
PROJECT SUMMARY

The **Pitch Top 50 brands 2015** is an annual property of Pitch magazine now in its 5th year. The work was a **12 week project** done from **May – July 2015**.

Traverse worked as the exclusive knowledge partners on the ranking survey.

Brand surveys around the world have been mostly uniform in terms of their approach – using essentially the same processes and same parameters – albeit using different names.

Our objective was to identify the best brands in the country and also expand on the work being done in area of brand ranking worldwide so as to set new standards.

The brands will be felicitated at an event held on **13 August 2015** at Leela Gurgaon; and the research work will be the cover story of the **August 2015** issue of Pitch magazine.

OVERALL METHODOLOGY AND BACKGROUND

ELIGIBILITY CRITERIA

All brands operating in India were considered eligible for the survey – except for some categories where they were other specific prerequisites (such as years of operation).

RESEARCH PERIOD

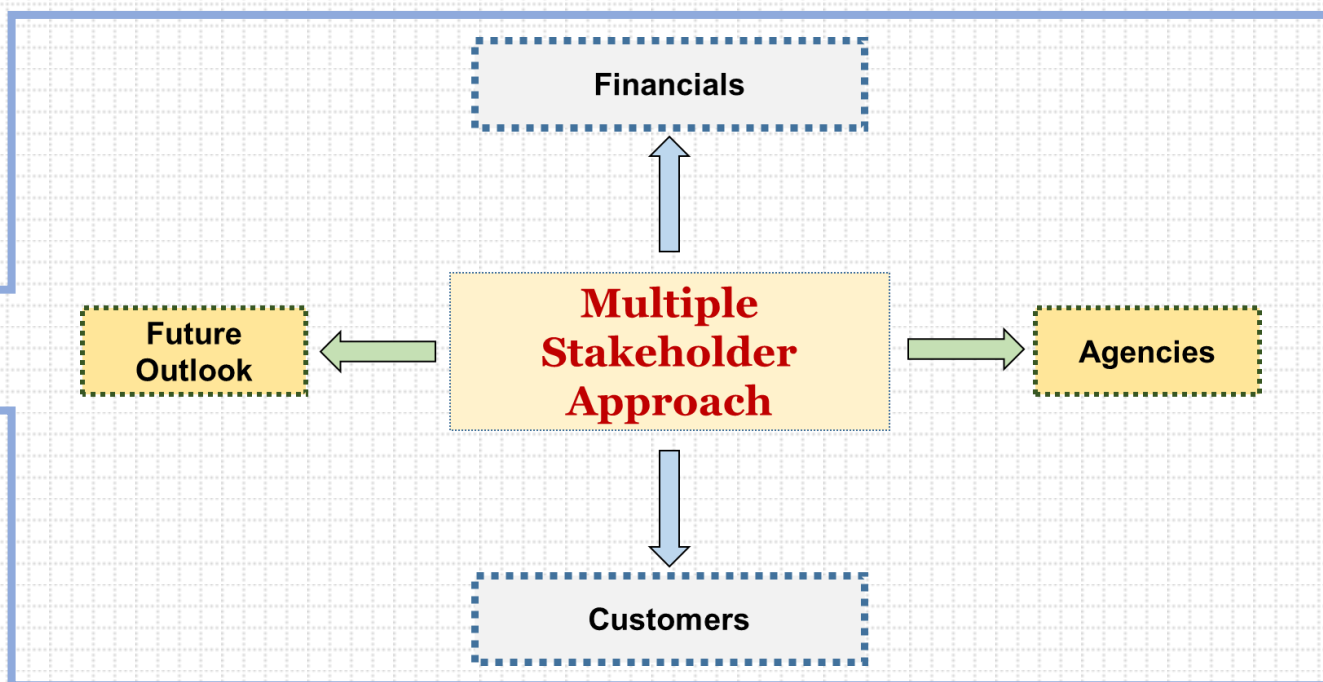
The research period was May 2014 – April 2015.

CATEGORIES

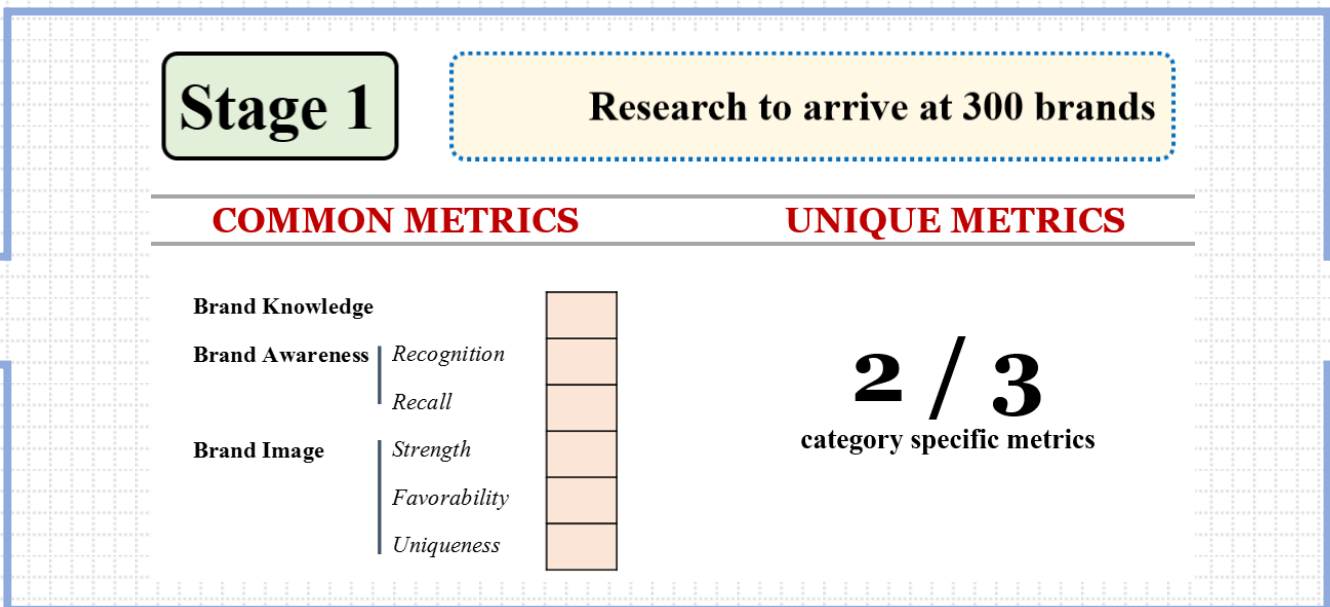
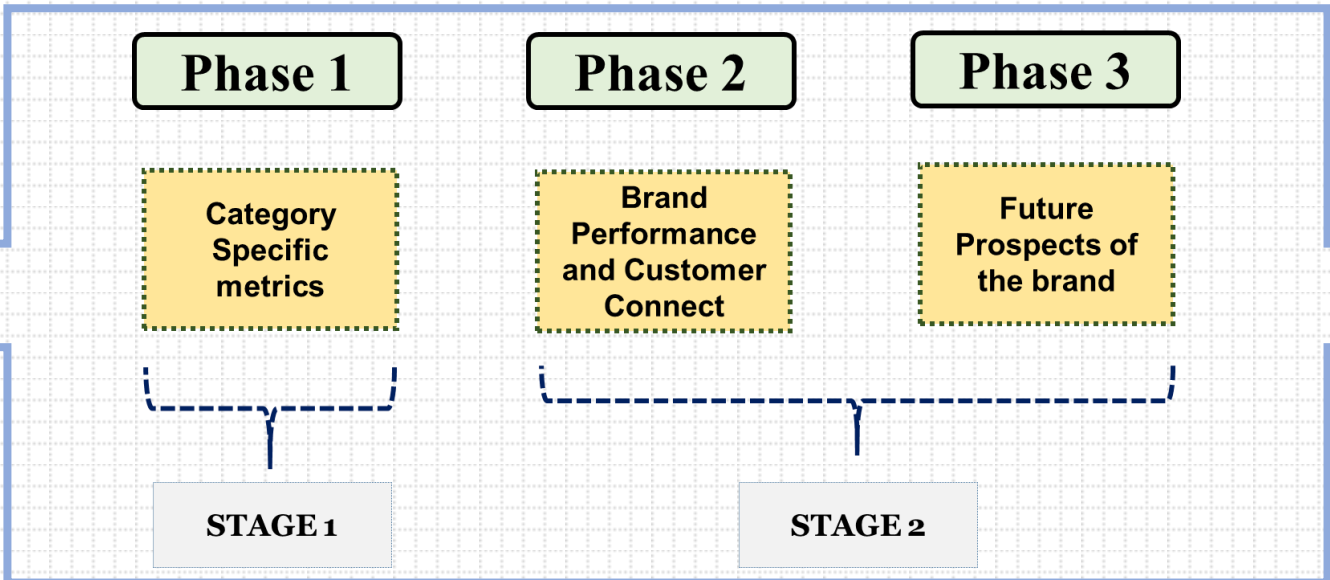
We revisited the categories from last year, and made necessary changes where required, and also redefined all categories and established the evaluation metrics.

ORIGINAL (FROM 2014)	NEW - SUGGESTED	CHANGE	REMARK
SOCIAL CONTRIBUTORS	SOCIAL CONTRIBUTORS		NO CHANGE
IMPACTFUL DEBUTS	IMPACTFUL DEBUTS		
EVERGREENS	EVERGREENS		
GLOBETROTTERS	GLOBETROTTERS		
RESURGENTS	RESURGENTS		
BOTTOM OF THE PYRAMID	BOTTOM OF THE PYRAMID		
MASTER CONNECTORS	MASTER CONNECTORS		
TECHNOCATS	DIGITAL STRATEGISTS	NAME CHANGED	<i>The definition remains intact.</i> We wanted to replace TechnoCats with a more professional looking name.
INNOVATORS	DISRUPTORS	NAME CHANGED	<i>Again an amendment rather a replacement.</i> Innovation in some capacity being a part of several other categories - we wanted not merely innovation (which is a norm) but something that truly disrupted the market.
	AFFLUENT	NEW	With takers for luxury brands increasing manifold, we felt a category focusing on luxury brands also warranted a mention.
NEWSMAKERS		REMOVED	All brands across other categories have been newsmakers in their own right. Keeping a specific category seemed unnecessary.

OUR APPROACH



PHASES OF RESEARCH



SOURCES OF DATA FOR RESEARCH

SECONDARY SOURCES



PRIMARY SURVEY

City	Evergreens SEC – A1 / A2 (50%), B1 / B2 (50%)	Bottom of the Pyramid SEC A – 20%, B – 20%, C – E – 60%	Affluent SEC – A1
Delhi NCR	100	100	125
Mumbai	100	100	125
Bangalore	100	100	125
Hyderabad	100	100	125
Chandigarh	100	100	50
Ahmedabad	100	100	50

THE TEAM

This report was prepared by Traverse, in the capacity of knowledge partner for exchange4media and Pitch magazine, by the following people:

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