

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.

	BRAND A	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
BRAND AWARENESS	85%	89%	76%	83%
CONSIDERATION	40% <i>↓47%</i>	55% <i>↓62%</i>	47% <i>↓62%</i>	50% <i>↓60%</i>
PREFERENCE	19%	30%	28%	26%

Figure 1: Brand funnel against competition

	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.