Understand your rebrand.

If uncovering real perceptions of your brand (by employees and customers) is important to you, we have techniques and exercises that unleash honest opinions.

Rebranding can cause confusion inside and outside a company. Using external focus groups and internal workshops we are able to gauge perceptions and perceived value among all your key stakeholders prior to a full rollout of the "new" brand.

Our Client's Challenge: *Identity crisis*
With growing confusion about the "brand" and target audience of a specific car in their lineup, our automotive client wanted to better define the model among loyalists and prospective customers alike. If they failed to carve out a spot in the market for the model, it may have easily been cut from the brand's lineup.

The Solution: *Ask and you shall receive*
With a moderate budget and limited time to make a decision, we recommended online focus groups to quickly reach brand loyalists and key target segments across the United States. Using proprietary brand perception exercises, we helped the client see the true perceptual and tangible differences in their models. They would leverage these new, more meaningful values and benefits in their future marketing and advertising efforts.

The Result: *Speaking the right language*
As an outcome of the research our client succinctly and specifically customized their messaging and branding around a car model that was somewhat misdirected, misunderstood, and underperforming. The online focus groups helped confirm key attributes of the value proposition. Baccus Research Group provided a deeper understanding of their target market and the best positioning and messaging for that car model's success. This research gave internal stakeholders a clear perspective on the market, while providing the marketing team with key words, attributes, and imagery for a successful launch.

> " Based on the intelligence gathered in online focus groups, our company was able to **MAKE MODIFICATIONS** to the car model and brand to better suit current and potential owners
>
> —*Auto Client*
> "

For more information on how to overcome internal challenges with the use of qualitative market research, contact Baccus Research Group, info@baccusresearch.com, 415 621-3241, www.baccusresearch.com