

Annual 'brand health check' for Scandinavian telecoms major

AIM

A supplier of telecommunications network products and services aims to defend its market leadership and position itself as a partner of choice across mature and emerging markets in a highly competitive environment.

TASK

In order to measure its performance: we conduct a study designed to track target market perceptions against client's KPIs, competitor brand familiarity and favourability and provide insights on key telecoms industry trends, annually.

APPROACH

The main study is conducted in 100+ countries encompassing 1,200 quantitative interviews via telephone or face-to-face methods with telecoms experts and influencer audiences. A smaller study of 300 interviews is conducted as a second measurement point during each annual cycle.

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RECOMMENDATIONS

BPRI has been able to provide insights into competitor activity and highlight the key drivers that influence the target audience, to enable the client to shape its global brand strategy.

RESULTS

Results are used internally at a strategic level by the Board, all business divisions and geographical territories. Findings are used to shape the company's global brand strategy and drive a significant part of the reward and bonus-structure across its territories.

"This global survey gives us unparalleled data to work with: brand performance, competitive insights, local benchmarks and much, much more. All in all, an extraordinary instrument for us to: shape our communications strategies, close perception gaps and be spot-on when it comes to messages and content for the market" - Director of Strategic Planning and Measurements