

## BRAND RESEARCH



## SELECT EXPERIENCE IN BRAND RESEARCH


Naming a brand is one of the most important aspects of a successful new product (or service) development and launch. It should provide immediate recognition of a product and its attributes. At some point it may also be significant for expansion of a current product into a new market.

Ideation sessions among diverse members of a marketing team supplemented with a mix of other employees can often provide a good start. It is crucial to have someone facilitate the process by describing what the new product is intended to do and who the likely customers will be. Suggestions should not initially be judged, but merely recorded and listed. Group voting can help to narrow choices to a short list for legal vetting.

At this point, the candidates can be

presented to a sample of the intended audience for their reactions. An outside market research company or one specializing in brand name creation can be used to conduct the necessary fieldwork and present findings.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo interesset. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad



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## Our Experience in Brand Research

### Brand Image

- Brand image study for a major airline conducted via CATI in US and the UK. Respondents were international leisure and business travelers.
- Conducted mall intercepts in US on consumers attitudes toward retail clothing store brand names.
- Conducted focus groups for brand name items.
- Quantitative Brand Image Study for US and Europe for Industrial Cleaning products by end use Market Segments.
- Quantitative Glass Manufactures Brand Image Survey in US.
- Quantitative Brand Image Survey for a Glass Manufacturer.
- Conducted an intercept study on brand image for food companies
- Conducted brand image and effectiveness study regarding a furniture company

### Brand Equity

- Global Branding study for confectionery firms for an Asian advertising company.
- Completed a brand awareness tracking study for a global manufacturer of a multi-purpose power tool in Australia, Chile, and Argentina. We conducted a pre and post wave of telephone interviews discussing these media campaigns.
- Conducted a brand equity and awareness study on the North American furniture market.
- Conducted a brand equity and brand

research strategy study for a major aerospace company in the North American market. In 2009, we conducted a comprehensive, multi-phase global brand equity study for a major global aircraft engine manufacturer. We followed this with one-on-one interviews with key industry executives regarding current and anticipated industry issues. We surveyed airlines, appraisers, bankers, lessors, cargo companies and MROs including everyone from procurement and finance people to fleet managers and company executives. Our client used this research to refine their marketing strategies and to inform next generation aircraft engine initiatives.

- Conducted research of brand loyalty, for an online quantitative questionnaire.

### Brand Identity

- Conducted mall intercepts in the US on consumers attitudes toward retail clothing store brand names.
- Conducted focus groups for brand name items.
- Conducted a study to help determine the brand and feature names of a new operating system in Japan and Germany with PC users.
- Conducted IDI's with journalists and analysts regarding their brand identity / awareness for Solar Panels

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### **Brand Strategy**

- Products, global branding successes, and failures.
- Conducted a European Brand Solution Study with radiologists.
- Qualitative research among both physicians and mothers reacting to the concept of having an entire line of nutritional products under a single global brand name and its positioning.
- Successful Brand Management Techniques in US Retail Industry.
- Repositioned the brand strategy of a window manufacturing client to target professional contractors.
- Conducted IDIS to evaluate the corporate brand slogans of a major cell phone manufacturer
- Brand positioning study of specific consumers to get a better sense of how to attract and retain customers
- Positioning study to determine potential population of students.