## CASE STUDY - BRAND HEALTH CHECK: UNDERSTANDING BRAND POSITION

## **BUSINESS CHALLENGE**

Understanding the positioning of the brand within the competitive field.

## RESULTS

The brand test allowed the client to get a better understanding of their brand positioning, taking into account their most important competitors without having to reserve a big research budget. The study immediately showed the key focus areas – brand awareness was on par with competitors, but the conversion to consideration lagged behind. The evaluation on imagery showed were the brand was outperformed by the main competitors.

RAND A	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
85%	89%	76%	83%
40% 47%	55% 62%	47% 62%	50% 60%
19%	30%	28%	26%
	85% 40% 47%	85% 89% 40% 47% 55% 62%	85% 89% 76% an 40% 77% 55% an 47% an

Figure 1: Brand funnel against competition

IMAGERY						
	BRAND A	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3		
TRUSTWORTHY	71	141	101	109		
VALUE FOR MONEY	80	105	99	121		
OPENNESS	90	99	150	112		
HONEST	75	135	101	95		
BRAND FOR ME	88	99	115	144		

Figure 2: Image against competition

## **KEY TAKE OUT**

The results provided the client with a deeper understanding of their brand positioning and uncovered clear focus areas to improve brand consideration.

easy2survey is the automated research engine of the DVJ Research Group and is based in the UK and The Netherlands. easy2survey is certified for the highest quality ISO standards for market research (ISO20252) and panel management (ISO26362). The DVJ Research Group has been awarded best market and analytics bureau of the year.