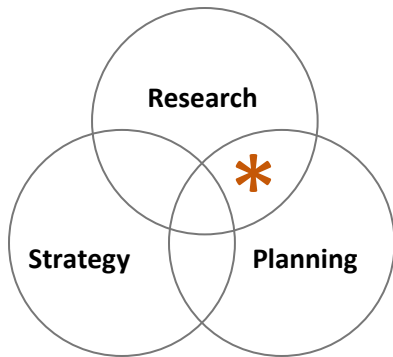


# Brand Equity Exploration

A leading health insurance provider wanted to understand the attitudes, behaviors, and values of their constituents, including consumers, brokers, HR professionals, health care professionals, and community leaders, in order to inform future brand positioning. The client sought to better understand the equity of their brand, and constituent perceptions of the brand's position in the competitive marketplace.



## Tools Used:

- Focus Groups
- In-Depth Interviews
- Online Surveying
- Position Development

## Approach

W5 conducted two phases of research to fully assess the client's brand equity. The first phase was qualitative, exploring the issues, cues, and attitudes that comprise brand equity and constituents' perceptions of the brand. The second, quantitative phase of research expanded upon this exploration, discerning the relative value of brand attributes, distinguishing the importance of brand in purchase consideration, and determining the value of the client's brand.

## Results

W5 identified and prioritized seven key attributes important in the overall assessment and selection of a health insurance brand. The research also yielded several ways in which a health insurance brand can be established as the leader among its competitive set, allowing the client to make solid assertions about marketplace positioning. A more conceptual quantitative research exercise defined the percentage more consumers are willing to pay for the client's brand, relative to values assigned to leading competitors.

W5 followed up this research by working closely with the client on development of positioning statements, to be used internally in guiding future marketing efforts.