



Grow brand value using reliable feedback from customers, analysis of their perceptions of your brands, mapping of competitive positioning, identification of market drivers and brand stretch assessment

Brand research that empowers you to:

Manage your brand with feedback-led and informed decisions

Maximise your brand's value by focusing on its real differentiators

Re-position your brand to increase competitiveness

Predict more accurately for your brand's future



Business Issues

- How are your brands perceived?
- How are they competitively positioned?
- Are your differentiators valued by your customers or prospects?
- How will new products or services impact your brand and be perceived?
- Can you attach a value to your brand?

KnowledgePartners can help by

- Evaluating the perceived brand personality in terms of its image, values and associations
- Measuring brand value through brand awareness, loyalty levels, perceived image and differentiator evaluation
- Identifying competitive positioning
- Determining the underlying market drivers for customer behaviour, values and perception
- Evaluating the potential impact of brand stretching products and services on main corporate brand

Bottom Line Impact

- Achieve a greater understanding of the elements that make up your brand value, customer values and what really differentiates you from competition
- Increase your brand value and competitive position by focusing on the attributes that your customers and prospects value the most
- Increase your brand stretch success rate by understanding the brand impact and market acceptance levels
- Reduce the risk in managing brands by making more accurate predictions from an understanding of what drives your customer and brand value

Deliverables

- **Brand equity analysis:** reporting on brand personality, awareness, loyalty, perception and competitive positioning
- **Brand stretch feasibility report:** evaluating competitive impact and existing brand value impact
- **Positioning report:** evaluating differentiation, brand switching propensity and customer values
- **Market models:** outlining the major drivers for your brand value

Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

- Brand-Insight
- Reputation-Insight
- Consumer-Insight
- Segment-Insight
- Product-Insight
- Service-Insight
- Market-Insight
- Ad-Insight
- Campaign-Insight
- Sector-Insight
- Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

For an online demonstration contact our research team on:
t: +44 (0)1539 444 555
e: enquires@knowledge-partners.com

Is time of the essence?

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: www.knowledge-partners.com/contactus.html

Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.

