

WHERE ARE YOUR BRAND OPPORTUNITIES?

The Client challenge

Our client needed to re-vitalize their brand as it was beginning to lose relevance in an increasingly competitive category. The question we set out to answer was *'what's the most pertinent positioning to motivate competitor buyers?'*

The GemSeek Approach

We conducted a brand health study, including brand and advertising KPIs, purchase behavior questions and brands image and questions. On top of that, we combined their internal customers data with the research results and build a model that estimates what will be the positives of an eventual brand re-launch.

Also, we compared the research results on the advertising part to our major Advertising research KPIs benchmark norms, including benchmark norms on Advertising awareness and recall, creative diagnostics (easy to understand ad, look and feel, told me something new, etc.), brand and call to action measures, brand image averages, recommendation, likeability, talk about, consideration and more.

The Deliverables

The research and the data analytics told us what is the emotional archetype of the brand and its competitors, revealing the category's emotional landscape and opportunities to develop a stand out brand personality. Also, we understand the creative executions that stood out and engaged consumers and the story the brand should tell to raise the energy surrounding it and helping to differentiate it from competitors

As a result, the brand has re-launched with its packaging and advertising campaign repositioning it as the nurturing brand within the category. The relaunch has been successful with the brand share of wallet and recognition increased.

