

Insights snapshot:
Brand Building

Navigating growth by
maximizing brand strength

radius|illumination





We believe there are two main ways to **build a strong brand:**

1 Improve your connection with customers.

- Build trust
- Provide a consistent experience
- Find ways to delight

2 Drive business outcomes.

- Create a differentiated identity
- Build trial and loyalty
- Maximize revenue potential



Successful brand building begins internally with **stakeholder and team alignment.**

- Conduct stakeholder interviews
- Ensure team alignment on goals and needs from the research to ensure impact





Growth-oriented teams take a **holistic insights approach** from initial assessment to brand tracking.

Assess

Explore current perceptions of brand personality, value, equity, and positioning

Understand

Evaluate your brand's position: key brand metrics, areas of strength and opportunity

Quantify Equity

Determine your brand's equity and levers to strengthen brand growth

Examine

Analyze and refine the new positioning strategy

Optimize

Craft a compelling brand messaging strategy

Track Performance

Keep a pulse on brand health by measuring key metrics over time

Assess

We leverage immersive approaches to understand how customers think, feel, discuss, and engage with your brand.

In Home
Ethnography

Immersion
Excursions

Pop-up
Communities

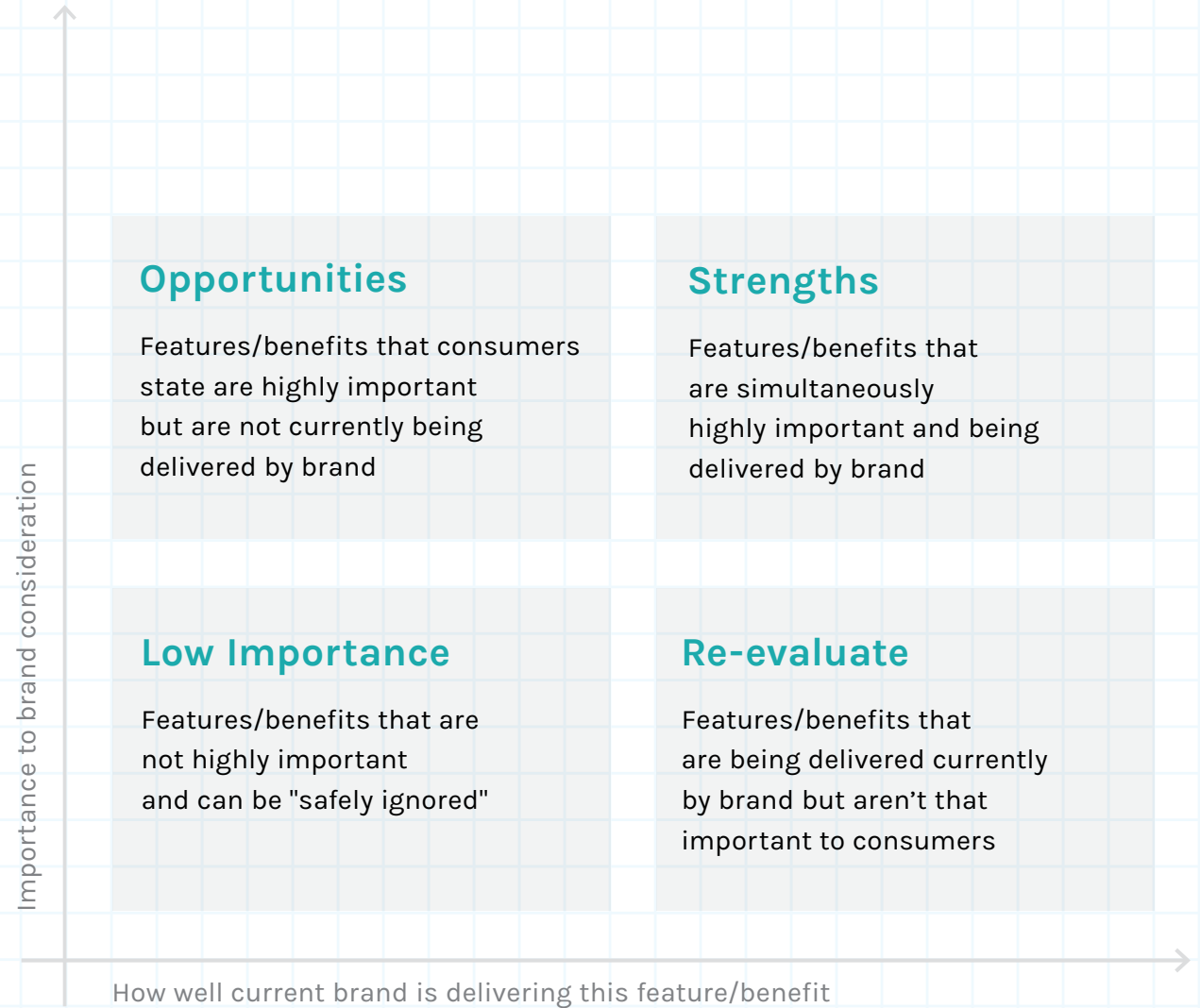
Bulletin
Boards





Understand

We measure your brand's performance against key criteria to identify white space opportunities.





Quantify Equity

We use robust metrics to determine a brand health score.

Brand Metrics

FUNNEL METRICS

- ✓ Awareness
- ✓ Usage
- ✓ Consideration

BEHAVIORAL INTENTIONS

- ✓ Purchase likelihood
- ✓ Likelihood to recommend

BRAND PERCEPTIONS

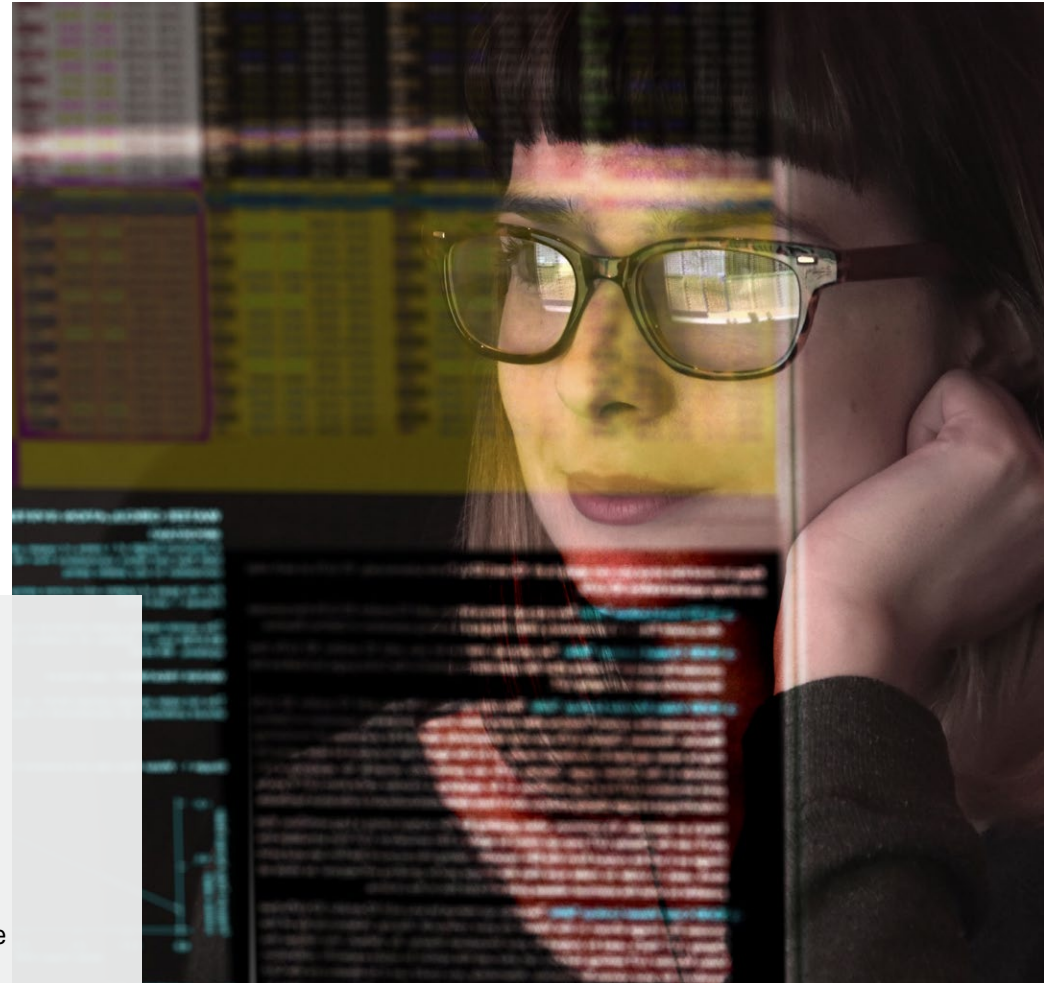
- ✓ Brand affinity
- ✓ Brand value
- ✓ Brand momentum
- ✓ Competitive performance

Brand Health Score

Have one overall measure to succinctly measure brand performance over time

More easily assess performance versus competition

Understand what's really driving a brand's growth





Examine New Positioning

Our behavioral,
human-driven insights
approaches will
develop a relevant
strategy.



One-on-One
Interviews

Small Group
Discussions

Optimize Positioning

We develop a positioning benchmark to assess messaging strategy.

Establish a Positioning Benchmark

Model preference of current or weakest messaging strategy

Craft a Powerful Positioning

Optimize each individual message component to maximize interest



Track Performance

We monitor brand health to predict future outcomes and guide strategy.



Identify Shifts in the Market

Quickly react to any potential threats or opportunities

Track Your Brand's Health

Real-time access to KPIs and the ability to drill-down to know what's driving results

Better Met Customer Needs

Understand **motivations to involvement** and **link customer data** to external data points

Identify Opportunities for Growth

Competitive and **White Space** assessment with **Gap Analytics**



We've helped these industry leaders build stronger brands for long-term growth:



Brand Building is one aspect of our **Brand Growth Navigator** – the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.

Learn more:



[Watch video](#)



[Download ebook](#)



Insights snapshot: Brand Building

Our 60+ years of brand-building expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

radius|illumination

Guiding your brand on its growth journey.

radius-global.com