

## CASE STUDY - BRAND HEALTH CHECK: CONSISTENCY IN MEASURING BRAND POSITIONING

### BUSINESS CHALLENGE

Understanding the global strength of the brand by conducting a brand test in multiple countries, to ensure consistency in measurements and comparable results between different markets.

### RESULTS

The brand test setup is standardized to enable comparison between different markets. The client therefore conducted a brand test in 10 countries, to get a deeper understanding of the brand position and to uncover differences in brand strength and imagery between markets.

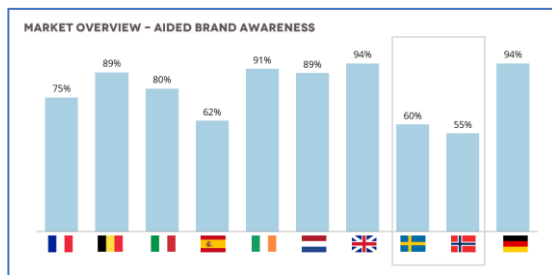


Figure 1: Brand awareness - market overview

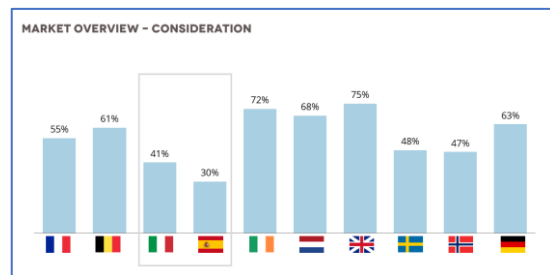


Figure 2: Brand consideration - market overview

### KEY TAKE OUT

The results showed the client clear focus points for each market, ranging from improving brand awareness in the Scandinavian markets to improving brand consideration in Southern Europe.