



**“Brand Mapping gave us a platform that totally connected with employees, customers and the market. Even better, we’ve been able to track exactly how the brand is performing.”**

**Biopharmaceutical Company**

**Brand Mapping<sup>SM</sup>**

**MCorpConsulting** 

**Take the guesswork out of brand strategy by showing the links (and gaps) between marketplace opinion, competitive position and brand execution.**



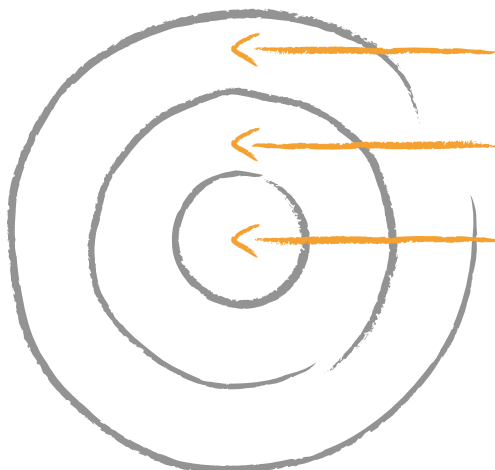
## Is your organization wondering:

- How to leverage your brand to increase relevance for key audiences, and boost loyalty for existing customers?
- What your key audiences—such as employees, prospects and customers—actually believe your brand to be?
- How you can effectively assess—and improve—the overall performance of your brand, in the context of meeting your business goals?
- Where investments in different aspects of your brand can be better prioritized to drive greater ROI?

# Focus brand strategy and investments with a Brand Mapping<sup>SM</sup> “scorecard” that tells you exactly where you’re strong, where you’re weak, and shows you where to fix it.

## Your brand lives in the minds of your customers and your employees.

Fundamentally, your brand is made up of a network of associations between your employees, customers and prospects and the feelings that your brand evokes. Perceptions are driven by the interactions audiences have with organization—those places where you “touch” or come into contact with them.



### Attributes

Attributes are prioritized by ability to meet needs and drive desired behavior.

### Values

Core values drive differentiation and provide purpose and direction for your company.

### Promise

Your brand promise is the unique, believable commitment you make to your audiences, and each other.

### Define your “Brand Bulls-eye” to drive better business results.

**Understanding your brand is the first step in gathering defensible data to populate your brand scorecard. Knowing these components provides the insights you need to compare your performance to competitors, internal to external perceptions, culture to customer experience, and more—allowing you to see where previously hidden opportunities for strengthening your brand lie.**

## By accurately measuring perceptions about your brand, you can take the guesswork out of critical branding decisions.

### Boost your brand ROI.

Your brand lives in the minds of your key audiences, and is the sum of the interactions that define their experience. Delivered through your touchpoints and filtered through their needs, wants and perceptions, these associations define the relationship between you and your customers.

Yet one of the greatest challenges marketers face is the lack of a vantage point from which to measure brand, and a way to prioritize the investments that can improve it.

### Organizations seek out MCorp to understand and improve their brand.

In almost every case, we unearth findings that startle clients. What can be surprising is where issues occur. What if:

- A re-prioritization of your brand investments could be 8 times more effective at creating preference.
- Better delivery on the experience that your brand is promising could increase retention by 20%.
- Shifting brand position could drive 100% greater employee and customer loyalty.
- A key aspect of your brand is more effectively “owned” by a competitor.

### Measuring and understanding the relationships and experiences that make up your brand.

To truly understand your brand, you need to see it from the perspective of the market. What do key audiences believe about your brand? What stories are they telling themselves about you?

You can find out—by accurately measuring the network of associations that make up the relationships between your brand and your audiences. Understanding, articulating and codifying these associations is at the heart of Brand Mapping.

# Brand Mapping<sup>SM</sup> is a proprietary analytical tool that measures the impact of your brand on customer decision making and market position.

## What's the ROI on your brand investments?

Customized to your needs, Brand Mapping can tie specific aspects of your brand to increased preference, retention and future purchase tendencies. MCorp delivers Brand Mapping through customized research and consulting engagements, workshops, diagnostic reviews, audits and ongoing brand monitoring.

Brand Mapping defines and measures your brand and its performance. Based on the measurement of perceptions, MCorp's fact-based approach to brand strategy guides every step of the process. It includes talking to the people whose relationships and experiences define your brand, and help you to see and take advantage of opportunities you didn't know were there.

## Four ways that Brand Mapping can help focus your brand strategy and decision making. What if you could:

## MCorp helps organizations understand and improve the attributes that drive brand preference.

When you see your brand through the eyes of customers, strengths and shortcomings become clear. Brand Mapping helps you define these and other key perspectives:

- Brand Value: Identify and understand the attributes that drive perception;
- Brand Position: Identify and understand what your brand stands for in the market, versus your competition;
- Prioritization: Prioritize the importance of brand associations to different audiences;
- Desired Behavior: Prioritize attributes relative to their ability to drive desired attitudes;
- Brand Drivers: Understand the soft (emotional) and hard (functional) drivers of brand loyalty;
- Performance Metrics: Build a metrics-based framework for ongoing performance monitoring.

### 1.

See exactly how your brand drives purchase decisions for your most valuable prospects.

### 2.

Get more impact (and quantify it) with every dollar you invest in promoting your brand by prioritizing spend on what drives loyalty. Or satisfaction. Or re-purchase.

## The benefits to your organization can be significant.

At its core, Brand Mapping will help your organization understand how to leverage the qualities that make you unique from your competition—while addressing negative perceptions, if any—effectively positioning you in the competitive market place.

Brand Mapping can significantly shift how you think about—and deliver—your brand, and positively impact your competitive positioning for years to come.

If you think a stronger brand might be of value to you, then you are already on the road to better results.

What might Brand Mapping do for you?

### 3.

Model brand impact across your lifecycle, so you can predict how messaging and position will drive customer perception and decision making at each stage.

### 4.

Use a brand scorecard to see exactly where your competition is stealing mind share—and steal it back.

### Taking the guesswork out of brand positioning.

At its core, brand positioning is simple. Where do you stand in the market in relation to your competition? That's where Brand Mapping comes in. Measure your brand's relevance, understand preference, and go head-to-head with your competition to see where you're strong, where you're weak, and see exactly where your opportunities lie.



## See how to brand, re-brand or revitalize your organization by quantifying brand impact on customer actions and perceptions.

### Better understand and improve your brand and the key attributes that drive it.

By mapping your brand, you can measure how effectively your investments support overall strategies and objectives, and how well it does—or doesn't—meet the needs of your customers.

- Understand the importance of individual brand associations to key audiences, to more effectively address their needs, wants and demands;

- Present a common platform of brand values that all employees can align with and support;
- Increase understanding of market position and audience perceptions, and specific ways to improve both;
- Focus marketing resources and messaging on the themes that drive brand preference, usage and loyalty;
- Define a framework for monitoring brand equity and position.

### Brand Mapping delivers powerful, actionable results.

One MCorp client was able to redefine brand position to increase cross sell by over 30%. Another was able to reduce marketing costs by over \$1M a year—because certain tactics didn't map to customer wants and needs. Others have strengthened market position, captured market share, and increased retention.

# Brand Mapping<sup>SM</sup> is a powerful research tool and analytical scorecard that rates where your brand is strong, where it is weak, and where your opportunities lie.

**Brand Mapping typically encompasses five steps.**

## Step 1: Objectives Definition

What are your objectives? How might you leverage your brand to improve market position, preference and usage?

## Step 2: Brand Definition

Qualitative internal and external research codifies brand insights, perceptions and attitudes as experienced by key audiences.

## Step 3: Brand Assessment

Quantitative research prioritizes brand attributes and values, and defines them relative to their ability to drive desired attitudes and behaviors.

## Step 4: The Brand Map

Analytics define performance gaps, opportunities, and points of competitive advantage.

## Step 5. Brand Articulation

Brand positioning platform and messaging matrix typically includes brand promise, functional and emotional benefits and Day 1 launch plans.

**Deliverables can include:**

- Brand insights across audience segments that are quantifiable and statistically projectable;
- A comprehensive Brand Map, aligning brand promise, core values and supporting attributes around internal and external perceptions;
- Video verbatims, which allow you to see and hear the voice of the customer, bringing data to life;
- Brand platform and brand messaging matrices;
- Gap analysis highlighting and prioritizing improvement opportunities;
- A metrics-based framework for decision-making; a scorecard for ongoing monitoring of your brand's performance.

**Brand Mapping will help you better understand, measure and improve brand performance.**

Because brands in and of themselves are intangible, we're often asked how science can be applied to their study. Our approach? Since your brand lives in the minds of your customers, we measure and understand their perceptions, relationships and experiences.

These insights allow us to define and implement your brand in ways that move audiences closer to you, and away from your competition.

**How can your organization benefit from Brand Mapping?**

**Call 866-526-2655 or email [mapping@mcprconsulting.com](mailto:mapping@mcprconsulting.com) to find out.**

## Success Brief: Integrated financial services firm repositions across divisions, boosting loyalty, cross-sell and customer value.

**Rebranding across formerly siloed divisions increases engagement, drives cross-sell among units, greater revenues across business lines, and boosts employee loyalty by over 200%.**

**Challenge:** Disconnected brands across three divisions reflect siloed business, impeding value creation across 2 million+ customer base.

**Approach:** Map brand and customer decision drivers across segments to prioritize attributes and values, and quantify performance gaps.

**Findings:** Isolated market segments without unity or connection still shared common values, though internal frustrations were high, with loyalty in the low 20 percent range.

**Recommendations:** Codify areas of commonality and strengthen from the inside out by launching internally first to drive brand adoption, ownership and control.

**Results:** After a year of "living the brand" internally, loyalty jumped to nearly 80%, uniting audiences around a shared vision, driving financial success across all segments.

**Accurate, powerful and actionable metrics will help you brand, rebrand or revitalize your brand based on its market impact and ability to drive customer decisions.**

## SERVICES

### **Brand Mapping<sup>SM</sup>**

- Customized brand research and consulting engagements based on your specific goals, challenges and situation

### **Brand Mapping Diagnostics**

- Cost effective diagnostic of brand performance, market position and prescriptions for improvement

### **Brand Mapping Workshops**

- Team-oriented training and action plans for ongoing performance improvement and monitoring

## DELIVERABLES

- Precisely quantified Brand Map, supported by statistically projectable data and proprietary analytics
- Online surveys and action plan, including map of disconnects and immediate insights for quick fixes
- A Brand Mapping Diagnostic and analysis, a half-day onsite Workshop and 30 days of follow-up consulting

All of our services can be specific to or inclusive of business objectives (including M&A, expansion, market penetration, acquisition, retention etc.) business units or product groups, tactical communications (including behavior change and crisis communication) and audience segmentation (such as employees, customers, potential customers, investors, industry analysts, etc.)

**MCorp Consulting**

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**MCorpConsulting** 

**MCorp Consulting** is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences.

Touchpoint Mapping<sup>®</sup>, Brand Mapping<sup>SM</sup> and Loyalty Mapping<sup>®</sup> are proprietary research and analytical tools for brand marketers that take the guesswork out of decision making with proven, actionable and accurate data.