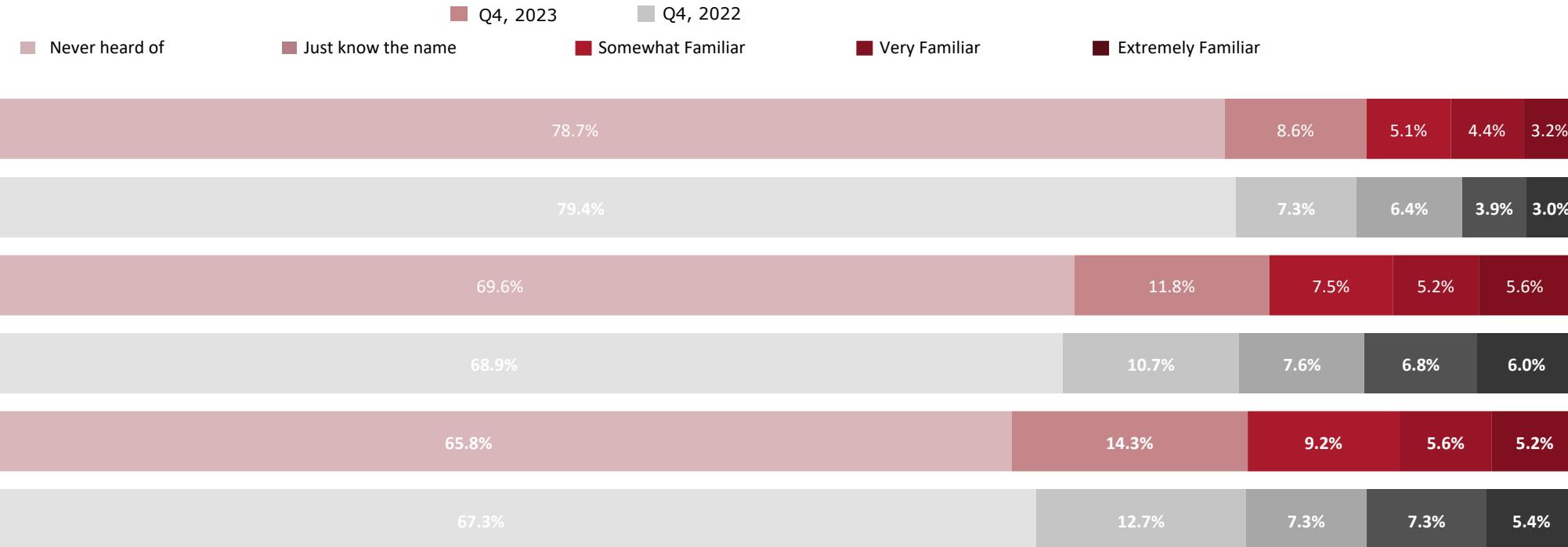
10/01/2023 - 12/31/2023
Statistically higher/lower relative to other segments/brands



WPI Brand Familiarity- Northeast, Undergrad Recruitment Target Resgion & Rest of US

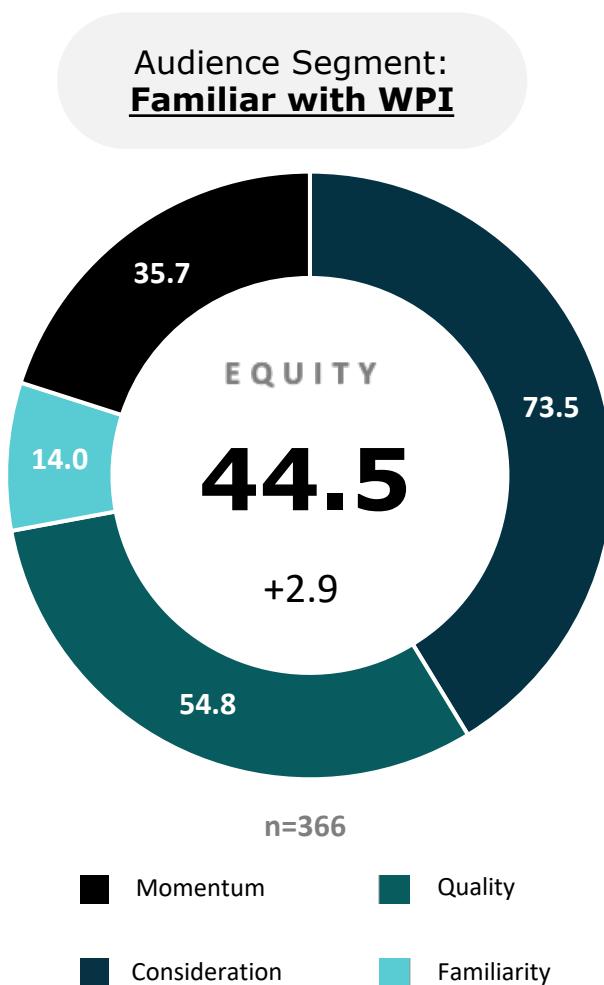
- Compared with Q4 2022:
 - Northeast: The proportion of individuals who have never heard of WPI has slightly decreased. However, the number of whom are familiar with WPI also decreased (13.3% to 12.7%)
 - Undergraduate Recruitment Target Region: There has been no significant changes; both awareness and familiarity have decrease, especially among the respondents familiar with WPI
 - Rest of US: There has been a noticeable increase in the percentage of respondents heard of WPI, and the percentage of people who familiar with WPI remains the same

How familiar are you with the brand





WPI Brand Equity – Familiar Audience



WPI's BRAND EQUITY with Familiar Audiences was 44.5 for Q4 2023 (2.9 increase vs Q4 2022)

BRAND EQUITY is a brand health metric illustrating a comprehensive and predictive view of WPI's Brand calculated as the composite (average) score of the following four metrics:

These are the respondents who were Familiar with our Brand (14% of Total respondents)

Consideration: 73.5% of respondents **Familiar with WPI** would consider engaging with products / services from **WPI** (top 2 of a 5-pt scale)

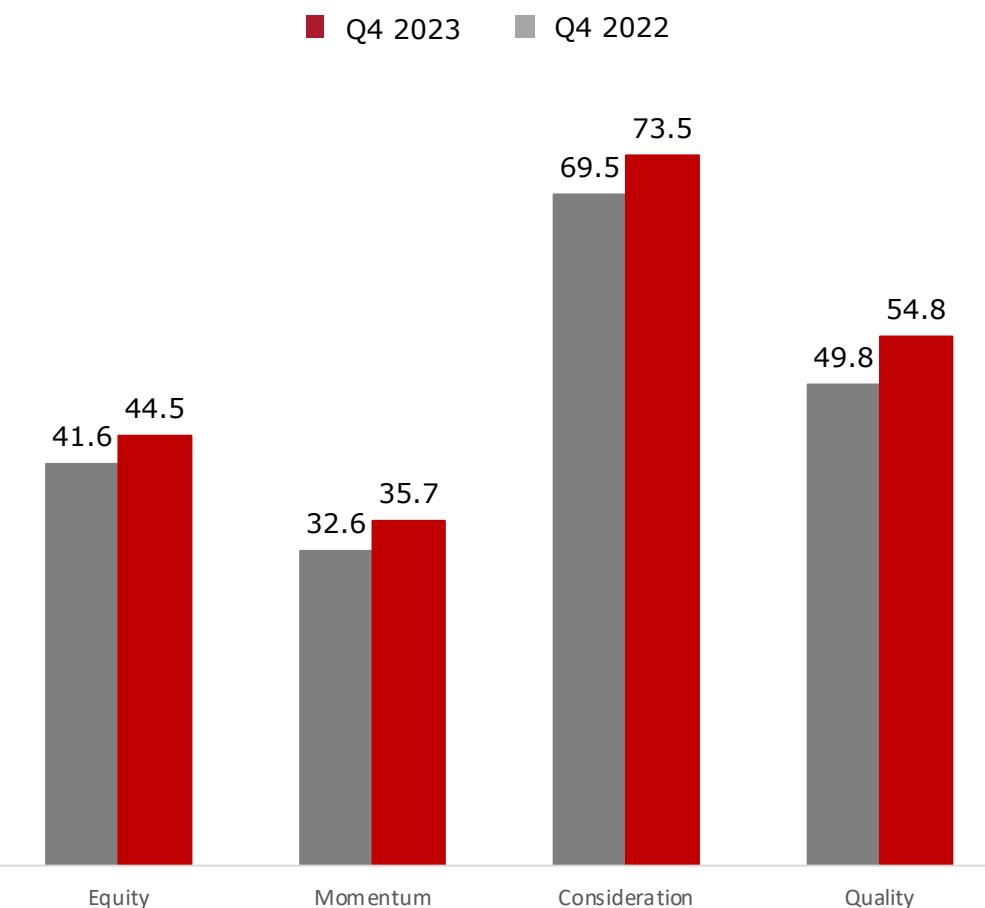
Quality: 54.8% of respondents **Familiar with WPI** believe **WPI** provides high quality products and services (top 3 of an 11-pt. scale)

Momentum: 35.7% of respondents **Familiar with WPI** believe **WPI** is on the way up (vs. holding steady or on the way down)



WPI Brand Metrics Year over Year Change – Familiar Audiences

WPI Brand Metrics Year over Year Change

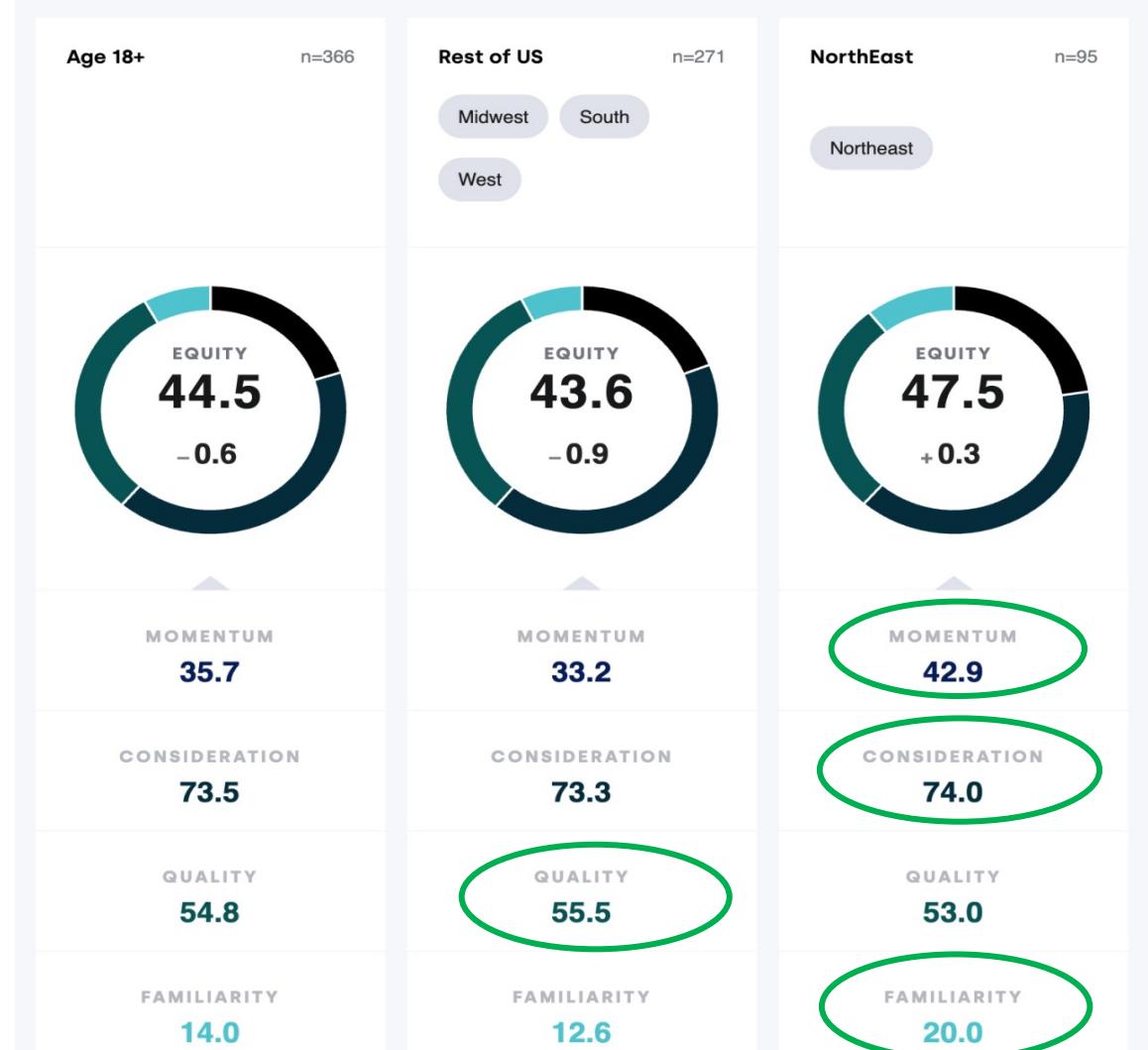


The Equity for Q4 2023 increased by 2.9 among Familiar Audiences, rising from 41.6 to 44.5

- All three metrics experienced growth in the Q4, driving the increase in Equity.



WPI Brand Equity – Northeast vs Rest of US



- Overall Brand Equity is 44.5 in Q4 2023, with a 0.6 decrease vs Q3 2023
- Northeast region increased by 0.3 in Equity, compared with previous quarter; Rest of US regions decreased by -0.9 in Equity
- The momentum and familiarity in the Northeast region were significantly higher than in other areas
- The “Rest of US” contributed a higher Quality score than Northeast in Q4

Momentum: % of **Total Respondents** believe that **WPI** is on the way up (vs. holding steady or on the way down)

Consideration: % of **Total Respondents** would consider engaging with products / services from **WPI** (top 2 of a 5-pt scale)

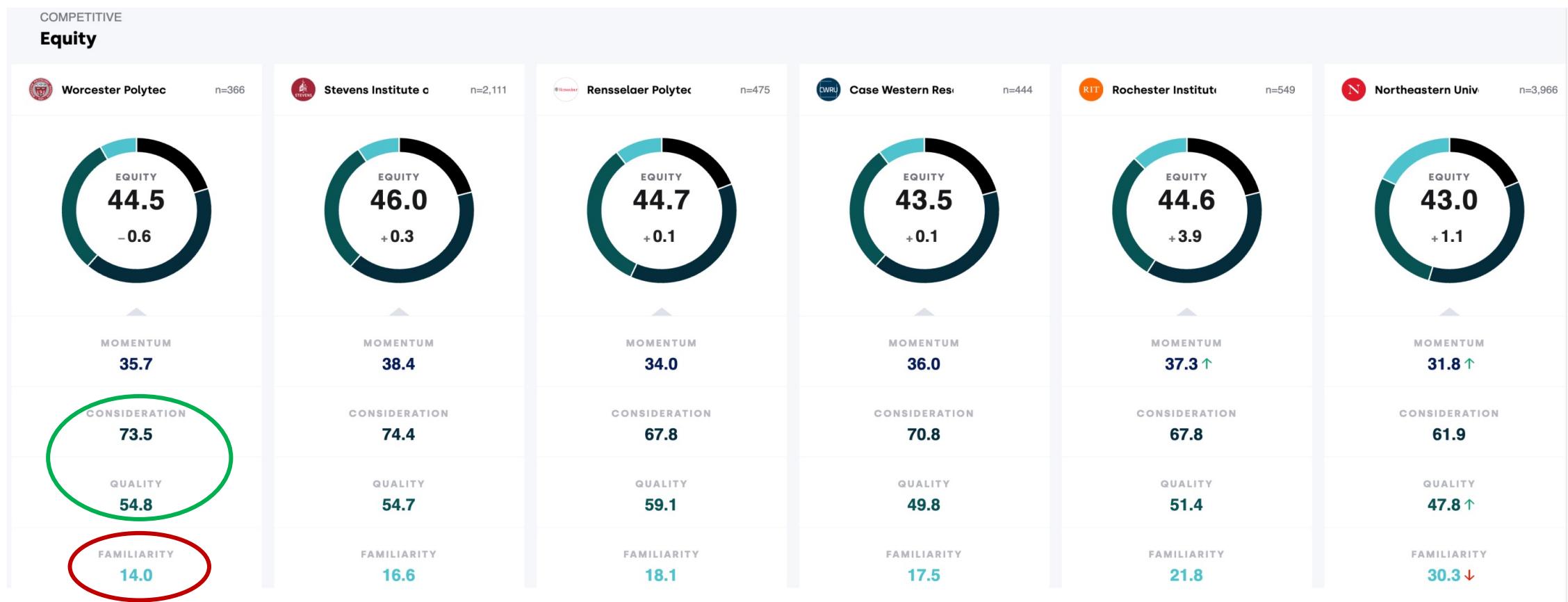
Quality: % of **Total Respondents** believe that **WPI** provides high quality products and services (top 3 of an 11-pt. scale)

Familiarity: % of **Total Respondents** know something about the **WPI Brand** (e.g., more than just have heard the name -- % somewhat, very, extremely familiar).



Brand Equity - WPI vs Peers

Although WPI had a modest Momentum score in the last quarter, its high consideration and quality scores indicated a favorable reputation.



Brand equity is a composite of momentum, consideration, quality and familiarity.

There is no threshold in interpreting a brand's equity score and should be evaluated relative to competitors.

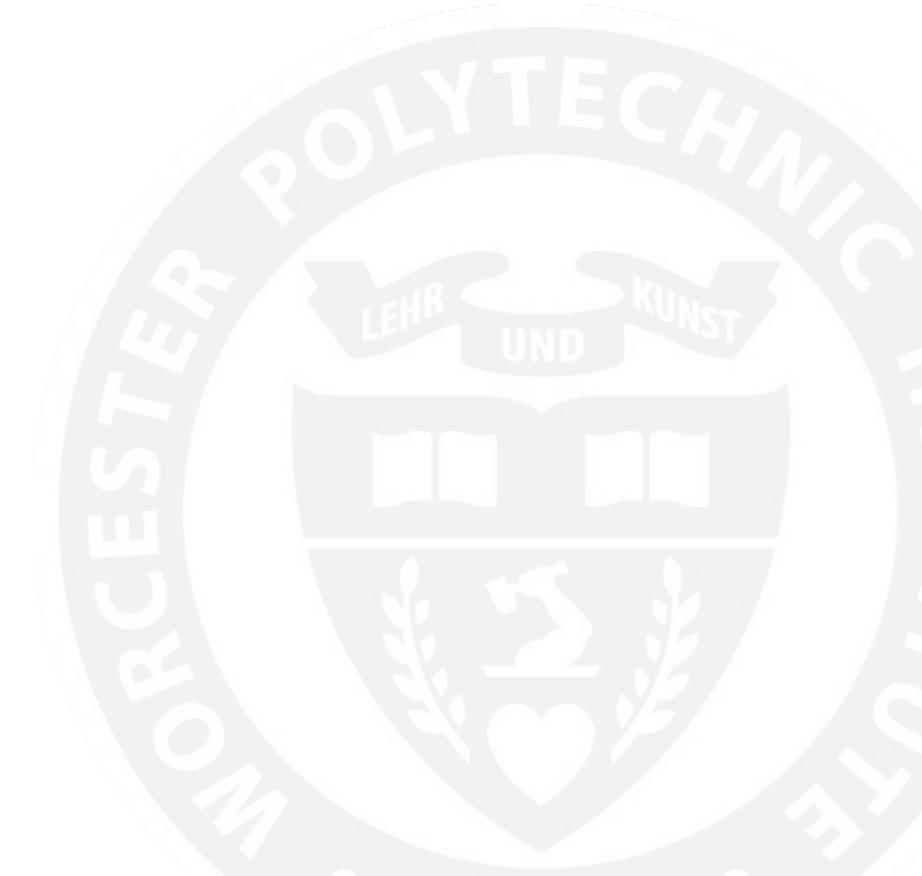
Momentum, consideration, and quality numbers are among those extremely/very/somewhat/ familiar with brand.

10/01/2023 - 12/31/2023

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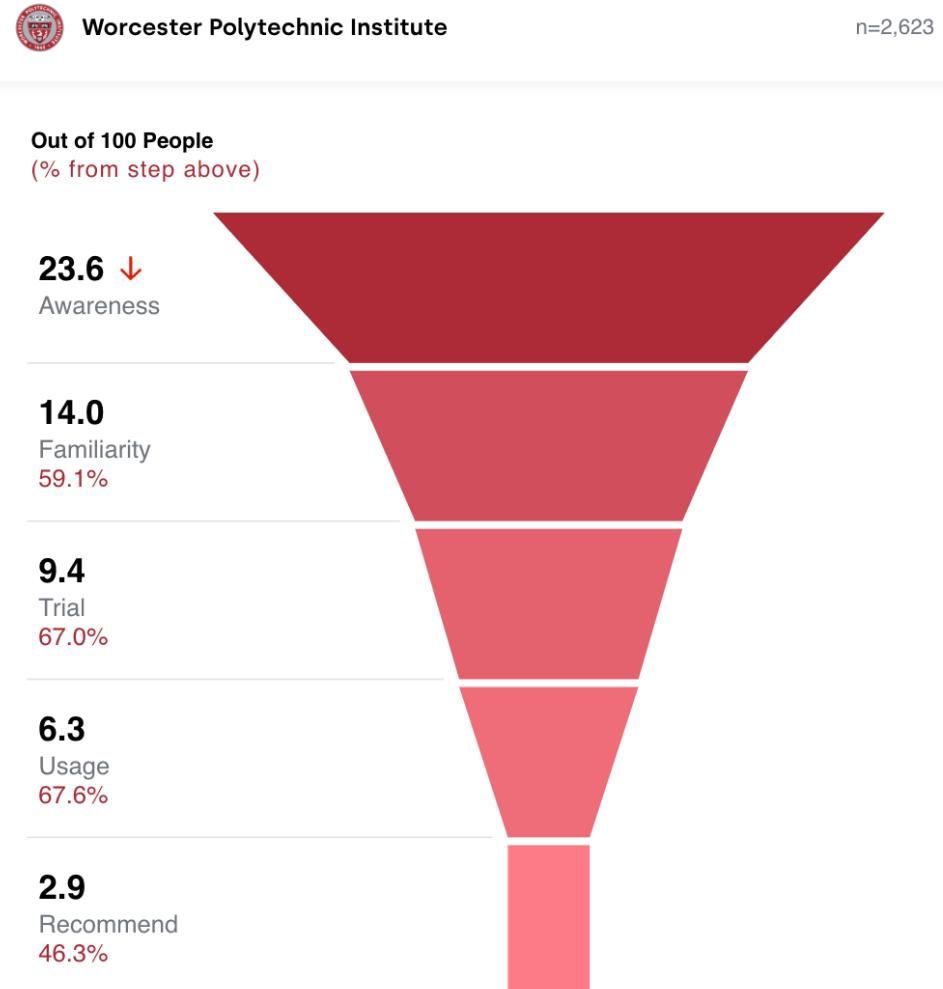
Conversion Funnel

Results Q4 2023





WPI Conversion Funnel Q4 2023



- Compared to the Q4 2022
 - +0.7 (vs Q4 2022) in Brand Awareness from 22.9 to 23.6
 - -0.6 (vs Q4 2022) in Familiarity from 14.6 to 14
 - +0.1 (vs Q4 2022) in Trial from 9.3 to 9.4
 - -0.4 (vs Q4 2022) in Usage from 6.7 to 6.3
 - Unchanged in Recommend
- Awareness experienced a significant decrease in Q4 (vs Q3 2023), meaning the percentage of respondents who have heard of the WPI decrease.

Awareness: % of respondents who have “heard” of the brand (Familiarity Scale)

Familiarity: % of respondents that know something about the brand (e.g., more than just have heard the name -- % somewhat, very, extremely familiar).

Trial: % of respondents who have ever tried the brand.

Usage: % of respondents who regularly use the brand.

Recommend: % of respondents who would recommend the brand to a friend, family member, or colleague.



WPI Conversion Funnel vs Peers in Q4 2023

- WPI fell behind competitors in all indicators, indicating challenges in acquisition, familiarity, trial, usage, and recommendation.
- Stevens and Case showed significant improvement in brand Awareness



Larger numbers (in black) represent the % out of total population;
Percentages in each color represent the conversion % from the prior metric.

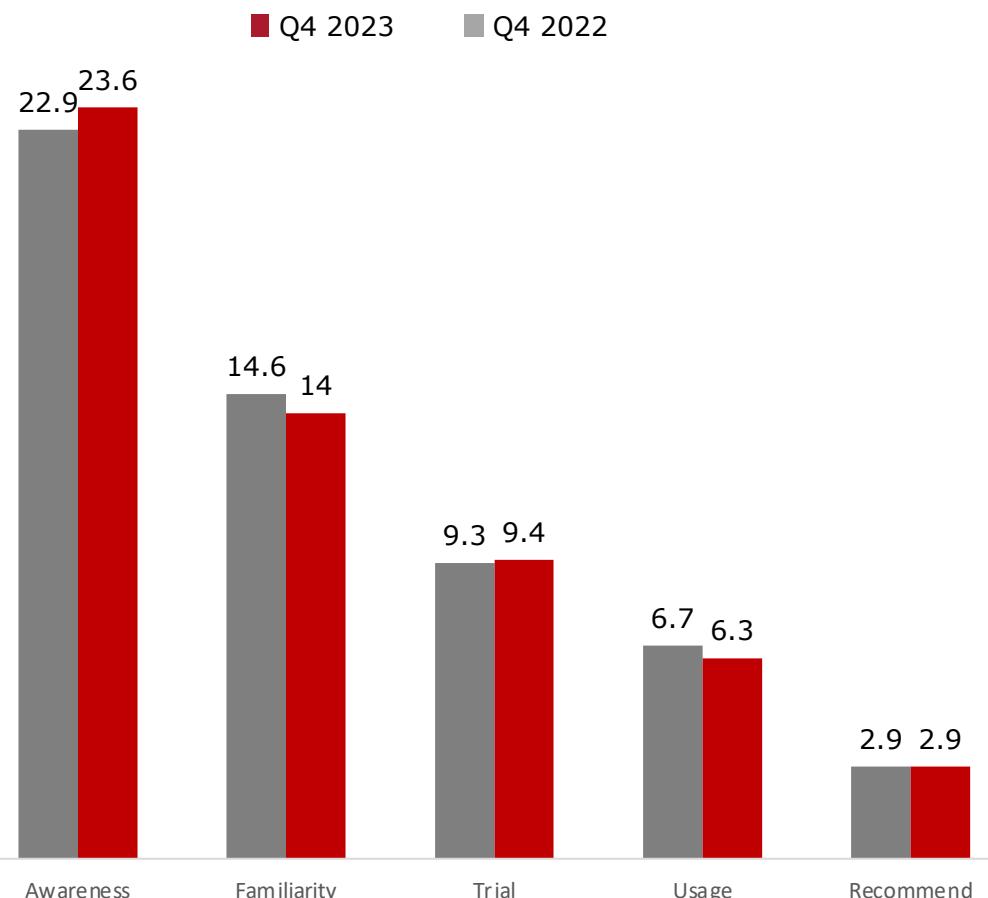
10/01/2023 - 12/31/2023

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WPI Brand Conversion Metrics Q4 2023 vs Q4 2022

Brand Conversion Metrics Change Year over Year



- Compared to the Q4 2022, Q4 2023 has only seen an increase in Brand Awareness and Trial. Familiarity and Usage have a slightly decrease in Q4
- Same recommend in Q4 2022 as in Q4 2023

Awareness: % of respondents who have “heard” of the brand (Familiarity Scale)

Familiarity: % of respondents that know something about the brand (e.g., more than just have heard the name -- % somewhat, very, extremely familiar).

Trial: % of respondents who have ever tried the brand.

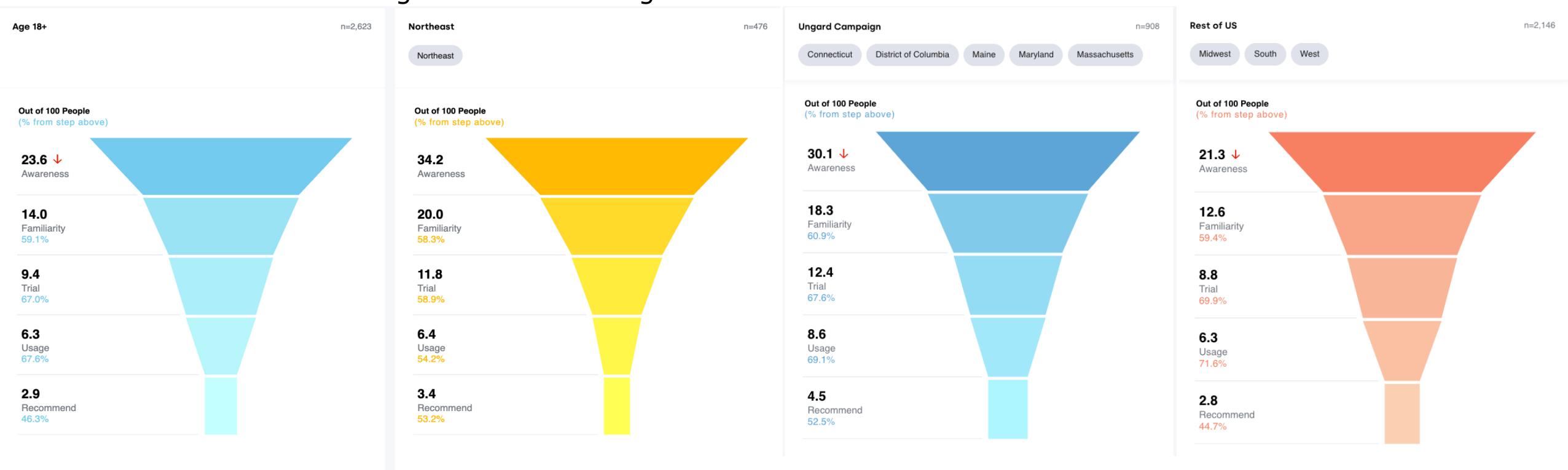
Usage: % of respondents who regularly use the brand.

Recommend: % of respondents who would recommend the brand to a friend, family member, or colleague.



WPI Conversion Funnel by Region

- Among all the metrics in the entire conversion funnel, Northeast respondents outperformed all other regions in brand awareness and familiarity
- Awareness in the Rest of US Region has a significant decrease.
- Undergrad Recruitment Region experienced a significant decline in the Awareness, and its trial, usage and recommend were higher than other regions and overall indicators.



The Conversion Funnel helps identify where across the engagement funnel a brand should focus (e.g., top of funnel, mid-funnel or bottom-of-funnel).

10/01/2023 - 12/31/2023

Worcester Polytechnic Institute

Advertising Recall

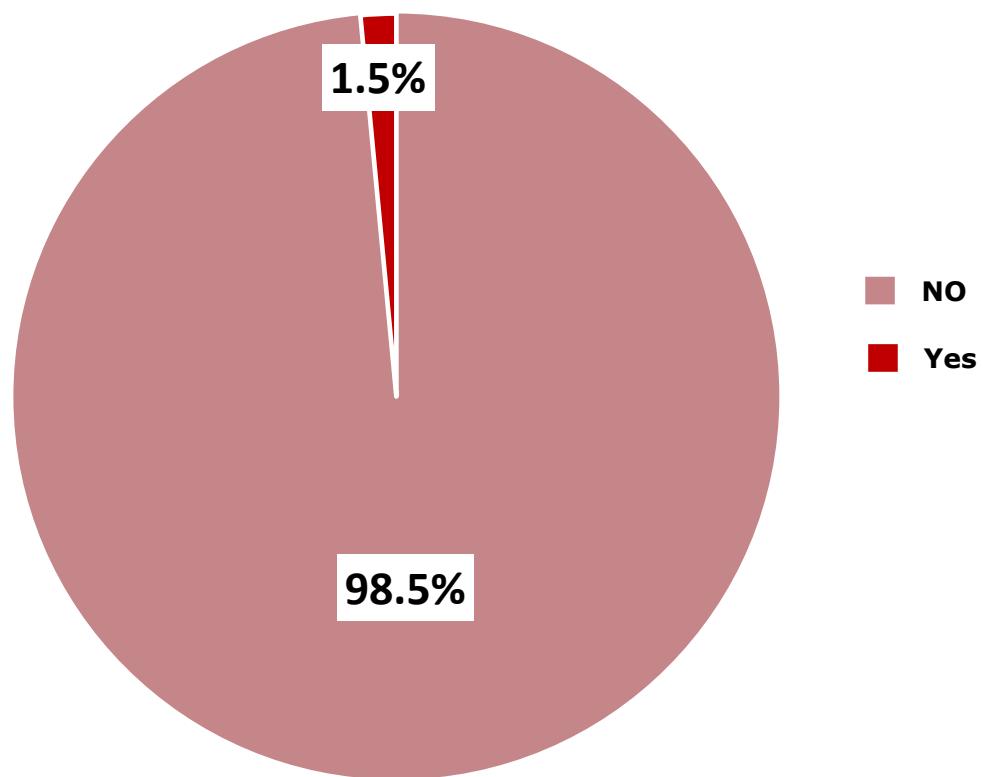
Q4 2023





WPI Advertising Recall – General Population US

In the Past 30 days, have you seen or heard advertising for WPI



- Approximately 1.5% of the General Population recalls to have seen or heard advertisement about WPI
- Advertisement can include:
 - TV/streaming video
 - Online Gaming
 - Influencer on social medium ↑
 - Print mailer
 - Social media posts
 - Radio advertising
 - Billboards
 - Etc.

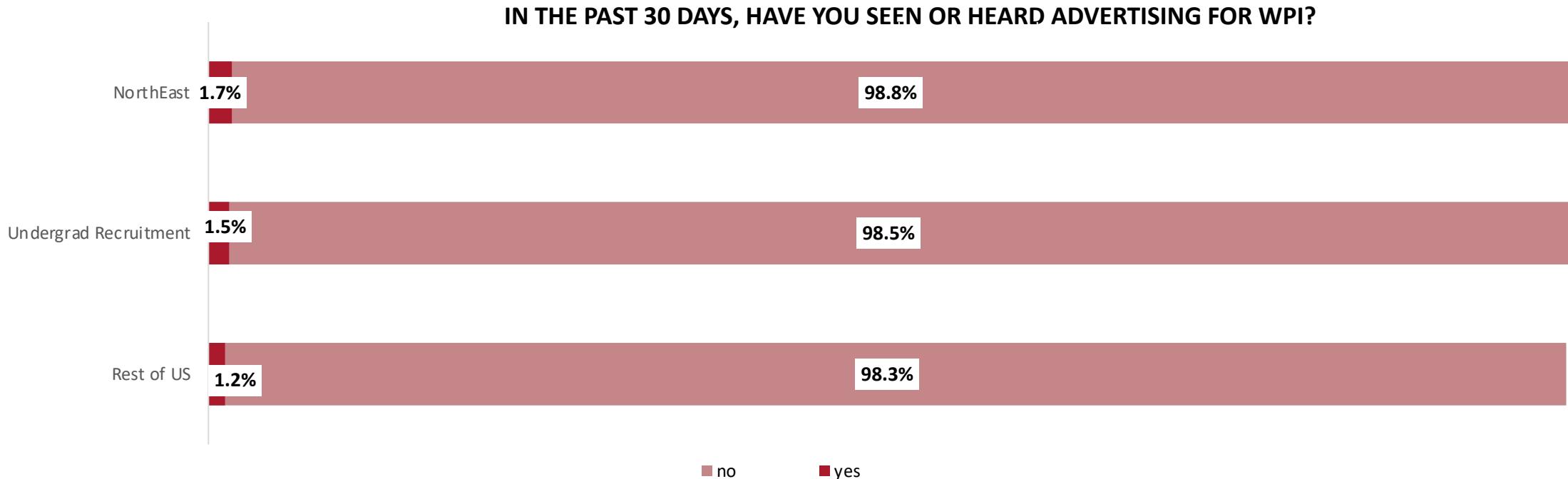
10/01/2023 - 12/31/2023

Statistically higher/lower relative to other segments/brands



WPI Advertising Recall – Northeast vs. Rest of US

- The ads recall was higher in the Northeast region. 1.7% of respondents saw or heard WPI's advertisements.



10/01/2023 - 12/31/2023

Statistically higher/lower relative to other segments/brands

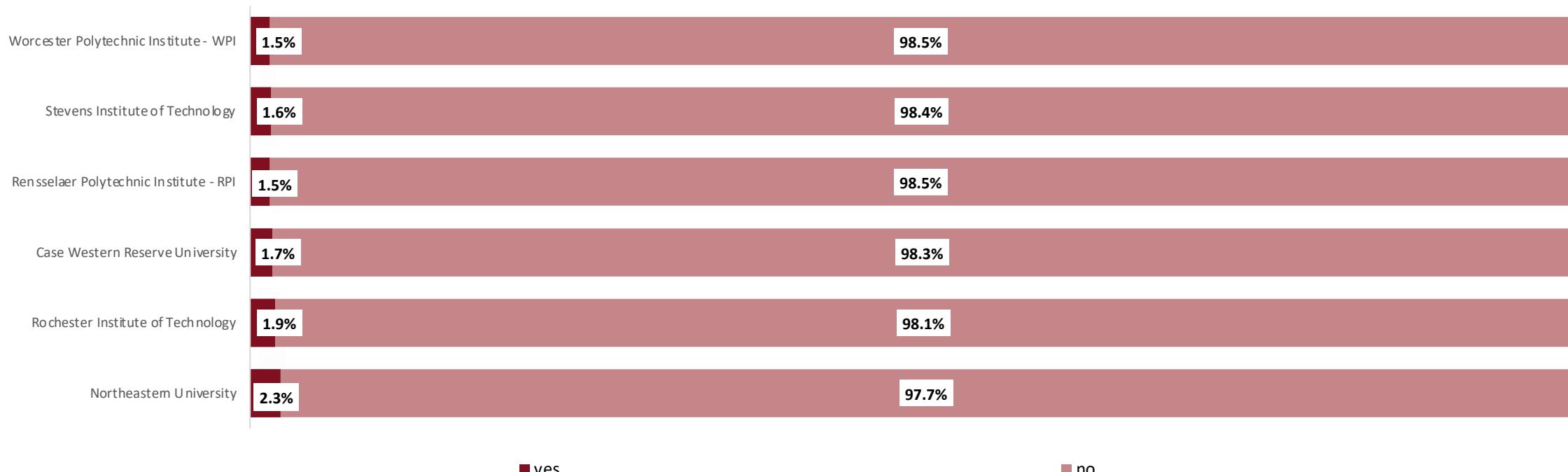
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WPI Advertising Recall vs. Peers - US

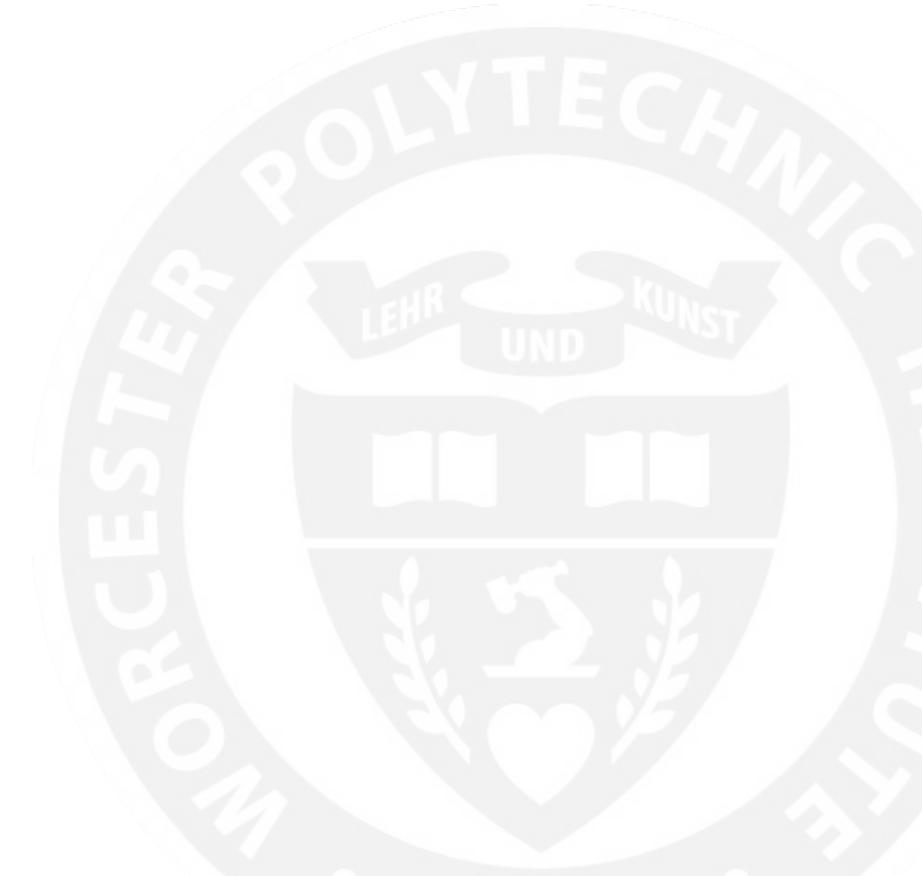
- The ad recall for WPI seemed to be lower than that of its peers.

IN THE PAST 30 DAYS, HAVE YOU SEEN OR HEARD ADVERTISING FOR ANY OF THE FOLLOWING BRANDS?



Brand Imagery / Personality

Q4 2023

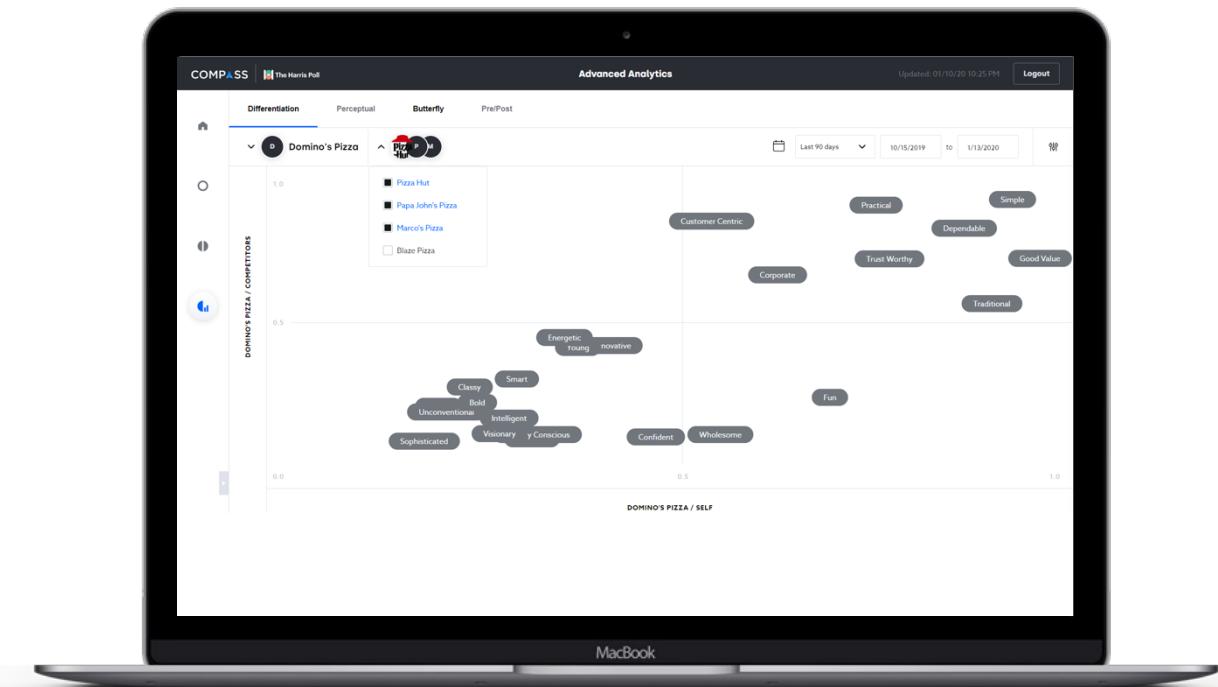




Brand imagery supports positioning and differentiation efforts

Each brand is measured on 25 imagery statements

- Corporate
- Customer-centric
- Dependable
- Fun
- Good Value
- Hip
- Innovative
- Intelligent
- Practical
- Premium
- Simple
- Socially Conscious
- Smart
- Stylish
- Traditional
- Trustworthy
- Unconventional
- Visionary
- Wholesome
- Classy
- Sophisticated
- Young
- Energetic
- Confident
- Bold



WPI seems to be centered around Stylish, Unconventional, Simple, and Good Value in Q4 2023



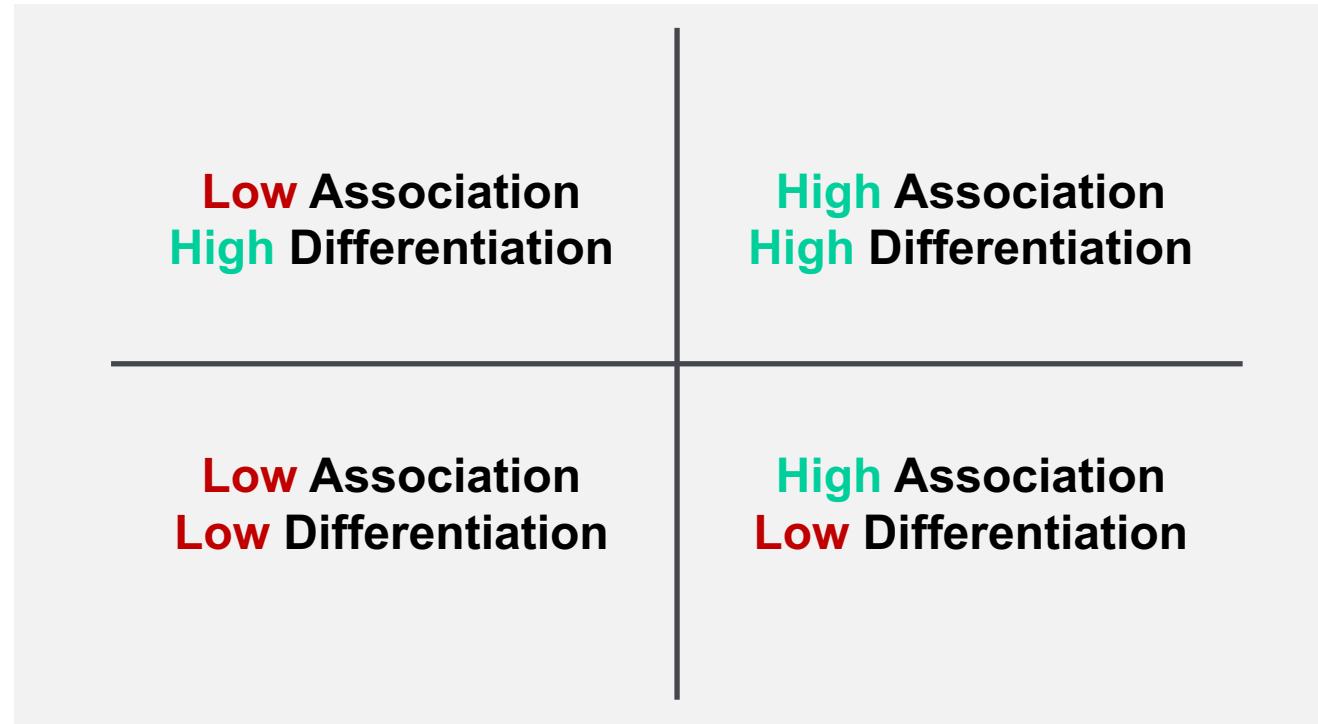


Brand Imagery: Differentiation

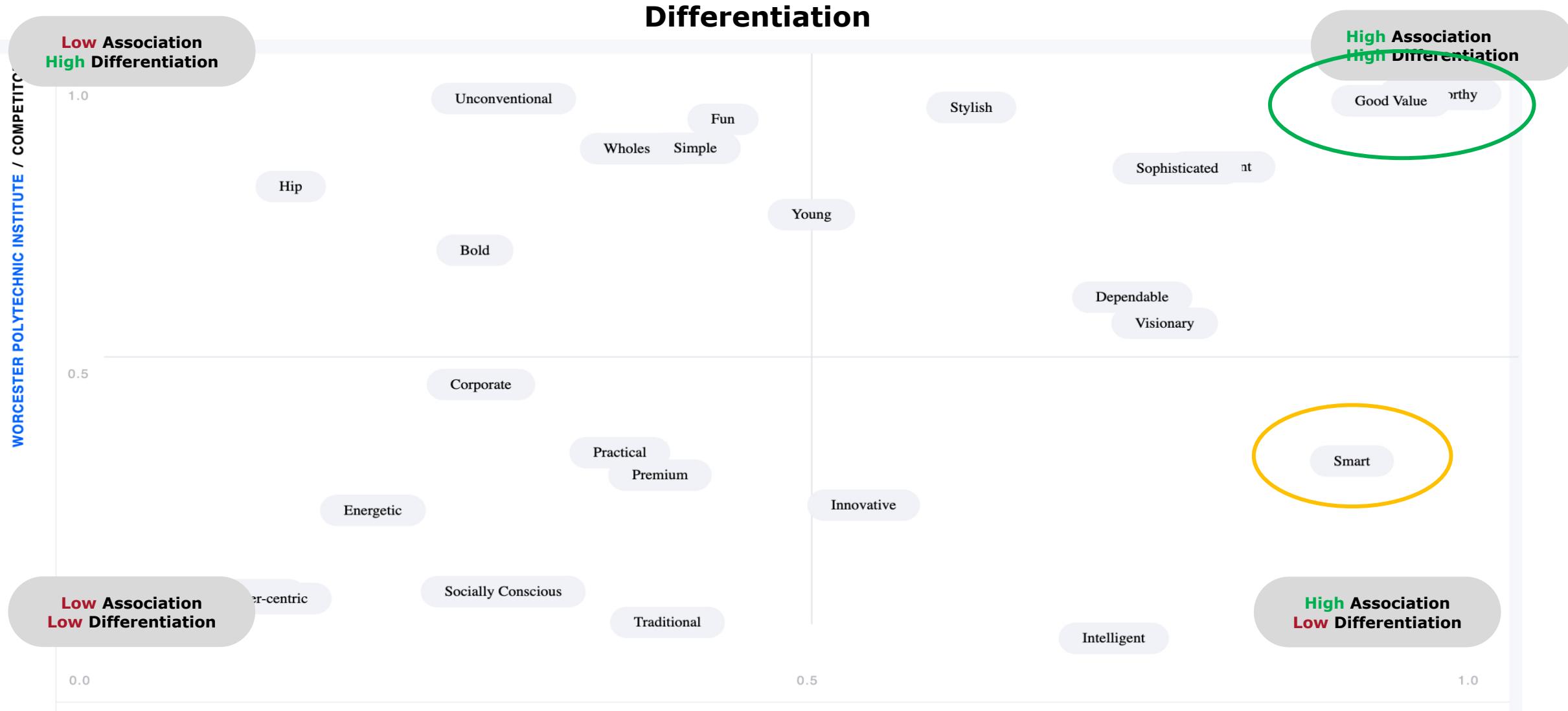
What attributes **differentiate** Brand 1 from key competitors?

- **How to Interpret:**

- Left-to-right: Brand 1's own rating/ association among those familiar with the brand
 - Attribute furthest left = **lowest association**
 - Attribute furthest right = **highest association**
- North-to-south: Brand 1's positioning vs. competitors
 - Attribute furthest south = **under-index** vs. competition
 - Attribute furthest north = **over-index** vs. competition



Good Value and Worthy showed high association and differentiation for WPI in Q4 2023



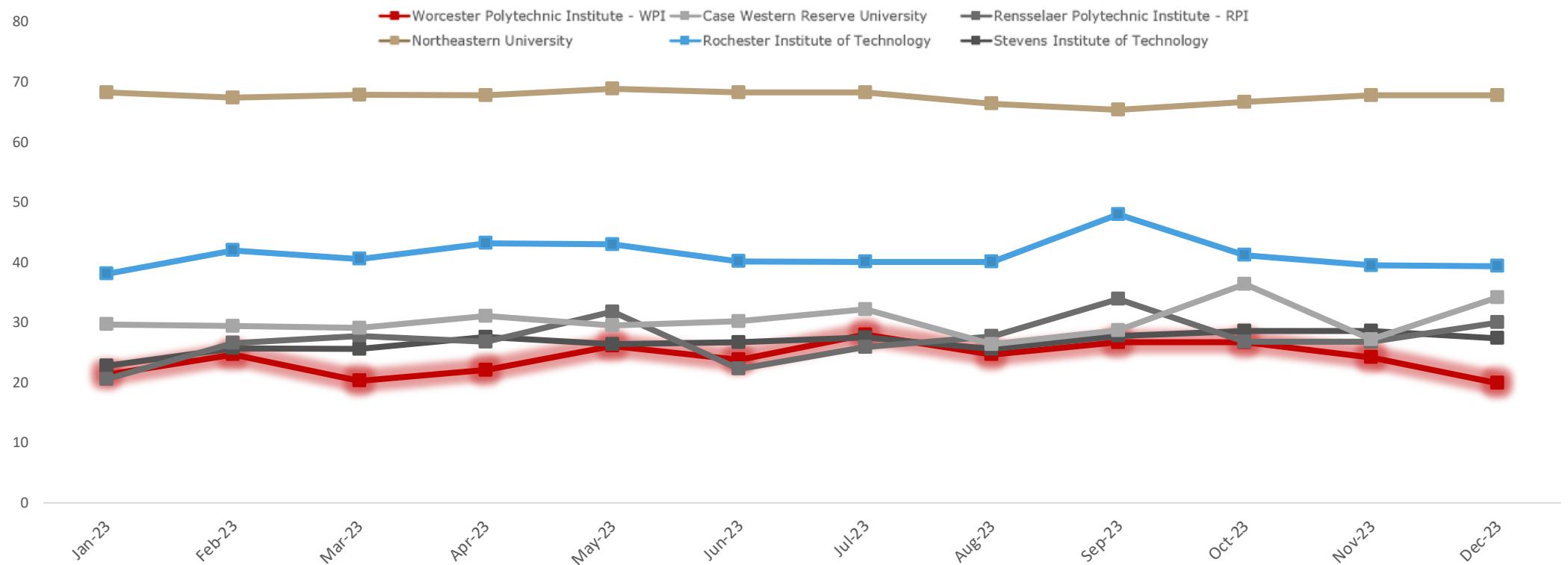
Time Series Trends

Awareness and familiarity trends over time



WPI Awareness level steady throughout year US

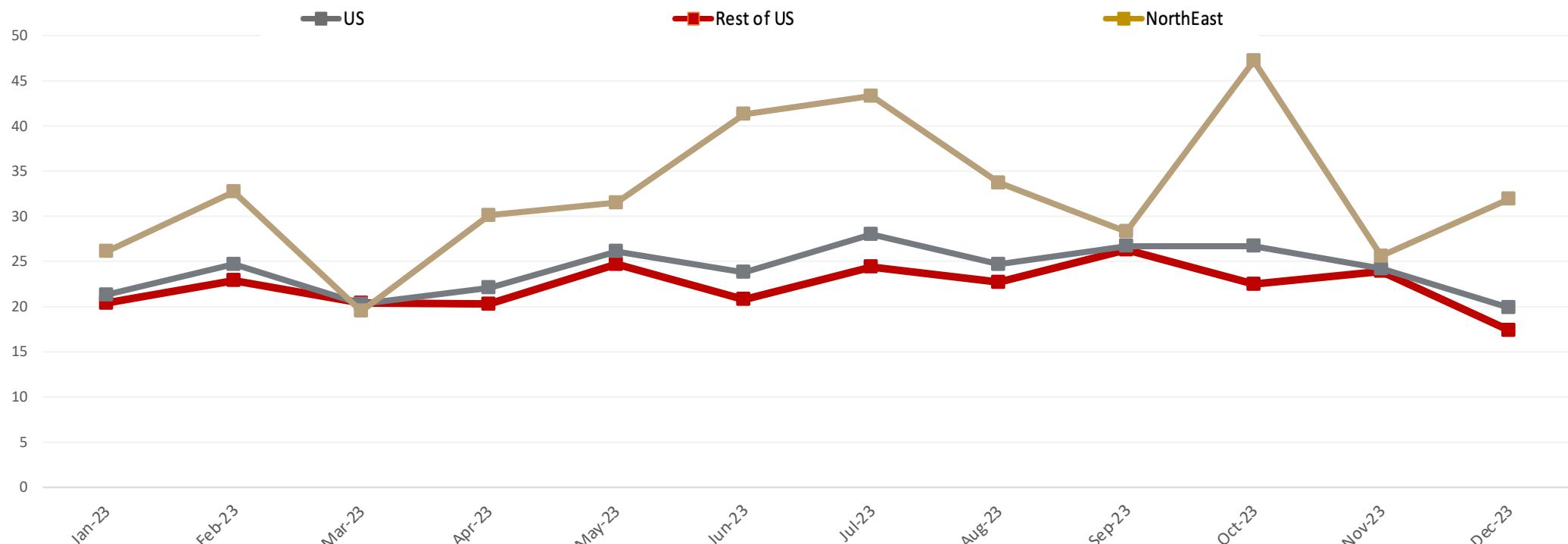
- In 2023, WPI awareness data remained relatively stable throughout the year, experiencing a noticeable surge after April but declining to lower levels in December.
- In contrast, the data for RPI exhibited significant fluctuations, possibly reflecting varying attention and changes in perception for the brand during different periods.



WPI Awareness level steady throughout year US

- The overall trend of WPI brand familiarity remained relatively stable. Only the northeast region experienced a significant fluctuations.
- Reached the annual peak in October.
- Since March, awareness rapidly increased by more than twice, then experienced a two-month decline after July, followed by a resurgence.

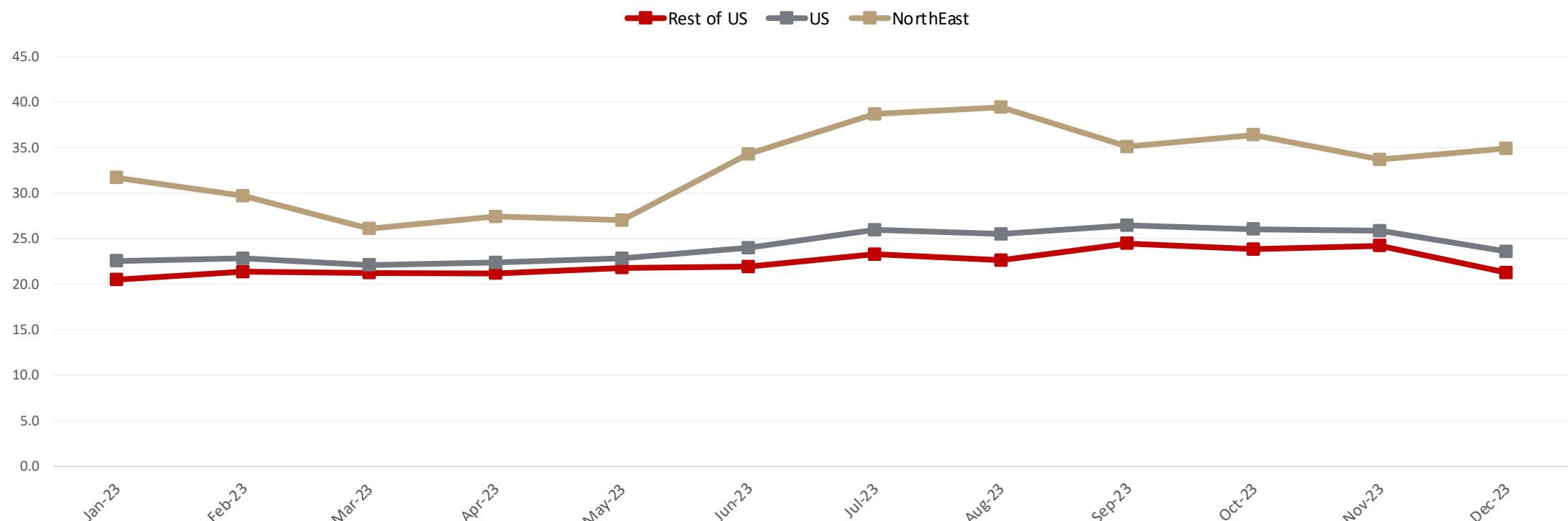
WPI Awareness by Region of the US



WPI Awareness level steady throughout year US

Before May, WPI's familiarity underwent slight fluctuations and declines, but starting from May, it experienced a prolonged and significant increase, continuing until the end of December.

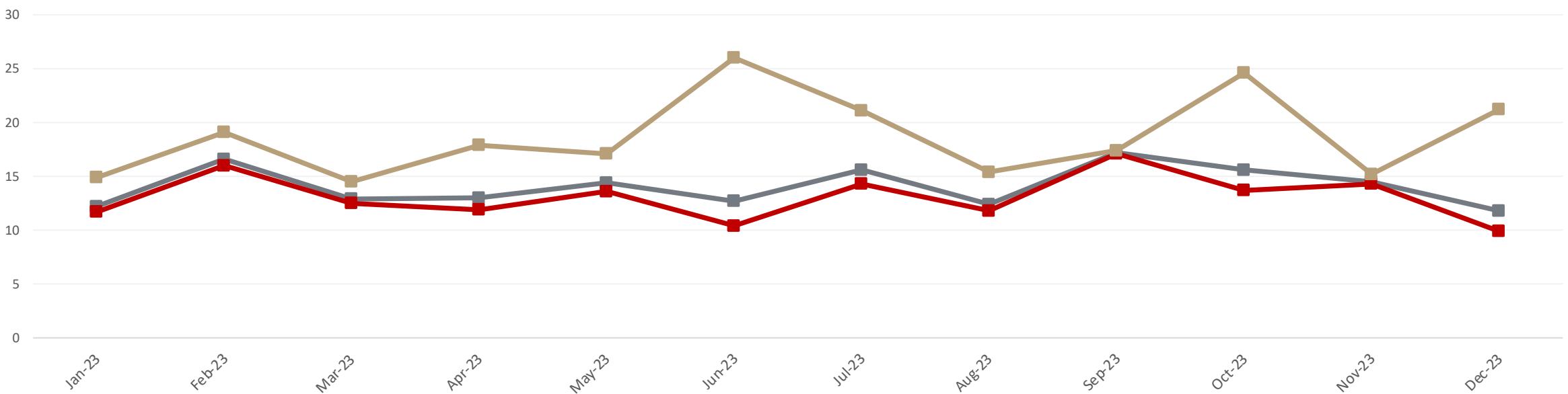
WPI Awareness Level by Region of the US



WPI familiarity level steady throughout year US

- Compared to brand awareness, the brand familiarity of WPI in the Northeast region shows considerable fluctuations.
- Peaked in June and October, signifying that, during these two periods, there was an increased level of attention to WPI in that Northeast.

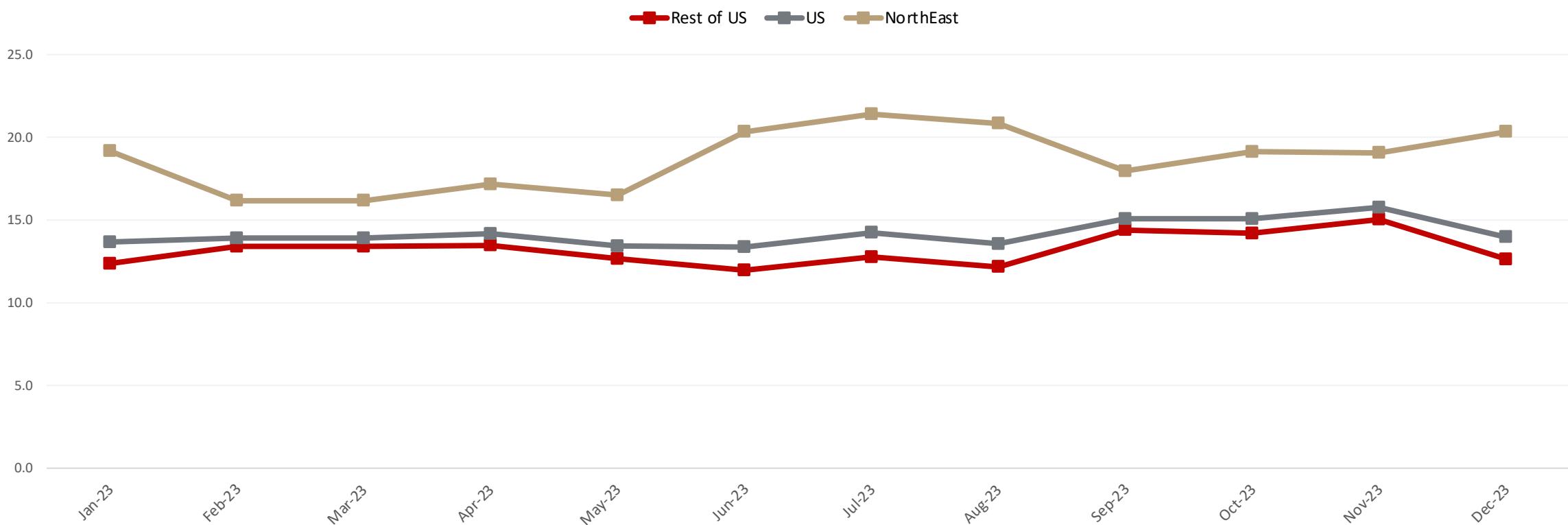
WPI Familiarity Level by Region of the US



WPI familiarity level steady throughout year US

The Northeast region still experienced significant data fluctuations, with a notable continuous increase observed after May, extending through December

WPI Familiarity Level by Region of the US



Thank you

Questions or Additional Discussion?

