

# STREAMLIGHT

Map *your* brand

Brand building technology has evolved exponentially in the last twenty years. Brands stream in real-time, in a media mix ranging from emergent digital platforms to traditional media.

But the way brands are tracked hasn't kept pace. Advances in behavioural science and technology have largely been ignored by research companies.

TRA

Streamlight is  
a brand tracker  
for the *future*.

It reflects the truth of how brands are formed in peoples' minds and delivers real-time insight to support powerful business decisions.

*Streamlight combines human and machine. Cutting edge technology combines with evidence-based brand and communications effectiveness frameworks, providing the real time insights required to grow your brand.*

Streamlight offers these insights at your fingertips.



C H ● R U S



TAB



## About TRA

**We are experts  
in the brand  
tracking space**

TRA runs brand tracking programmes across Australia and New Zealand, with decades of global experience across the team. We have a clear point of view on what brand tracking needs to be; real-time and actionable. And our award-winning innovation programme is focused on developing tracking solutions that achieve this.

We apply this innovation mindset to businesses of all sizes, ranging from the most complex solutions for major enterprises, through to our SaaS tracker, Tracksuit, for small businesses.

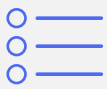
Streamlight brings together the rigour of our enterprise thinking and frameworks, with the immediacy and shareability of our SaaS product.

# STREAMLIGHT

## Map *your* brand

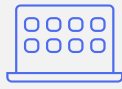
TRA

Your brand exists in real-time. So should your brand insights.



### Real-time tech

Digital news and social media data are integrated in real-time to give context to brand metrics



### Always on, always up to date

Always on surveying delivers the right insight to the right user, the day they're needed.



### An innovative app

Explore your data, manage your programme and surface insight in Streamlight's beautiful, always on app.



### Easily share with stakeholders

Set up EDM, Slack or Teams alerts to inform and engage stakeholders and share your results.

Customers are people. Tracking should help you understand their behaviour.

With Streamlight, access TRA's brand thinking, frameworks and expert team.



### Understand mental availability around your brand

Representing the best of international thinking, the Brand Edge framework provides direction on how to build mental availability.



### Understand the cultural context and sentiment around your brand

Real-time digital and social listening to give context to your tracking, analysing over 6.4m pieces of digital content and over 50m public Facebook posts for sentiment and emotion data.



### Understand where you are on the effectiveness ladder

Diagnostics drawn from a meta-analysis of thousands of campaigns that define the media and creative elements that drive marketing effectiveness.



### Human expertise

Your real-time brand tracking is enriched by six-monthly strategic reviews from TRA's expert team of consultants to provide direction and deep insight.

Customise your Streamlight solution to fit your needs.

Talk to our team about how we can build the right Streamlight solution for your business.

[hello@theresearchagency.com](mailto:hello@theresearchagency.com)

[theresearchagency.com](https://theresearchagency.com)