

A Comprehensive Research Program Helps to Build a Telecommunications Brand

Objective

Our goal was to help a small, regional telecommunications client in the U.S. develop and execute a growth strategy, and then to measure the success of that strategy.

Background

Our brand equity analysis revealed that the client brand was weak at generating awareness. Furthermore, even among people who did know about the brand and found it relevant, the brand was not seen as one which delivered on key aspects of functional product performance. A detailed investigation into perceptions of performance highlighted perceived weaknesses in clarity, reception, and customer service.

Analysis

While the client's brand was not as well-known as the leading brands in the category, our brand equity analysis showed it to have a distinctive positioning as a modern and innovative brand. This positioning served the brand well among the consumers who knew about it, as these consumers demonstrated strong loyalty to the brand.

Recommendations

We recommended that the client spend aggressively behind a new campaign designed to address those weaknesses. We believed that the new campaign could build branding by using music and visuals as mnemonics to reinforce the brand name, and that it could overcome the perceptions of poor product performance by emphasizing the three “entry tickets” for the category: reception, clarity and wide calling areas.

Action

The client developed a new ad campaign. The results of a pre-test conducted using our Link™ copy-testing system predicted that it would be successful. The ad, which featured a recognizable celebrity as spokesman along with a new jingle, was significantly above average on both registering awareness of the brand name, and persuading people to learn more about the brand.

Results

Our tracking data showed that in less than six months, brand and ad awareness doubled, and likelihood to investigate the company's service tripled. The improvement in these survey measures was consistent with the company's business results, which showed that subscriptions increased 42% over the comparable period in the previous year.