



SOLUTIONS



Brand checking through professional diagnostics

INNOFACT Brand Clinic

Many strategic corporate considerations begin with determining the position of the brand. Where is it positioned, what makes it unique, who uses it or would recommend it? Consequential a variety of considerations arises with which to formulate your own growth strategy and develop communication.

The **INNOFACT Brand Clinic** can answer all those questions: in a three-stage build on one another process the brand check reveals what characterises brands and by which tools they can be managed.

The tool is especially interesting for brand experts and brand consultants as it allows them to begin their brand projects with an analysis that lays bare the brands' spheres of activity.

SOLUTIONS

Brand
Brand Clinic



The brand on trial

INNOFACT typically interviews n = 500 test subjects for this analysis. The target group definition can be chosen freely in Germany. The incident rate is assumed to be 30 percent. Individual adjustments such as its being carried out on an international basis, individualisation of the components or reporting in a custom design can always be made but must be discussed and calculated on a case-by-case basis.

How it works

INNOFACT conducts surveys with the aid of a tried and tested set of question based on many years of experience with regard to the brand topic. The existing standard questionnaire is adapted in each case in order to optimally depict the relevant brand environment. Consequently, you will receive a unique analysis tailored exactly to the examined brand and your needs.

Available packages

Brand Clinic Basic

- Unaided awareness
- Aided awareness with up to 9 competitors
- Brand image with the aid of up to 12 industry relevant KPIs
- Brand identity (survey of customer hypotheses as to the desired brand essence)
- Short standardised top line report (Microsoft Power Point)
- Price: 3,500 Euro

Brand Clinic Advanced

- All the services from Brand Clinic Basic, plus
- **INNOFACT** Brand Funnel (consideration, purchase, re-purchase, first choice)
 - Free association with the brand in one word
 - Tables (PDF/Excel)
 - More detailed standardised report (Microsoft PowerPoint)
 - Price: 5,500 Euro

Brand Clinic Premium

- All the services from Brand Clinic Advanced, plus
- Communication measurement
 - Perception of the brand in certain channels
 - Usage of certain channels
 - Communicated impression (positive/ negative)
 - NPS (Recommendation rate)
 - Personal self-categorisation of the test subjects on the brand identity diagram
 - Tables (PDF/Excel)
 - More detailed, commented report (Microsoft Power Point)
 - Price: 7,500 Euro

INNOFACT brand check diagram

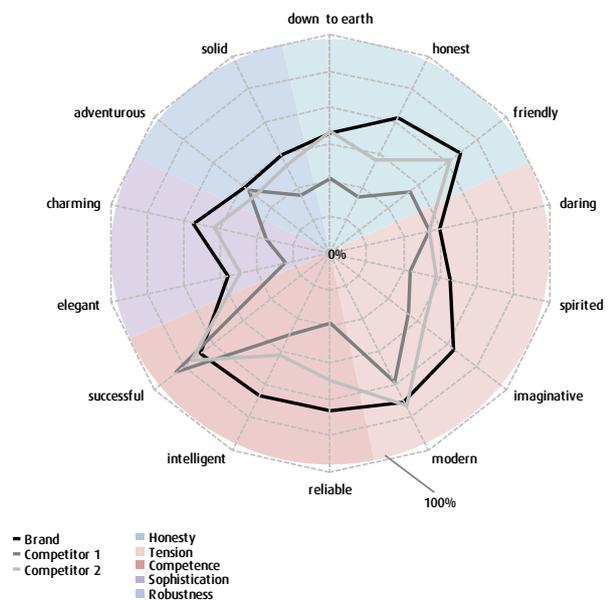


Foto: Fotolia.de