

Brand Identity Research And Analysis

Analyzing your brand identity is crucial when growth is limited, when you are planning a merger or charter expansion, or when your credit union is experiencing select group changes or increased competition. At Marketing Partners we can help you research, evaluate and build your brand identity.

- Management and Employee Interviews
- Competition Analysis
- Current Market Position and Strategy Evaluation
- Mission and Personality Assessment
- Issues and Goals Identification
- Member/Community Perceptions
- Member Loyalty/Satisfaction Levels
- Product/Service Position Analysis
- Name Evaluation and Recommendations
- Logo/Graphics Review and Preferences
- Sales and Service Culture Analysis
- Brand Identity Evaluation and Executive Summary

When necessary, we can conduct comprehensive or snapshot surveys, focus groups, and in-person, online and e-mail polling.

Call to learn more about how our proven research tools and objective analysis can help you build your brand equity or create a new identity.

1-888-641-1215

Online: www.marketingpartners.com

