

Tracking Worldwide Brand Perceptions

A network computing manufacturer sought to better understand the causes of recent business losses. The focus of the client's concern was on worldwide business customers' reactions to an assertively focused media campaign. Specific objectives included determining consumers' awareness of the advertising and resulting impact on brand image.



Tools Used:

Online Tracking

Telephone Interviewing

In-Person Surveying

Approach

W5 gauged technology professionals' awareness and perceptions of the brand on a semi-annual basis through a ten-country tracking initiative. W5 applied a custom approach for each country to account for differences in culture. W5 regionally managed data collection in the Americas, Europe, Asia, and Australia, assembling best-of-breed partners to ensure that the correct constituents were reached.

W5 received results from different data collection partners and worked closely with them to manage professional translation, data layout, and interpretation of cultural differences in response; particularly for ratings questions, where respondents in Brazil, for example, used scales differently from those in Asia.

Results

The client leveraged the research to guide both advertising focus and spending in order to maximize their brand equity worldwide. Additionally, the client was able to use comparative results to target branding and product initiatives across geographies.