



Assessing brand health of a health care institution to help facilitate strategic planning



Objective



Methodology



Outcome

To prepare for the strategic planning process, a major health care institution needed to assess the health of two brands relative to competition after undergoing several branding and facility changes.

Two quantitative surveys addressing two consumer segments were implemented via both landline and cellphone to ensure a representative population of town, rural and seasonal residents. Recommendations based on findings were made by age group, gender, ZIP code, users and non-users.

By discovering that high levels of awareness were not translating to strong affinity and superior imagery, the management team was able to identify and address areas of brand confusion, as well as positive, competitive areas to be reinforced in future communications.

Close the gap between what you think and what you know.