



Case Study

Brand Health Tracking

Merging two successful brands into one and tracking subsequent brand performance

The Challenge

A leading supplier of door hardware and entrance systems and a major player in access and security solutions merged to create a new organisation. The merger brought together two long-established and globally successful suppliers with complementary product and service offerings across multiple markets and industry sectors. Key to the success of the merger was the launch of a new combined brand - designed to build on the strengths of the existing brands, create an opportunity to showcase the wider portfolio of solutions available and develop an offer that addressed the needs of the market. As such, our client wanted to support the new brand's development by understanding the competitive position of the existing brands and setting a benchmark measurement against which brand development could be tracked over time. The research needed to be robust enough to use a base for brand development and to set KPIs whilst providing coverage across key markets and industry sectors.

The Solution

A quantitative approach combining telephone and online interviews was used to effectively and efficiently reach current customers (online) as well as a broader sample of potential customers from market lists (telephone) across a multitude of different markets. In each market, broad quotas were set to ensure a spread by industry sector and product type. The research addressed awareness and usage of current suppliers across relevant product categories and then measured brand performance on a series of high-level metrics such as NPS and overall satisfaction before looking at more detailed associations with a series of brand attributes. A small number of open questions were included at key points to provide additional feedback and insight on areas of particular interest e.g. conversion from usage to main supplier, reasons for non-consideration etc.



The Insight

Research findings were reported at the overall level to provide a clear view of brand performance and highlight areas of focus before being further analysed at country-level to ensure local teams had access to data that could be used to drive actions and identify key areas to address. As well as setting benchmark scores for brand performance, the research also looked at factors that have the greatest impact on brand and drive consideration to ensure that efforts and resources could be directed to the areas that provide the greatest overall benefit. Using the results, our client was able to identify key brand strengths and areas of focus and subsequently define a series of core brand attributes that the brand should stand for. These could be measured across markets and in future waves of research to see the development of the brand alongside additional metrics such as overall awareness, NPS etc. These high-level results and KPIs were included in a final infographic provided to the client to show the evolution of the research and clearly highlight the metrics to be used in the future.