



CASE STUDY:

Brand positioning

How to position our brand to regain our lost market share?

The Complication

Successfully positioning a brand requires consumer insight. Brands are owned in the minds of consumers, so unless you know how consumers perceive your brand and those of your competitors, you will not know which brand position (or unique value proposition/ unique selling proposition) is going to be most advantageous for your brand. This was exactly the case for a leading manufacturer of concrete and porcelain products. Our client had lost some of its share in the roof tile segment with their A-brand due to its focus on another segment/ brand. There were sounds and suspicions that could explain this, but our client wanted independent research to be carried out into the exact reasons, what the current position is, what the future position should be, and how to get there to ultimately regain their position.

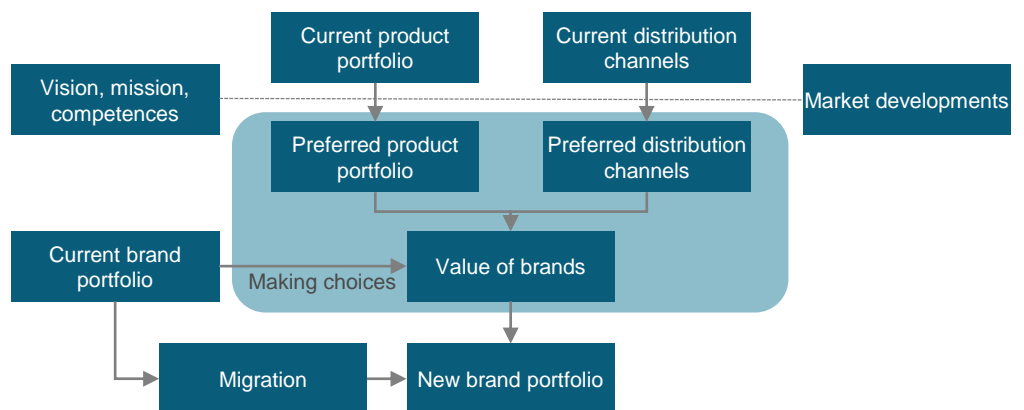


The Solution

Answering the questions from our client required two research approaches. We started with a group discussion with potential clients to ask about the reasoning behind certain developments and to determine topics that should be investigated in more detail. Discussing our client's brand and its products was also part of the group discussion.

After that, we conducted quantitative telephone interviews with homeowners to retrieve more information about the unique selling proposition of our client and potential consumer values. Through this quantitative research we could evaluate the top brand positioning options against each of the evaluation criteria to identify the most advantageous position for our client

Re-structuring a brand portfolio



The Insight

As it turned out, our client was quite well-known and seen as a professional organisation, but the brand imagery acquired as a result of their new focus was not preferred. It was recommended that our client incorporate the new products under their current brand with advertising and messaging that better reflected its expertise and experience serving the construction industry.