

Hansa BRAND MEASUREMENT & DEVELOPMENT

Grounded in “Head & Heart” Motivators of Human Behavior

Hansa has developed state-of-the-art capabilities to support client needs to develop and execute differentiating brands that yield business results. Our approach is grounded in the psychology of human interactions and explicitly addresses the fundamental motivators of human behavior.

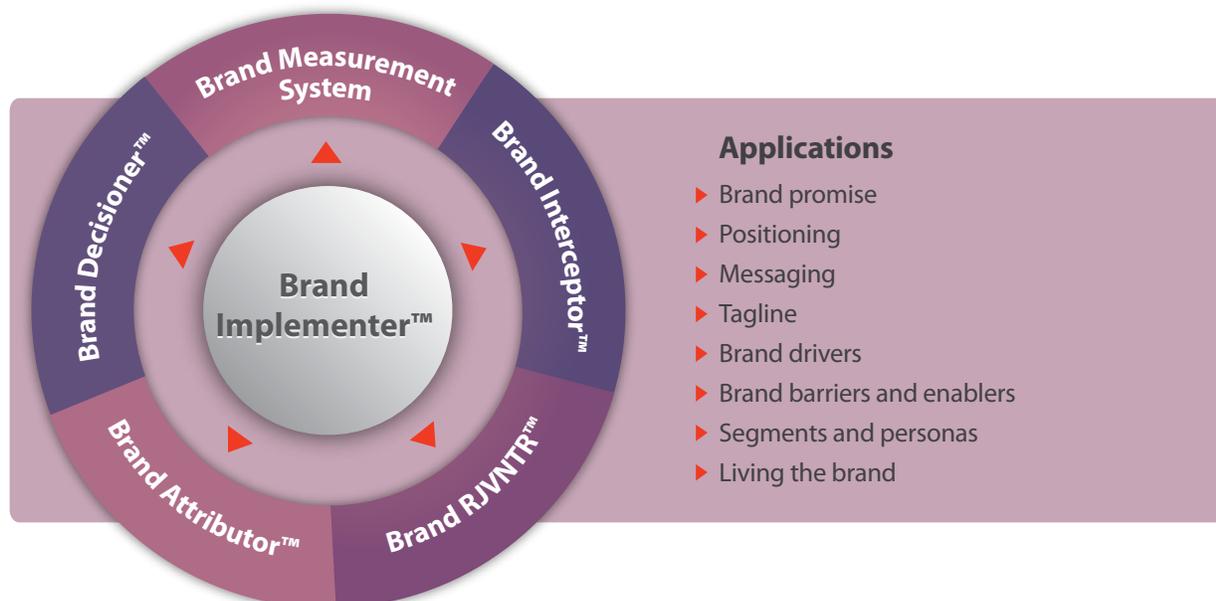
Our brand capabilities address critical issues of marketing executives:

- How is the brand performing?
- What needs to be done to strengthen the brand?
- How can a brand be refreshed?
- How can the brand differentiate relative to competitors?
- What is driving customers to select the brand?
- How can we get our people to live the brand?

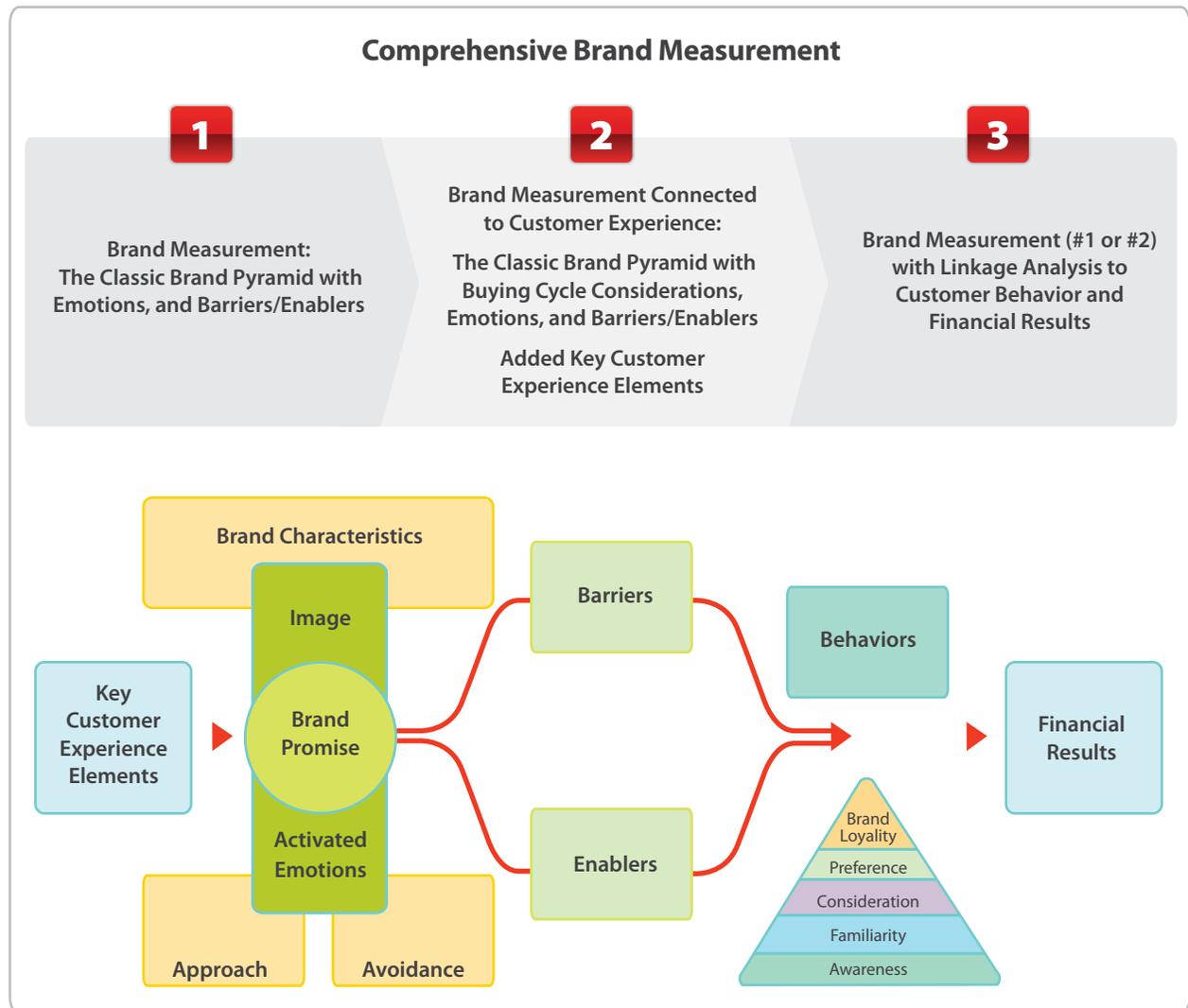
Customers in both B2C and B2B businesses are strongly motivated by both cognitive factors (thinking dimensions like quality, value, price) plus emotional factors (feeling dimensions like trust, feelings of being cool, regard of others). In some categories, sensory dimensions like taste and touch also play fundamental roles. We call these factors the “head and heart” motivators of brand attraction and loyalty.

Hansa has developed a suite of capabilities that incorporate these psychological principles. Our services are displayed in the accompanying exhibit.

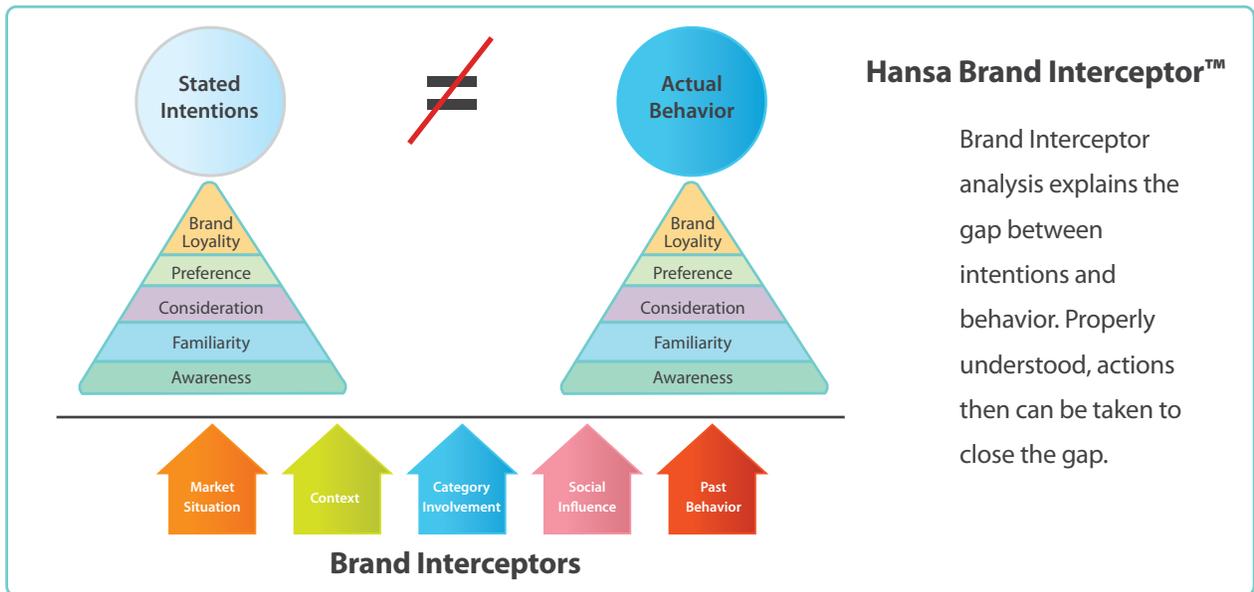
Comprehensive Brand Measurement



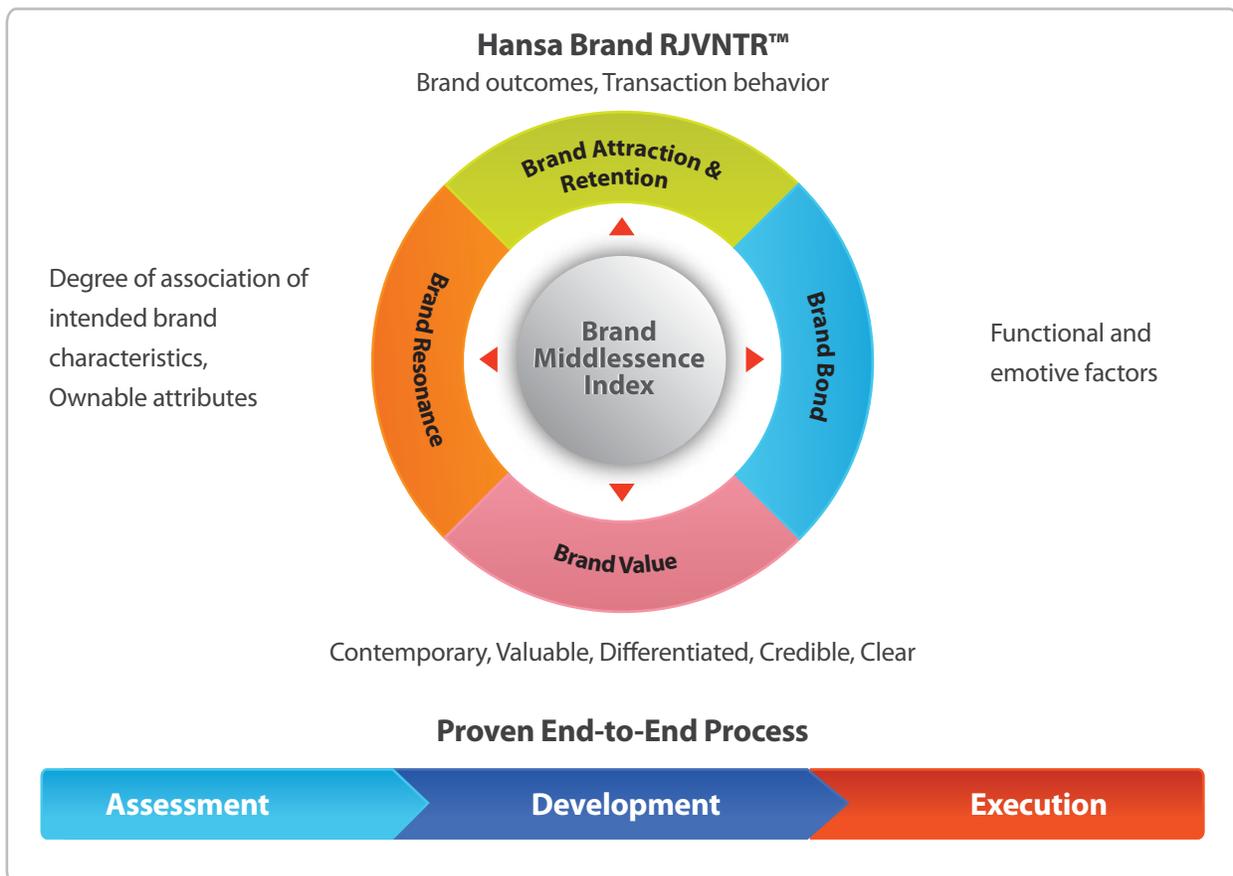
Comprehensive Brand Measurement. For clients that want to comprehensively measure their brand, we offer a complete measurement system. This system is flexible to measure the traditional brand pyramid of awareness, consideration, preference, purchase, and loyalty, or more robust factors. These latter measurement factors could include key customer touchpoints that drive brand behavior. By including these touchpoint factors clients obtain a strategic view of where in the customer experience they should focus efforts to build brand bonds. Taken a step further, our flexible approach also can link brand behaviors to business outcomes like market share, sales or other metrics where data are available.



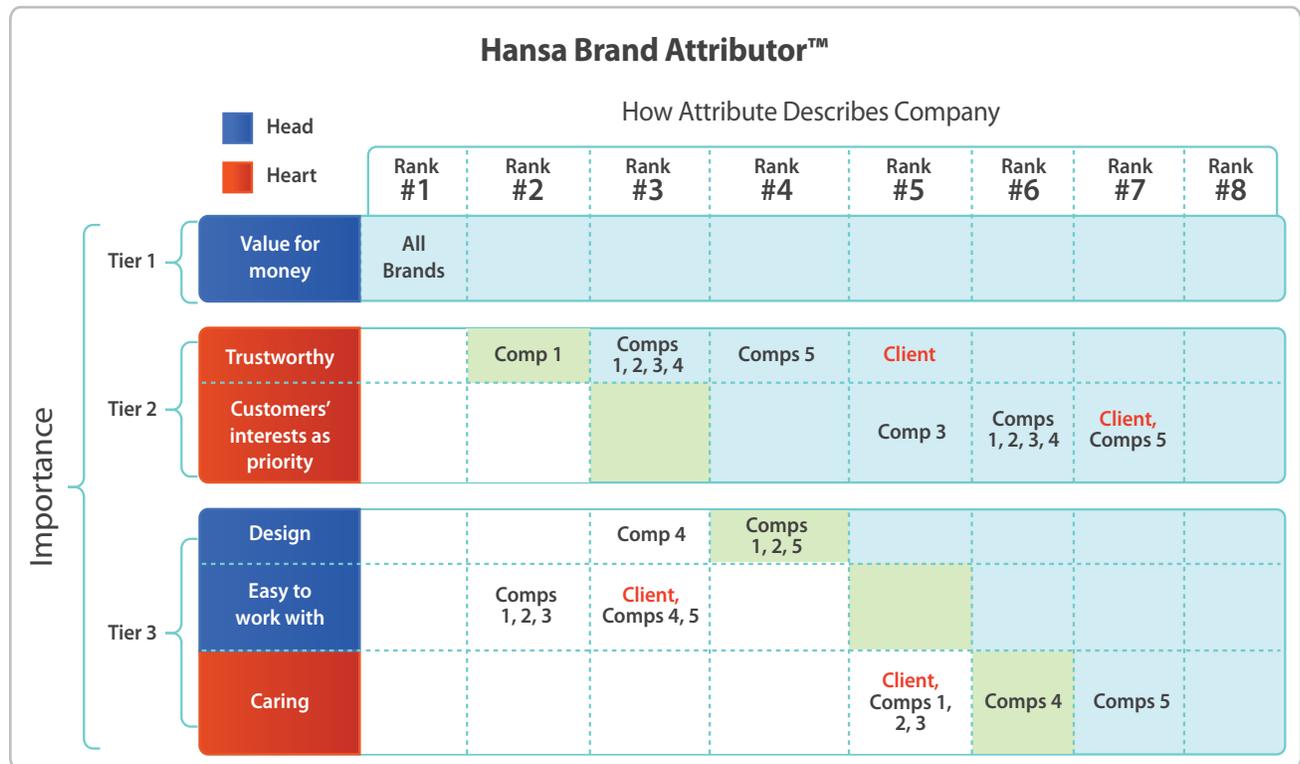
Brand Interceptor™. Hansa brand measurement services also include specific aspects of insight that clients often want to focus on in a targeted way. Brand Interceptor addresses questions about what gets in the way of customer buying behavior, regardless of how attached the customer or prospect might be to the brand. This capability identifies the explicit barriers and enablers that influence customer behavior.



Brand RJVNTR™ is a process for companies to assess the strength and current standing of their brands, refresh their value proposition, and execute the new brand throughout the customer experience. It is appropriate for clients that have brands that are possibly “aging.” Many brands that have been in the market for a while tend to confront a time where their appeal fades and they need to be refreshed. Brand RJVNTR is a proven process that involves both research and consulting services to carefully review the brand’s situation by reviewing internal factors, database performance and market perspectives. Hansa consultants bring multiple data to a client brand development workshop with optional brand positioning statements as output. These statements are then tested through research and the optimal statement is readied for inclusion in marketing communications.

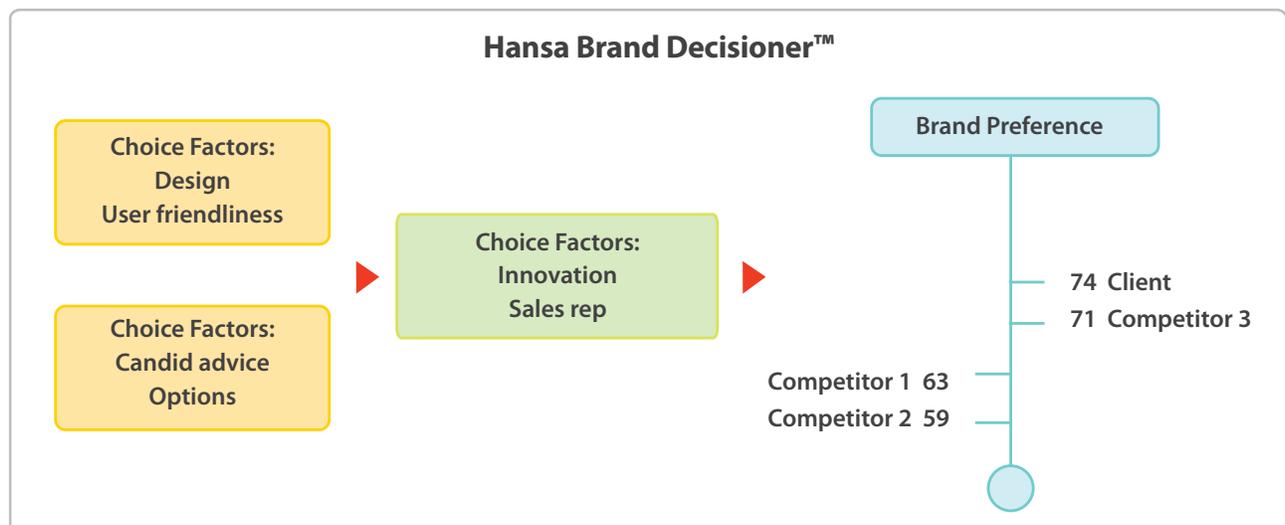


Brand Attributor™ analysis provides clients with clarity on the ownable and differentiable attributes for their brand. It addresses client needs to find the “ownable” and differentiated attributes that can distinctly define their brand. It examines the client’s competitive set to isolate which competitors are known for which attributes, which are associated with the client brand, and which are available for client ownership.

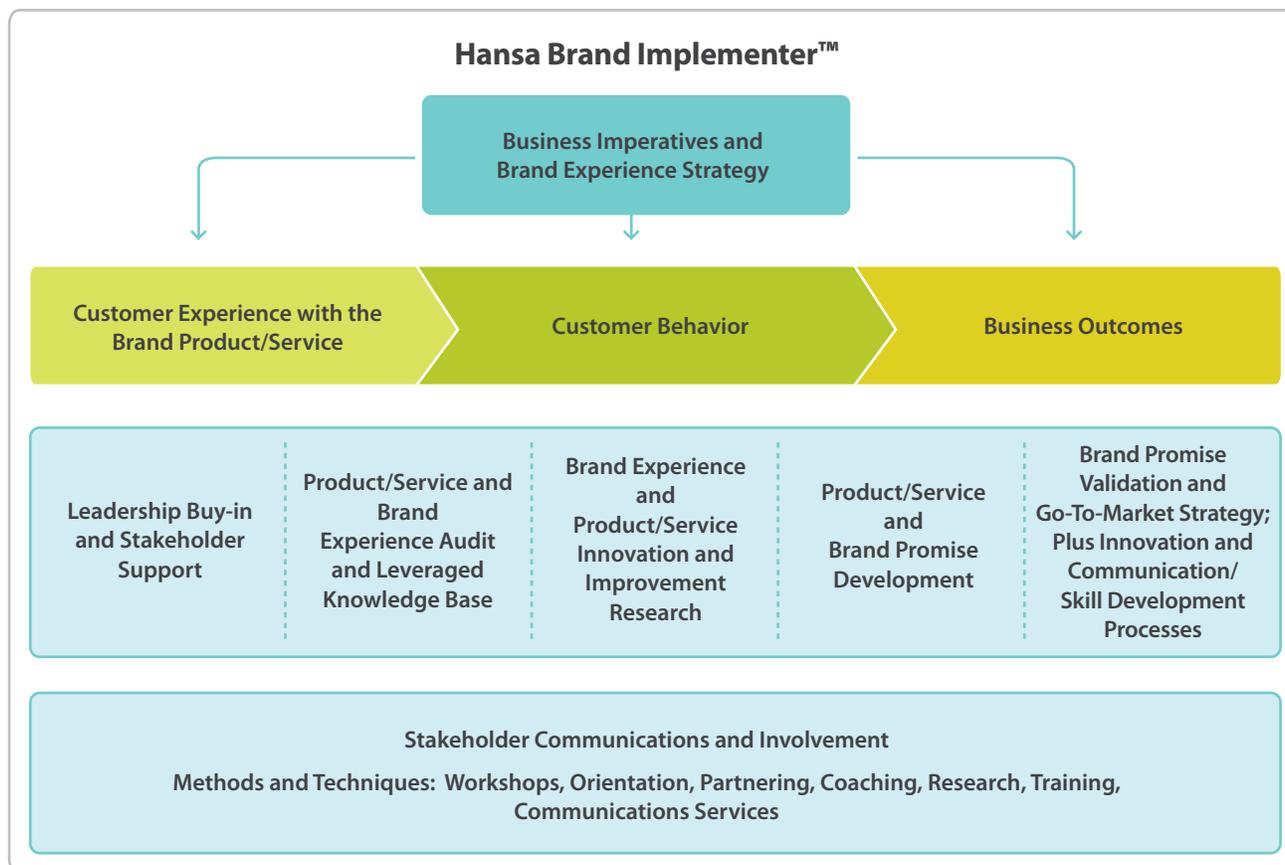


Brand Decisioner™ focuses on the key factors that cause purchase decision. It incorporates the customer context in this analysis to assess the impact of the customer’s situation and buying needs and how they affect brand decisions.

Brand Decisioner provides comparative analysis of client brand versus competitor brands. It provides insight into buyer preference using forced choice exercise and MaxDiff Analysis. Simulates buyer choice environment.



Brand Implementer™ is a set of change management services to assist clients that need to gain internal understanding and commitment to their brand. It includes executive workshops to ensure alignment on the brand strategy and to clarify the leadership role in leading the brand within the organization. It also provides for multi-tiered manager and employee interventions to communicate the brand position, provide needed skills, and develop and enhance processes to “live the brand.”



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.



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class services in areas relating to Customer Experience, Brand Solutions, Market Assessment and Segmentation, and Product/Service Innovation. For further information about Hansa please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at: +1 503.241.8036.