

## CASE STUDY – BRAND HEALTH CHECK: MONITORING BRAND POSITION

### BUSINESS CHALLENGE

Understanding the strength of the brand by monitoring the position of the brand within the competitive field.

### RESULTS

The brand test set up allows the client to conduct multiple measurements throughout the year, to monitor the brand positioning in a more continuous way (brand health). The results show the development of a brand compared to the main competitors and uncovers unique image drivers that can be used in future communication. Monitoring the position of the brand also shows the client if previous communication efforts have had an influence on the brand funnel.

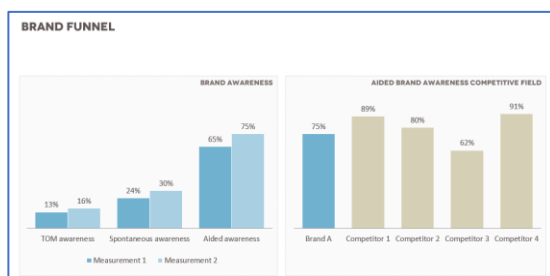


Figure 1: Development awareness

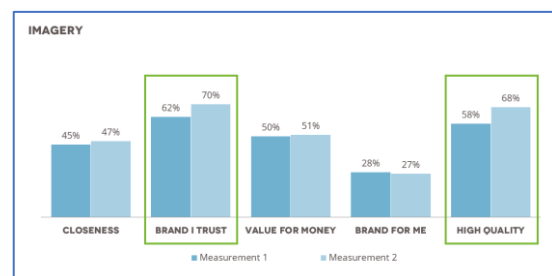


Figure 2: Main image statements

### KEY TAKE OUT

The results after two measurements provided the client with a deeper understanding of their brand positioning and uncovered clear focus areas to improve the brand funnel, through a stronger awareness communication focus on the unique image drivers of the brand.