

Hansa Brand RJVNTR™

Proven Process to Refresh a Brand

Brands, like people, grow into middle age and beyond. Also like people, brands that are refreshed and kept relevant can continue to endure. If this doesn't happen, however, brands will invariably lose their strength over time due to one or more possible factors:

- Competition comes up with new products or services.
- The brand's positioning no longer resonates with customers.
- The customers grow up and out, or their attention is not retained.
- New potential customers don't know the brand, or the customers' wants change.
- New technology, new ways of working render the brand less relevant.
- The price-value equation erodes over time.

Brand RJVNTR™ is a process by which companies can assess the strength and current standing of their brand(s). RJVNTR™ goes beyond consulting. It is an action-oriented solution particularly suited for "middle-age" brands serving customer-based categories with access to transaction data.

The RJVNTR™ process is comprehensive; it starts from diagnosis and ends with a refreshed brand essence and an action agenda.

Has your brand hit middle age? Brand RJVNTR™ can help.



Brand RJVNTR's three-stage process for companies assesses the strength and current standing of their brand, refreshes their brand identity and value proposition, and executes the new brand throughout the customer experience.

STAGE 1- Assessment:

RJVNTR assesses the brand and scores its "middleness," the degree to which the brand has aged and needs to be refreshed to accelerate market growth.

Middleness is a proprietary index score accounting for the following four factors:

1. Internal stakeholder assessment of the brand
2. Transaction data analysis
3. Assessment of brand strength through the customers' eyes
4. Competitive analysis

STAGE 2- Development:

RJVNTR clarifies the brand identity and creates alternative positions for the brand through new creative concepts. Concepts are validated for go-to-market execution.

STAGE 3- Execution:

If desired, RJVNTR helps execute the new position in multiple creative ways across customer touch points.

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.