



Case Study:
International Brand Assessment Study

Background:

This *Fortune 500* business-to-business client commissioned a brand equity and assessment study. The targeted audience included a broad selection of influencers and decision makers within an original equipment manufacturing (OEM) segment, an after market segment, and an advertising/media segment. Interviews were conducted in 10 countries, including the United States. The client's objective was to develop a new, forward-looking brand position relevant and meaningful to employees, customers, and prospects. The client wanted to understand their brand promise of value, strengths, weaknesses and opportunities; and the perceptions and associations that key audiences have of the brand.

The purpose of the research plan was to gather insights and perspectives from those involved in the buying and selling of the client's products and services including customer advocates, non advocates, and prospects. The client company was not identified as the sponsor of the research.

Research Design:

R.L. Repass & Partners, Inc. designed the survey instrument for an online execution. The questionnaire included a battery of 30 attributes to evaluate the brand and competitor brands. After questionnaire pre-testing and approval, the instrument was translated and programmed for data collection. Quotas were established by global region and by industry category. Data collection was conducted during a three week period in the following countries:

Australia	Italy
Canada	Japan
China	Spain
France	United Kingdom
Germany	United States



Results:

After completion of the data collection, the analysis identified the current position of the client brand relative to competitive brands. In addition, selected brands were assessed on the potential for future positioning. Information from this research was used by the client organization to develop a new, forward looking brand positioning consistent with how the brand is viewed today and what the brand aspires to be in the future.

