

Challenge

A company needed to reposition itself in the market. The repositioning included creating an entirely new company name and logo. The research needed to:

- Identify a name consistent with the new vision that was appropriate for all international markets, and
- The multi-country research had to be implemented on an extremely short time schedule.

Solution

A tightly integrated multi-national study leveraging insights from qualitative and quantitative results as they were received.

Morpace focused on the company's key markets in the U.S. and Europe, conducting simultaneous research to:

- Identify the optimal name and logo from a set of alternatives.
- Determine differences across markets: U.S., U.K., Italy, Germany, and France

Asia and Latin America research was conducted in appropriate languages using 1st generation immigrants to the U.S. Analysis conducted nightly, allowing in-field adjustments. This is a model of international research efficiency.

- The team built upon findings daily as they were received, guiding probing and focusing emphasis only on viable names. The approach leveraged the time difference between markets (e.g. U.K. group results, shared before U.S. fielding, U.S. results shared prior to Italy fielding).

Outcome

The best names/logo/color alternatives were identified as well as the pros/cons of each. The company successfully launched the new name with wide acceptance.

“Timing pressure was intense, the daily updates allowed us to meet the deadline. The wrong name would have been chosen if we only did research in one market, or went with our gut.”

- Marketing Manager



Near simultaneous feedback from qualitative research in multiple countries and languages enabled timely, effective decision-making on a global scale.

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