

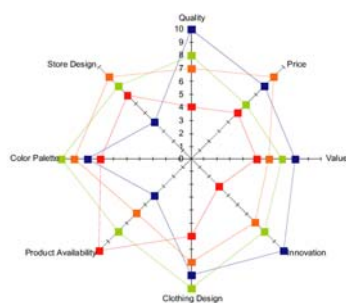
Brand Reality Gapsm – Measuring brand perceptions

Your brand is perhaps your company's most important asset. It's what gives your products and services appeal, meaning and value. Without it, you are merely a commodity. Today's market leaders know and understand the importance of a well-positioned brand in driving choice. Brands that are aligned with market preferences and make and deliver a compelling promise which customers seek, consistently win over those who leave their brand to chance.

A brand is more than a name, a logo, or an advertisement. A brand is part of a relationship that is formed between company and a customer. How and when that relationship is formed and managed is a critical factor in any company's success. Too often, however, little attention is paid to the understanding and management of the brand relationship.

At Brand Insights, we've developed a vital methodology that helps to isolate and measure the various dimensions of brand relationships. This process identifies the perceptions of your brand among key constituents who shape, influence and determine your brand's performance. This proprietary tool is called the Brand Reality Gapsm assessment. The tool's application is flexible and can be used to measure your brand's perceptions among internal groups within your organization (marketing versus sales versus senior management, for example) and against the external marketplace (customers and non-customers). It can also measure the difference in perception between your brand and your competitors' brands. Employing an outside service with extensive experience in brand assessment to gather this information is important—candid and honest perceptions are typically not completely shared with the company or its employees directly. By ensuring respondents' anonymity, we can get at the true perceptions your brand holds, both inside and outside the organization.

Using this approach, you can quickly see where your brand is under-performing and where improvements are needed or unsuspected opportunities exist. It's a call to action. Output from the process is presented in easy to understand and actionable reports that contain detailed analysis and recommendations.



Brand Performance Measurement

Brand Image Characterization

Remember, “what gets measured usually gets managed”—don't leave your most valuable asset to chance. To gain a more complete understanding of how your brand is performing and identify ways to maximize its full potential, contact us for a preliminary discussion and quote.