



# How the Strategic Brand Assessment Helps Transform Brands

## Company:

Technical equipment manufacturer

### The situation at hand

- Brand's growth stalled.
- CEO strongly believed brand had an unexploited service-based competitive advantage.
- Identified a need to assess the organization overall and determine how best to re-establish growth.

### Insights from the Strategic Brand Assessment

- Belief in "service" advantage was shared to some degree by executive management, but not by employees, and even less so by channel partners.
- Channel partners did not assign "service" a high priority.
- No real differentiation of brand versus competition.
- What brand needed was true product innovation.

### Changes implemented as a result

- "Service" based re-launch of brand was abandoned.
- Re-engineering program established to develop innovative product advantages.

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## Company:

Manufacturing firm that had recently acquired a new division that dramatically increased its size

### The situation at hand

- In addition to making a significant acquisition, company had gone through numerous changes in direction.
- Management turnover was high.

### Insights from the Strategic Brand Assessment

- No enthusiasm for the company among any group: executives, employees or channel partners.
- The company had lost its pulse.
- Management rated "Vision" and "Competitive Differentiation" as very important but gave the company low marks on these elements.
- Employees rated "Guidance and Direction" as the top priority but gave the company very low marks.
- The company had lost credibility with executives and employees and was unable to execute effectively.
- Employees overall were cynical about the company.

### Changes implemented as a result

- Company worked to enlarge middle management ranks.
- Identified better ways to empower managers.
- Instituted training programs to help middle management better communicate with and direct employees.