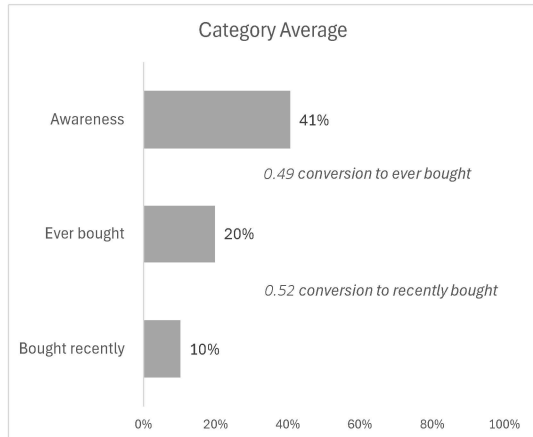
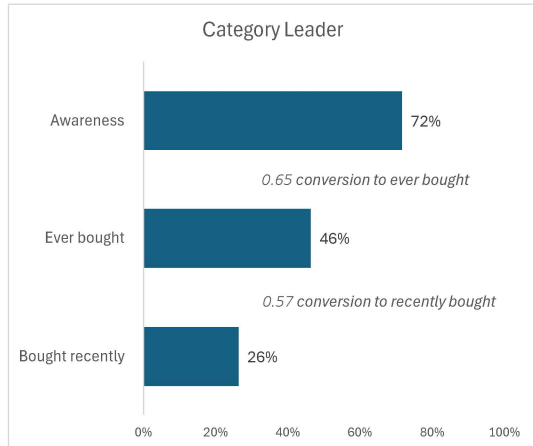
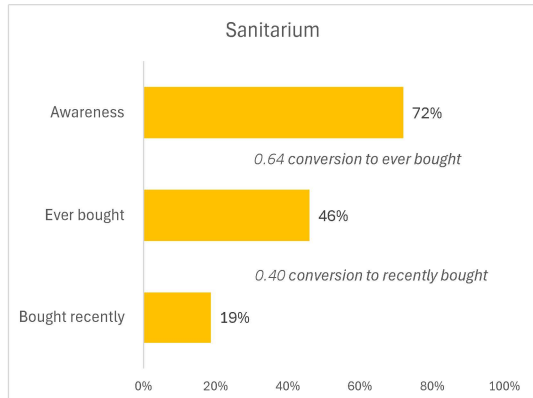




Brand Funnels



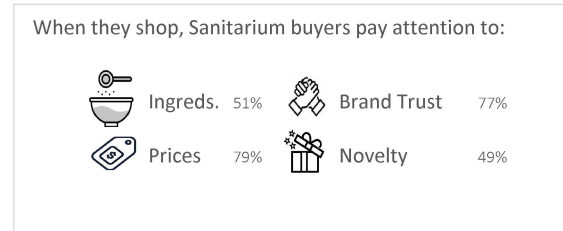
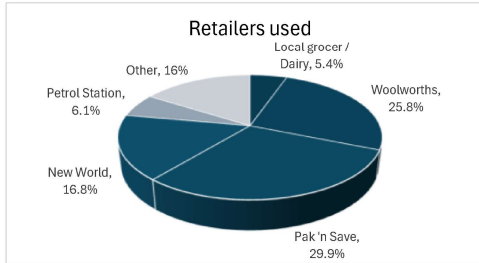
Brand Equity

Category Trial Rate	100%
Recent Usage	89%
Retention	0.89
Repertoire size	1.4 brands

Brand Equities

Sanitarium	6.9
Categ. Leader	8.6
Categ. Avg.	6.4

Shopping Behaviour



Perceptions of Brands (among those aware)

