



We will help you realize your brand's full potential

Our Brand Barometer™ provides strategic qualitative insight about your brand. It captures what consumers consider desirable as well as the barriers that keep them from your brand. Collectively, this insight provides direction for you to make strategic decisions which will improve your brand's image and ultimately its performance in the market.

The Brand Barometer™ is ideal for you and your brand if:

- You have not completed brand research recently and need insight and metrics for the future;
- You are entering a new market for the first time;
- You have great products but sales have failed to live up to their potential;
- Your brand has been struggling to gain traction and consistency;
- There are competing internal visions of your brand, its health, and the strategy for moving forward.

Through this innovative solution, you see your brand through the eyes of consumers (your current buyers and potential buyers) who will provide feedback on the following key topics:

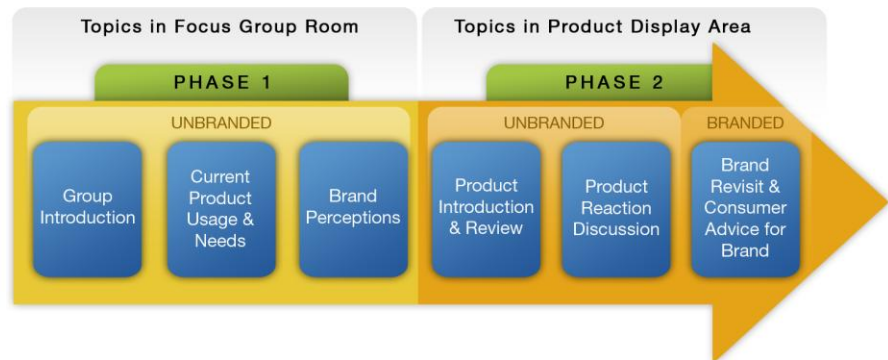
- What must a product or brand deliver to meet their needs?
- Which brands currently deliver on those needs – and where does your brand stack up?
- How do they visualize your brand relative to the competitive landscape?
- Who is the typical buyer of your brand and competitive brands?
- Which brands have momentum, and which are losing ground?
- How should you communicate with them – what should your brand reinforce, and how should it reinvent?

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Consumer insight is captured through a focus group experience with two phases as shown below:



An edited video with representative clips of consumer comments is used to bring the results alive for management and other business owners.

Brand Barometer™ brings consumers to life and generates insightful results that provoke action. This will help challenge your management team to develop strategies that deliver what consumers are asking of your brand.



For more information,
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