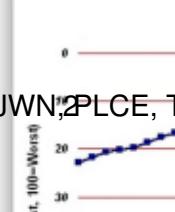
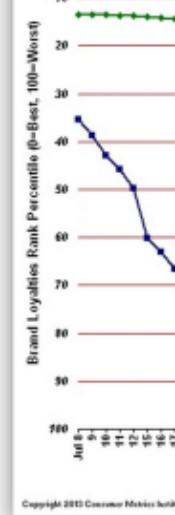
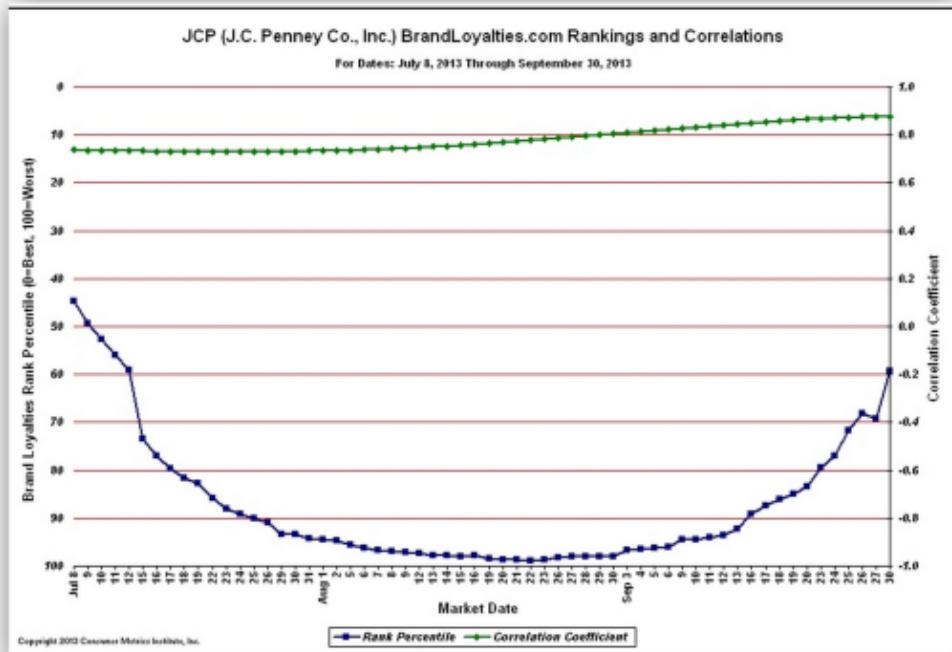
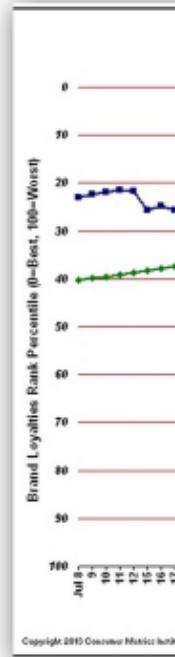
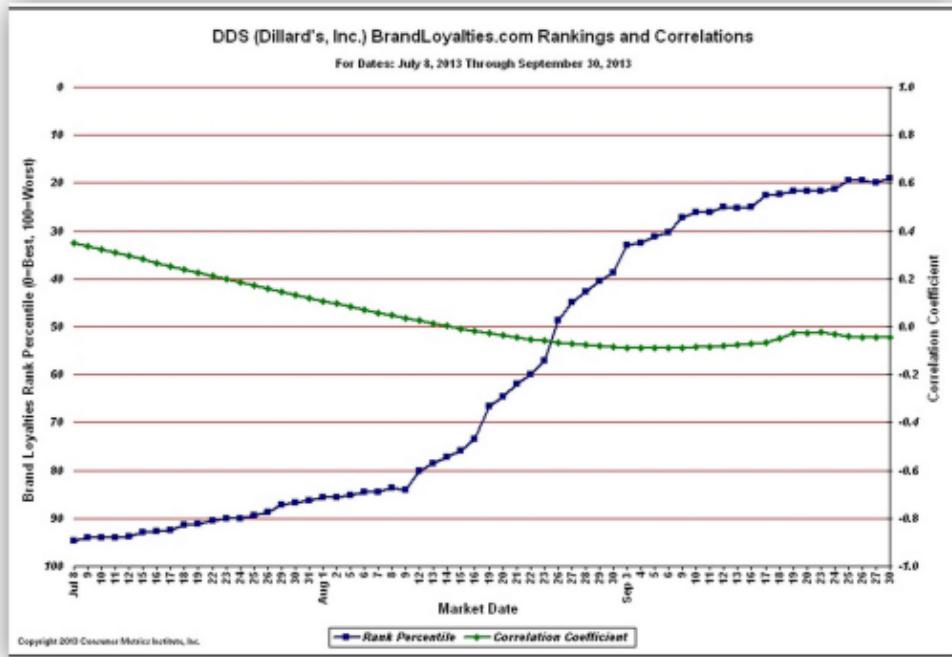


BrandLoyalties.com Special Commentary

12/03/13: Black Friday and Cyber Monday Winners and Losers? Choosing among DDS, JCP, JWN, PLCE, TGT and TJX

(Web page version is [here](#))

At the end of September the daily [BrandLoyalties.com](#) charts for Dillard's, Inc. (**DDS**), J.C. Penney Co., Inc. (**JCP**), Target Corp. (**TGT**), and The TJX Cos., Inc. (**TJX**) looked like the following:



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(Click [here](#) for best resolution)

But by December 2nd **two of them** had clearly won the attention of consumers, **changing the above charts drastically**. The [BrandLoyalties.com](#) universe of tracked equities. This kind of movement for the brand names of an equity has typically been driven by positive news, such as new product launches and/or good earnings reports. In fact, historically, holding a portfolio of only the top 10% ranked equities in the [BrandLoyalties.com](#) universe has delivered significant cumulative annualized alpha.

Perhaps equally important is the fact that consumer loyalty to the brand names of **three of the equities shown above** dropping as far as the bottom 5% of the [BrandLoyalties.com](#) rankings. Understanding which retailers are having trouble with their brands is critical to developing a successful risk mitigation strategy during the softer spans of a market cycle.

Would you like to see which of the above were the Black Friday and Cyber Monday winners and losers? Or would you like to see how things are playing out in "real time"? Just reply to this e-mail for updated charts or to request a quick demo presentation or trial.

How Does [BrandLoyalties.com](#) Track and Rank Brand Loyalties?

BrandLoyalties.com is a unique quantitative research provider to institutional investors that uses online consumer-tracked brand loyalty. They track over 100 million daily online consumer choices and identify which equities are likely to be strong brands. The key criteria for coverage include a significant online presence for the brand names of those equities (called on-line brand name citations and consequential revenue for the corporation (referred to as the "signal relevance" for the stock).

BrandLoyalties.com uses a proprietary algorithm to determine the velocity of change in consumer brand loyalty. The results derived from this analysis are generated well before earnings announcements and generally before guidance is provided. The results are generated from the online data and subsequent price movement in the stock. The 'best fit' lag times are also provided to assist in investment decisions.

The firm provides institutional subscribers with their unique proprietary metrics. This data helps investors easily identify stocks that are likely to outperform. Subscribers may also choose to opt-in for daily email alerts which highlight the equities exhibiting the most significant trends. With the ability to track both individual stocks and entire sectors, users can maintain brand loyalty, users may also mitigate risk in existing portfolios by monitoring or avoiding stocks which display fading momentum.

How Have BrandLoyalties.com Signals Performed?

A simple long-only "proof-of-concept" portfolio consisting solely of the top 10% of these 500+ ranked stocks would as compared to the S&P 500's 5.1%. (Results from roughly 1,730 one-year Monte Carlo portfolio simulations covering only brand loyalty rankings, then equally-weighted and reallocated when composition of the top 10% changes.)

It is highly likely that actual [BrandLoyalties.com](#) clients have experienced even greater alpha when they overlaid their brand loyalty metrics used in the proof-of-concept portfolios.