



NeedScope in Action

8 Case-Studies to
Demonstrate NeedScope
Addressing Marketers' Issues

Examples Of NeedScope In Action



Brand Strategy

How can TVS regain market-leadership?



Positioning

How do we differentiate a legal firm?



Innovation

How do we line-extend an iconic brand?



Brand Merger

Will combining brands improve overall positioning?



Communications

How can we measure emotion in advertising?



Image Measurement

What are the real differences between juice brands?



Brand Strategy

How can a charity maximise donations?



Sponsorship

How can a bank maximise sponsorship budgets?

Brand Strategy

How can TVS regain market-leadership?

The Situation

- The 2 wheel market in India had moved from scooters to motorcycles
- Client, TVS, lost its leadership position
- Attempts to regain this by launching a motorcycle were unsuccessful
- The problem was not product, but brand

The Research

A qualitative and quantitative NeedScope programme to;

- Understand the unique dynamics of the 2 wheel market
- Identify best strategic opportunity for TVS
- Work with client to develop a motorcycle brand to connect emotively with consumers

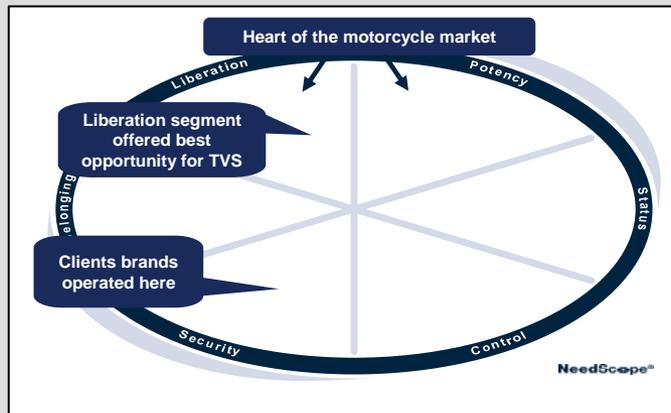


Brand Strategy

How can TVS regain market-leadership?

The Insights

- Unlocked the emotive drivers for riding a motorcycle - Liberation and Potency
- Competitors strong in Potency segment but opportunity revealed for a new brand in Liberation
- Brand needed to have irreverence, sociability, freedom and exploration at its core, with a young sporty image.



The Outcome

- Developed brand targeted directly at the youthful, irreverent side of liberation – the motorcycle as a rite of passage
- Apache successfully launched, making strong emotional connection – It's Now or Never
- Resulted in industry accolades, renewed passion within TVS and return to no. 1 position



Success by building a powerful new brand based on core emotive drivers

Positioning

How do we differentiate a legal firm?

The Situation

- The legal market is not known for powerful emotively based branding
- But MAQS, a business law firm in Scandinavia and Eastern Europe, was looking to challenge category norms
- An opportunity to differentiate beyond the functional to optimise brand positioning

The Research

NeedScope Modeller to ;

- Understand the role businesses want their lawyers to have
- Identify how law companies are currently meeting needs and uncover unmet needs
- Explore opportunities for MAQS and develop brand strategy and guidelines for execution

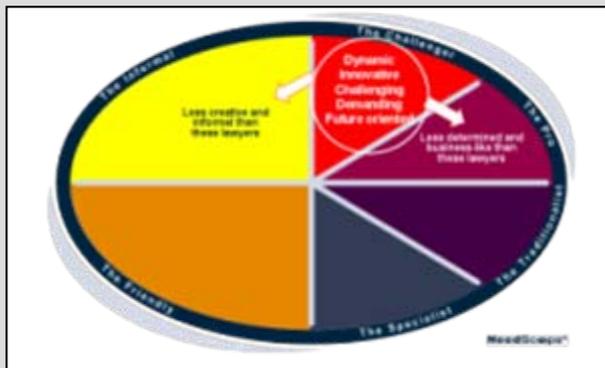


Positioning

How do we differentiate a legal firm?

The Insights

- Understood the range of different relationships business clients want with their legal firm
- Identified unique opportunity for MAQS within the 'Challenger' territory – dynamic, innovative and challenging
- Brought to life for the client through workshops, exploring how to express the Challenger positioning within the context of legal services



The Outcome

MAQS was able to leverage the 'Challenger' position through

- Use of archetypal colours black and red
- Logo motif – thinking outside the box
- Tagline "Challenging the laws of convention"

Successfully applied to all brand touchpoints i.e. logo, website etc.



Successfully unlocking emotion in a traditionally functional market

Innovation

How do we line-extend an iconic brand?

The Situation

- A 24 year old brand under pressure
- Juice category losing value and under squeeze from competitors
- Looking for innovation opportunity to deliver good returns and enhance the brand
- Hybrid juice/soft drink variant seen as a possible option

The Research

Started with a broad view of the category

NeedScope Modeller to;

- Understand dynamics of total cold drinks market
- Identify unmet needs

Combined with NeedScope Developer

- To evaluate different territories available to the brand
- And develop the best offer to take to the market

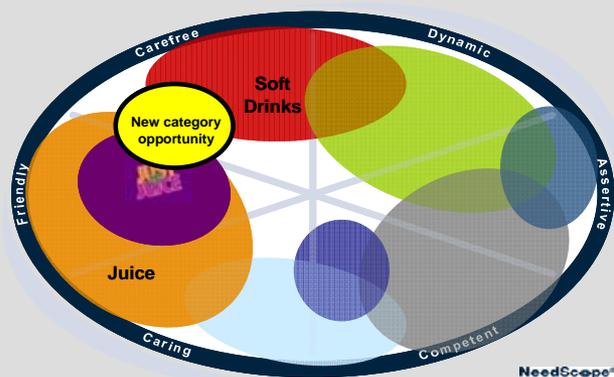


Innovation

How do we line-extend an iconic brand?

The Insights

- Identified gap to develop new hybrid category 50/50 juice and soft drink
- Understood unique emotive benefits bubbles bring i.e. fun & vitality
- Clear direction to align every element of the marketing mix – product, packaging, pricing, communication etc



The Outcome

- Just Juice Bubbles line extension launched successfully
- Sales and profitability targets exceeded in first year
- And helped rebuild the core Just Juice brand



***Successful innovation – meeting emotive and functional needs
and staying true to the core brand***

Brand Merger

Will combining brands improve overall positioning?

The Situation

- Cingular and AT&T Wireless brands merged due to acquisition
- The merged brands resulted in a weaker brand equity
- The reason for this needed to be understood to develop an appropriate positioning strategy
- NeedScope was used to understand the differences in positioning between the separate and merged brands

The Research

NeedScope Positioner;

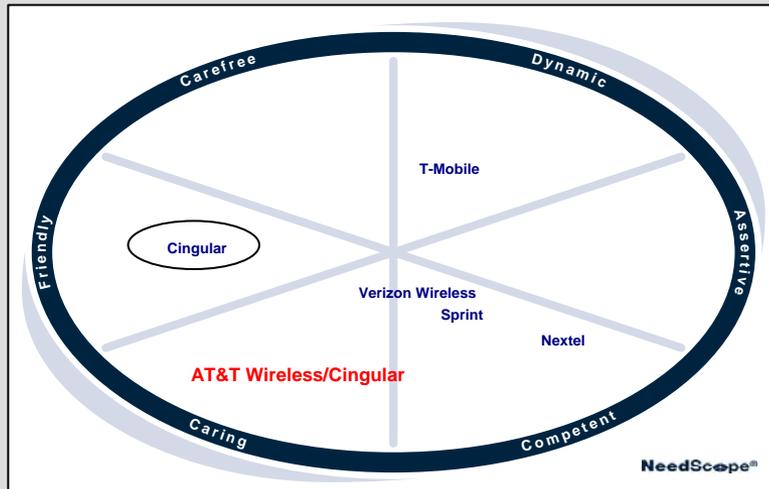
- Standardised NeedScope Positioner included in a wider Brand Equity study (including Conversion Model measures)
- Analysed the positioning of Cingular and the merged brands relative to competitors to understand points of difference and commonality



Brand Merger

Will combining brands improve overall positioning?

The Insights



The positioning of Cingular has significantly moved after the merger with AT&T Wireless

Cingular	Shared	AT&T Wireless/Cingular
FEATURES		
	Has few dropped calls	Clear sounding calls
	Range of features	Range of phones
PRICE/VALUE		
No worry about minutes		Value for money
IMAGE		
Easy to deal with	Reputable, reliable	Established, respected
PERSONALITY		
Carefree, fun loving	Helpful, friendly	Organised, capable
		Intelligent, thinking
FEELING		
	Under control, everything in o..	Efficient, effective
	Sociable, included	

Cingular's more extroverted, carefree, easy to deal with positioning has been lost with the merger of the more introverted, formal, organised, efficient values brought by AT&T Wireless

This dissonance has caused the drop in equity

The Outcome

Cingular's original positioning needed to be reinforced as this was more unique in the market and was driving the equity

Measuring emotion gets to the real drivers of brand equity

Communications

How can we measure emotion in advertising?

The Situation

Powerful advertising makes an emotional connection with consumers

Yet advertising research often fails to reach this level

Potentially strong emotive campaigns can fail traditional measures because their message is covert and difficult to research.

The Research

NeedScope, integrated with other advertising measures, takes advertising evaluation to a new level, as in this Samsung example;

- Uses the language of symbols in the same way good advertising does
- Unlocks not just the functional but also the emotive dynamic of a piece of communication
- Identifies how communication can be enhanced



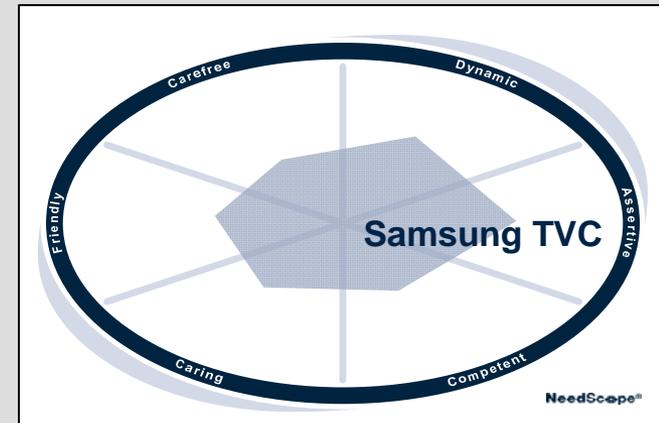
Communications

How can we measure emotion in advertising?

The Insights

By incorporating NeedScope in this AdEval study on Samsung, the research went far beyond the functional layer;

- The high production values and stylish setting communicate Samsung Flat Screen is an overtly modern, hi-tech product.
- But beneath this there is also a sense of confidence.
- The individuals all display a self-assertion that hints at power, mastery and even exhilaration.



Product Features:	Social Image:	Personality:
Stylish designs Large screens Latest tech Digital Sharp quality	Modern Popular Cool/trendy Upmarket	Confident Self-assured Ambitious Successful Bold Dynamic

Success through understanding the important emotive element in advertising

Image Measurement

What are the real differences between juice brands?

The Situation

- A Fruit Juice producer was looking to understand their brand's positioning relative to competitors
- Traditional image measurements did not reveal much discrimination
- In fact what seems to have been measured was brand awareness levels rather than image –
 - Tropicana scores more highly across the image attributes regardless of attribute - reflecting its high level of awareness
 - And the correlation between the brand image profiles is over 0.7

The Research

NeedScope Positioner replaced the traditional image measurements without any increase in questionnaire real-estate

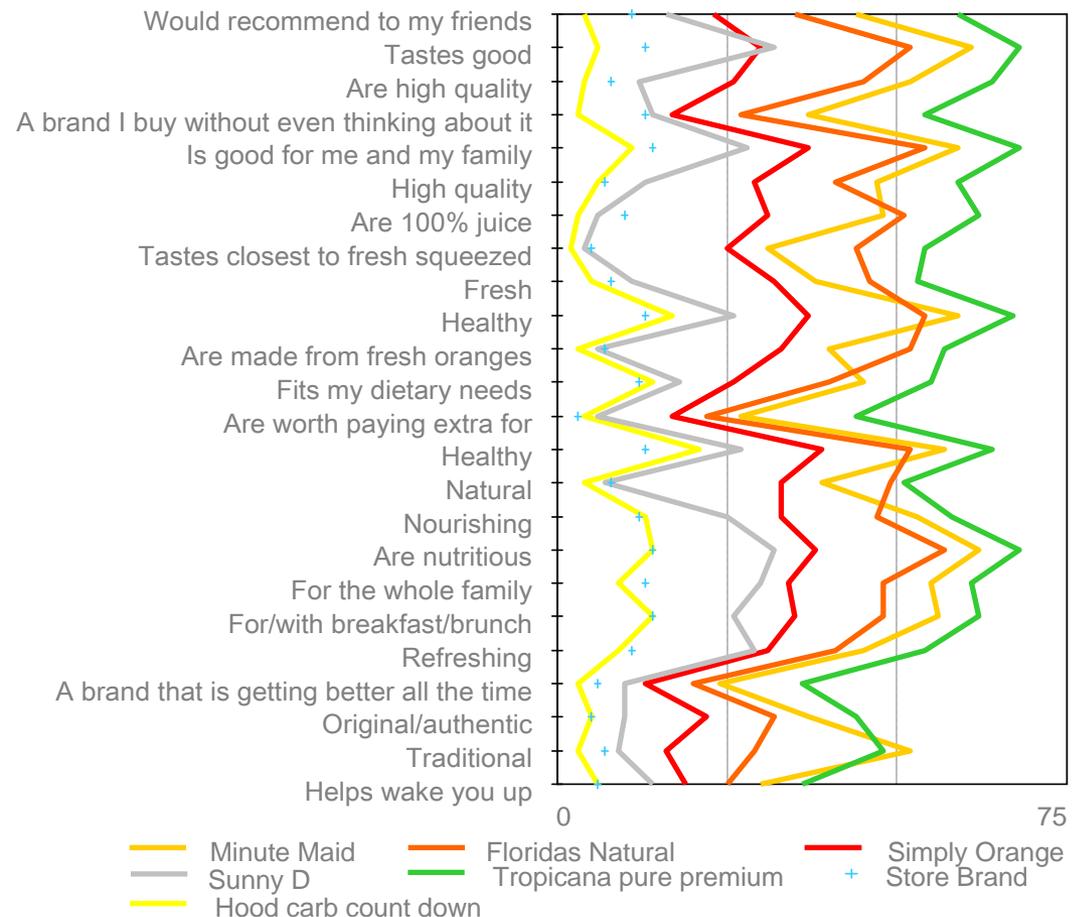
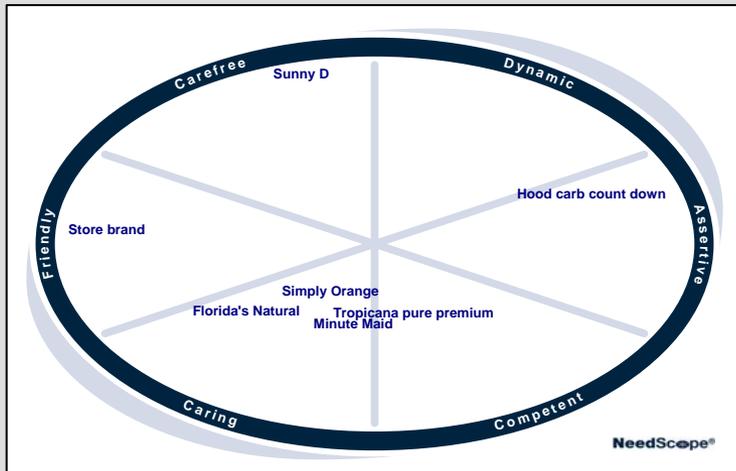


Image Measurement

What are the real differences between juice brands?

The Insights



The brands are clearly differentiated and the NeedScope Model shows their relative positions

NeedScope detects differences in image profile even for brands more closely positioned

Minute Maid	Shared	Tropicana pure pre
Product Nature		
Fresh		Full bodied
		Natural
		100% fresh squeezed juice
		Crisp
Product Delivery		
Refreshing		Helps prevent illness
Price		
	Average price	
Situation		
When feeling ill	For/with breakfast/brunch	
Image		
Traditional	High quality	
Popular	For everyone	
Personality		
Nurturing, caring	Intelligent, thinking	Discerning, choosy
Feeling		
Peaceful, contented		Special, important

The Outcome

The client had a far greater understanding of their positioning and image profile relative to competitors

NeedScope brings clarity to image measurement

Brand Strategy

How can a charity maximise donations?

The Situation

- Charity organisation based on assisting unemployed people gain work, moving them from dependency to self sufficiency
- Needed to understand the donor market to most effectively position their charity brand vs others competing for donors
- Ensure greater self sustaining revenue

The Research

Customised Frame of Reference Qualitative Modeller study;

- Developed a needs model of giving behaviour
- Hypothesised charity brand positions and how client charity could be best positioned to take advantage of donor needs

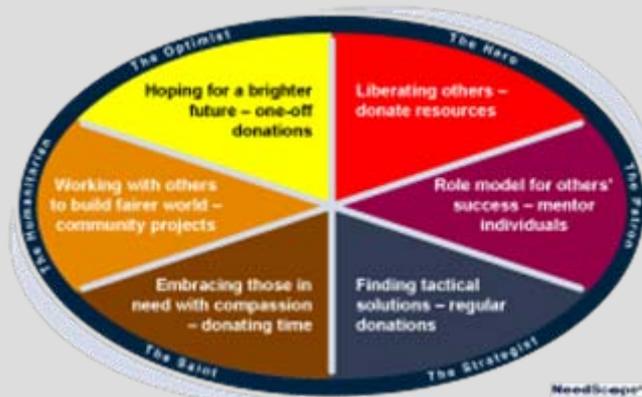


Brand Strategy

How can a charity maximise donations?

The Insights

Identified core emotive need drivers of charity donation and how best to tap the wallets of each



The Outcome

Allowed the client to understand the needs of their donors and how best to reach them via communications, appropriate pledges and fundraising drives, partnerships and celebrity endorsements



Relaunched brand identity and programmes to increase donations

Success through understanding the emotion behind giving

Sponsorship

How can a bank maximise sponsorship budgets?

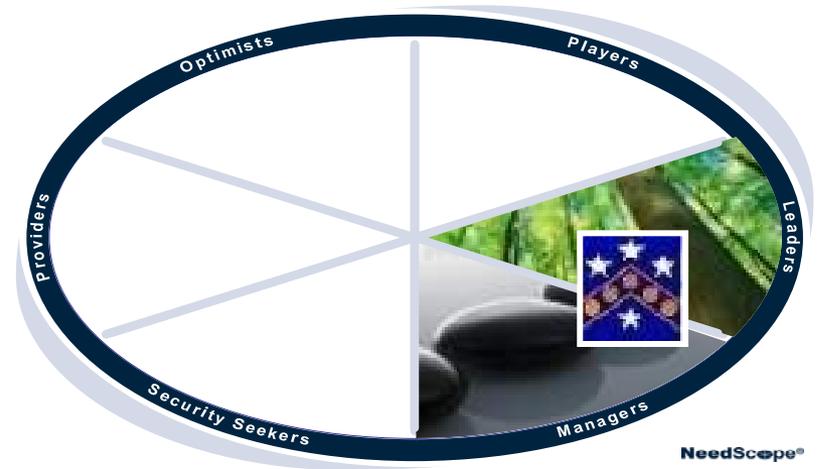
The Situation

- Initially NeedScope helped client identify strategic direction for BNZ bank brand
- Targeted 2 adjacent segments – Leaders and Managers
- Developed brand essence – Leadership, Empowerment & Performance
- Sponsorship decisions needed to be aligned with strategy so sponsorship

The Research

Tactical NeedScope study, linked to original research

- Developed a model of sponsorship i.e. what are the different goals corporate sponsorship can achieve?
- Evaluated possible sponsorship activities in light of BNZ's brand ambition



Sponsorship

How can a bank maximise sponsorship budgets?

The Insights

- Identified core sponsorship priorities for the bank's customer segments



- Identified specific sponsorship activities that would align well with brand ambition



The Outcome

A framework for evaluating sponsorship providing tangible benefits for BNZ i.e.

- Re-evaluated existing sponsorships, changed how some were communicated to better reflect priorities
- Identified new sponsorships that would deliver to the right emotive need
- Empowered local managers to make local sponsorship decisions



Success through a brand-based framework for smarter sponsorship decision-making