

BRAND SERVICES

In the highly competitive and increasingly commoditized financial services industry, an institution must differentiate itself from the competition. Bancography can assist the institution by measuring and evaluating the institution's brand, both by calculating the value the brand provides the institution and by performing primary marketing research to gauge the institution's brand strength.

THE ART OF POSITIONING

bancography

BRANCH PRODUCT RESEARCH BRAND

For more information on Brand Evaluator, contact Kimberly Clay at (205) 251.6227 or research@bancography.com.

Brand Evaluator

An institution may gain insight into its brand awareness with the Brand Evaluator, a quantitative research program that gauges the institution's brand strength and penetration in a market. Findings from the Brand Evaluator will allow the institution to evaluate its marketing efforts, monitor consumer behavior and assess the effectiveness of its brand positioning.

The Brand Evaluator measures seven essential attributes:

- > awareness
- > market share
- > differentiation
- > loyalty
- > considered set
- > identity
- > positioning

In addition to evaluating the institution on each of the above attributes, Bancography also provides industry benchmark data so the institution may compare its performance against peer institutions.

The Brand Evaluator also includes a qualitative overlay not found in other quantitative studies. Bancography's brand strategist will examine the quantitative data in the context of the verbatim feedback from the survey to assess the institution's brand positioning and perceptions relative to its competitors. The review includes commentary on how well the institution differentiates itself in the marketplace, recommends brand and communications strategies and suggests ways the institution can advance its brand awareness.

Pricing

Starting at \$20,220 for one market
Contact Bancography for a custom proposal