



# A DIGITAL TECHNOLOGY CASE STUDY:

## A GLOBALLY RECOGNIZABLE BRAND



### THE CHALLENGE

In a global technology company with several brand names, audiences, and products, an executive decision was made to combine and condense brands for more cost effective brand management. When management at the company disagreed on which brands to eliminate, they reached out to Actionable Research to help find answers to a multitude of questions, including:

- Which brands are inextricably linked to their products in each category?
- Which brand and product names are indispensable to the overall company?
- Which brands and products are highly recognized by customers?
- How do their brands compare to competitive brands?
- Are these answers specific to customer roles?

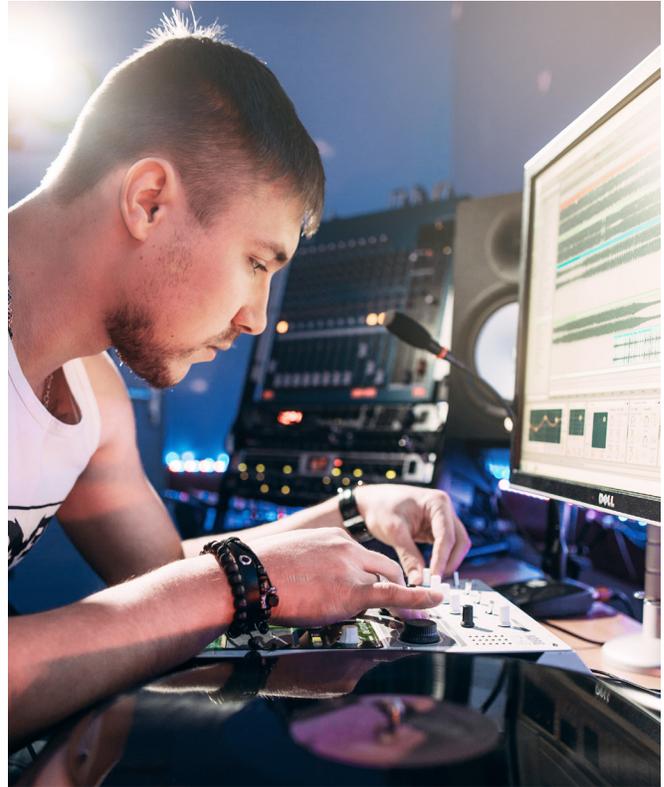
The company also wanted the research to provide insights into the segments of customers and potential customers.

## THE APPROACH

In partnership with the client, Actionable Research created a survey which asked respondents to identify their role when using the company's technology, and then provide input on several popular brands with which they were likely to interact within that role. Further, a series of questions were included to determine which of these brands were most closely associated with the varied aspects of recognition, performance, and perception.

Survey links were distributed both to our client's customers and non-customers around the world. The list of target email addresses came from the client's customer base and through third-party industry participants. Surveys were distributed in 9 countries including the United States, Mexico, Brazil, the United Kingdom, Germany, France, China, Japan, and Australia.

Actionable Research collected and analyzed survey results (including those re-translated to English), and was able to differentiate our client's audience by country, region, and role in the industry. The answers to the survey questions allowed Actionable Research to segment results and provide our client with clear breakdowns of their customer and potential customer base segmentations. With the results, Actionable Research was also able to get a clear picture of how our client's brands measured up against competitors' brands, as well as how each of the client's brands stood on their own.



In the analysis, Actionable Research ran thoughtful cross tabulation, segmentation correlation, and multi-source insight. The results of the analysis were provided to our client with recommendations for changes to maximize branding efforts. These proposals included the most effective positioning method to both maintain the company's narrative and to reach the largest customer base possible.

## THE RESULTS

As a result of the marketing research, our client was able to make impactful decisions about which brands to condense and combine. The company continues to thrive, with an effective and efficient number of brands and products under their name.

Actionable Research can benefit your company too. Our research methods are specialized to the markets we work within. All of our projects are then customized and tailored to address the specific needs, goals, and objectives of each individual client. We have vast experience helping companies meet their marketing research needs. Contact us today to set up a brief, no obligation call to discuss your next project, and how we can provide you with research that is Actionable.