

Brand Connections™

The challenges presented in today's dynamic marketplace make it harder than ever to differentiate your brand. And there is no simple solution to enhancing perceived brand value. That's why the Morpace approach to brand research is multi-tiered. We measure brand value and point the way to building brand value through understanding Brand Connections™ – the meeting point of your customers' needs and desires, their lifestyles and cultural context, and the rational and emotional benefits your Brand delivers.

Information is the tool. Knowledge drives the action.

- We are industry experts with the passion to identify problems and offer solutions. We take pride in our ability to inform your business decisions.
- We understand that your competitive environment is constantly in motion. Our insights provide a framework for establishing both long-term strategy and short-term tactics.
- We then monitor your brand's performance over time.

Complexity Simplified

- The Brand Connections™ matrix is our core model for evaluating brand equity. It is grounded in the fact that consumer response to a brand is the product of both rational and emotional perspectives.

What we Measure:

- All critical information sources should be used to guide brand strategy, including customer analysis, product planning, competitive initiatives, and future scenarios. Our investigation includes actual and attitudinal customer inflow/outflow, brand substitution, and pricing to yield a robust marketing scenario.

Key Analytical Steps

- Understand customers – who they are, how they live, and what they seek from an ideal brand.
- Understand what your brand delivers today, and where it may fail to meet customers' expectations.
- Know how different segments of your customers react to your brand.
- Identify actions that will strengthen the brand.



Contact Morpace at 248.737.5300 or information@morpace.com. We can help you to acquire the knowledge needed to plan your brand's transformation and boost your brand's image.