

# brand development & communications



research  
strategy  
communications

## Challenges

To offset flat growth and eroding brand equity, this client needed to increase its competitive purchase consideration standing and rejuvenate the strength of its brand associations and attributes.

## Challenges

Flat revenue growth

Declining market share

Eroding customer base

Weak customer insight

## Solution

We began with primary research to measure competitive brand advocacy levels in terms of awareness and purchase consideration from both aided and unaided perspectives of key decision-makers. Positive and negative brand associations along with attributes were evaluated as well to expose areas for optimum competitive alignment. To provide a better understanding of the buying process, a purchase decision-making hierarchy was defined and key criteria/selection factors were identified.

From these research outcomes, our team was able to determine proper brand alignment, positioning approach, differentiation, portfolio linkage, and a new messaging framework for our client. Using a customer-centric approach, we formulated brand strategies to reinforce maintained associations and introduce aspiring attributes.

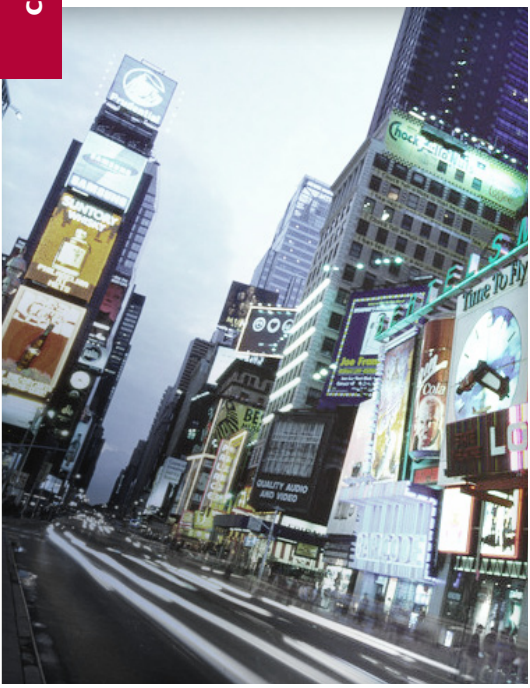
## Key Steps

- Formulated customer-centric brand associations
- Created unique differentiator utilizing the strategic vision of top and potential customers
- Defined functional and emotional brand positions and supporting linkage between brand components
- Constructed solution portfolio hierarchy from a customer perspective
- Designed messaging architecture using customer top challenges and benefit expectations
- Developed affinity program based on customer-defined strategic steps
- Implemented best practice brand framework and management process
- Leveraged optimization and socialization tactics for generating thought leadership

- A unique differentiator aligned with the strategic vision of current and potential customers was created
- Functional and emotional brand positions were defined to establish a universal value proposition and support ongoing relationships between brand components
- A portfolio hierarchy was established from a customer perspective to drive linkage between all product and solution offerings
- A best practice brand framework and management process was developed for building and maintaining brand equity, as well as driving continuity and consistency across all brand activities and communications

We worked closely with our client to construct a messaging architecture drawing from top customer challenges and benefit expectations to articulate higher customer value. An affinity program designed around customer-defined strategic steps to overcome challenges was also initiated and road-tested with wide success. We developed a communications plan which included best practice optimization and socialization tactics focused on generating thought leadership to enable additional sales engagement opportunities.





Best Practices Framework



“As our company moves forward, S&A will continue to play a key role in growing our brand and maintaining a competitive advantage.”

Results

- ◆ Surpassed all competitors in brand awareness (+24.7%) and purchase consideration (+32.8%)
- ◆ Achieved positive revenue growth levels
- ◆ Fueled positive brand buzz ten-fold
- ◆ Generated sales engagement opportunities at higher levels within the organization
- ◆ Improved messaging uptake and interaction by 200%
- ◆ Raised RFP vendor position to top tier group
- ◆ Continued posting quarterly increases in all brand equity dimension measurements



Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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