



Brand Insight Assessment™

The Brand Insight Assessment is an on-line tool that measures the strength and alignment of a brand among key internal audiences. While other methodologies exist to look at the brand from the “outside in” by measuring consumer attitudes, the Brand Insight Assessment is designed to look at the brand from the “inside out” by measuring the knowledge and attitudes of three of the brand’s most important constituencies: executives, employees, and the sales channel, or other channel partners.

The Brand Insight Assessment takes a holistic approach to the issue of branding, based on a philosophy that a strong brand is not only the result of effective marketing, but also effective corporate vision, structure, management, internal communication, and training, among other things.

Conventional marketing research tools can tell you about consumer awareness, attitudes, and preferences toward a brand. But very often the brand fails to achieve success because it isn’t understood or supported by the company itself.

The Brand Insight Assessment

1. Uncovers underlying business or marketing issues that may be undermining the success of the brand.
2. Shows the alignment of perceptions and attitudes of management, employees, and sales channel.
3. Identifies perceptual gaps among important internal audiences on key dimensions of the brand.
4. Recommends specific areas in which business and marketing communications practices need to be improved in order for the brand to reach its potential.

An on-line questionnaire is administered to each of three audiences – executives, employees, and the sales channel – to measure specific areas of a company’s business and marketing performance in the following areas:

Specific BIA Analysis Categories

• Strategic Approach

- Does the organization know where it’s going?
- Is the organization different/better than their competition?
- How well has the organization identified their brand?
- How well does the organization know their competition?



How well does the organization know their market?

• **Internal Organization**

Is the organization structured to achieve success?

How effective is the organization's internal communication?

Does management set a good example and support its brand identity?

Does the organization consider both the long and short term?

How well does the organization work together?

Does the organization have the right culture to develop a consistent brand identity?

• **Brand Identity/Marketing Communication**

How well has the organization identified its brand?

Is the organization aware of issues that could impact the brand?

How well-defined are the marketing objectives?

How good is the marketing plan?

Is the organization accountable for marketing activity success?

How well does the organization execute brand identity?

Does the organization spend enough on marketing?

How good is the organization's external communication?

Is the organization consistent in communicating brand identity?

• **Implementation**

Is the organization consistent about brand identification?

How well does the organization work with its key business partners?

How effective are the sales and distribution channels?

Do new and existing employees receive training about the brand?

How is the organization doing re: customer service?

In-depth reports and graphs generated by the Brand Insight Assessment provide a comprehensive overview of the strength and value of the brand.

1. Provides a visual portrayal of perceptions and attitudes of executives, employees, and the sales channel toward the brand, including perceptual gaps between these three key audiences.
2. Benchmarks of a brand's position and tracks evolution through a consistent set of metrics
3. Identifies major branding and marketing objectives and creates an action plan to achieve them.

Combined with other strategic planning tools that provide consumer and end-user insights, the Brand Insight Assessment allows Grant Marketing to give companies the complete view of their brand, both from the "inside out" and the "outside in."