



UNDERSTANDING PURCHASE DRIVERS FOR BRAND RE-POSITIONING

THE CLIENT CHALLENGE

One of our clients was looking to shift its brand towards the premium segment in a multi-channel, emerging market.

THE GEMSEEK APPROACH

GemSeek developed a methodology to measure the brand image as well as the main influence channels for encouraging brand purchase and usage.

A perceptual map of the market was built, highlighting the key differentiating characteristics of each brand overall. Image fluctuations among target groups were analyzed to determine the uniformity of perception among the different channel partners and end users, identifying the “breaking points” in the brand’s top-down communication strategy.

An influence-mapping model was constructed to analyze the intensity and importance of communications across the supply chain – from the producer to the end users.

Results showed a significantly higher effect of market pull than initially anticipated. Moreover, brand image was identified as rather indistinct and the sales pitch was missing uniformity and further diluted customer perception.

THE DELIVERABLES

As a result of the study, mandatory image characteristics were identified, areas of differentiation selected and a communication and sales message designed, that was further trickled down to all distribution partners, giving our client the right toolset for premium repositioning.

