

Hansa Brand BLDR™

Increasing the Impact of Your Brand

Companies will find themselves at times content with their brand position and its differentiation, but wanting to increase loyalty to the brand. They may not want to re-define or change their brand. But, they want to know what actions can be taken to build the current brand.

Specifically, companies in these situations ask:

- How loyal are customers?
- What is the degree to which prospects will consider and buy the brand?
- Which touchpoints drive brand loyalty?
- What is working well in delivering the brand?
- What needs to be improved?
- What specifically needs to be addressed at a drill-down level to increase brand loyalty?
- What are the priorities for improvement?

Companies frequently undertake brand studies, get the results, and then wonder what they need to do to increase brand loyalty. A typical study may indicate loyalty is going up or down, but falls short of answering the question, "Why?" Hansa Brand BLDR™ is designed to close this gap. It provides detailed, actionable information and insights to make the improvements that will most matter in driving brand preference and loyalty. It is meant to be applied to the existing customer base, which has experience with buying and using the brand.

The Brand BLDR™ process pinpoints specific concrete action areas that will enhance brand loyalty, resulting in a prioritized plan for allocating resources to high return actions.

The Brand BLDR™ involves a quantitative survey of customers customized to the particular company's situation. Hansa Brand consultants work closely with the client company to capture the company's brand position and strategy. Also captured are the breadth of customer points such as interaction with communications, products, services, technical support, sales personnel, customer service, website, documentation and packaging, delivery, installation, pricing and more. The approach specifically incorporates the cognitive areas that drive brand loyalty like value and quality, plus the emotional elements like confidence, trust, esteem of colleagues, and others. The approach includes a profile of the percentage of customers that fall into

each of four brand equity quadrants: Devoted, Captive, Cavalier, and At Risk. This provides the client with a solid means to see beyond typical brand outcome measures and gain a richer sense of how many customers might be vulnerable to competitive in-roads.

The Brand BLDR™ process provides the following deliverables:

- Brand scorecard of key metrics
- Analysis of drivers of brand loyalty
- Assessment of barriers and enablers to brand loyalty
- Insight into how to build an emotional as well as cognitive bond with customers
- Breakdown of customers into four brand equity quadrants: Devoted, Captive, Cavalier, and At Risk
- Drill-down insight into aspects of customer touchpoints that need attention to create loyalty
- A practical action plan for enhancing brand performance

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.

