



Mapping consumer perceptions to help a major energy company assess and redesign its brand post-acquisition



### Objective

A major energy client hired Prime to assess branding and trade dress optimization immediately following an acquisition.



### Methodology

We used qualitative and quantitative methodologies in a two-step process to create a brand perception map and profile the target market in the service territory:

- Created multiday online bulletin boards where urban and rural consumers provided their unaided and aided perceptions.
- Participants documented their experiences in making purchases from at least two service locations.
- Participants also provided their reaction to images of future trade dress designs.
- Translated the consumer perceptions and client hypothesis into a quantitative tool and qualified perceptions across a regionally representative sample of men and women ages 25-64.



### Outcome

By creating a brand map of the category, we identified which brands held which position as perceived by the end users. This gave the client the confidence to redesign a brand to reflect the desired positioning for the current consumer franchise and improve the brand perceptions of potential consumers.

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