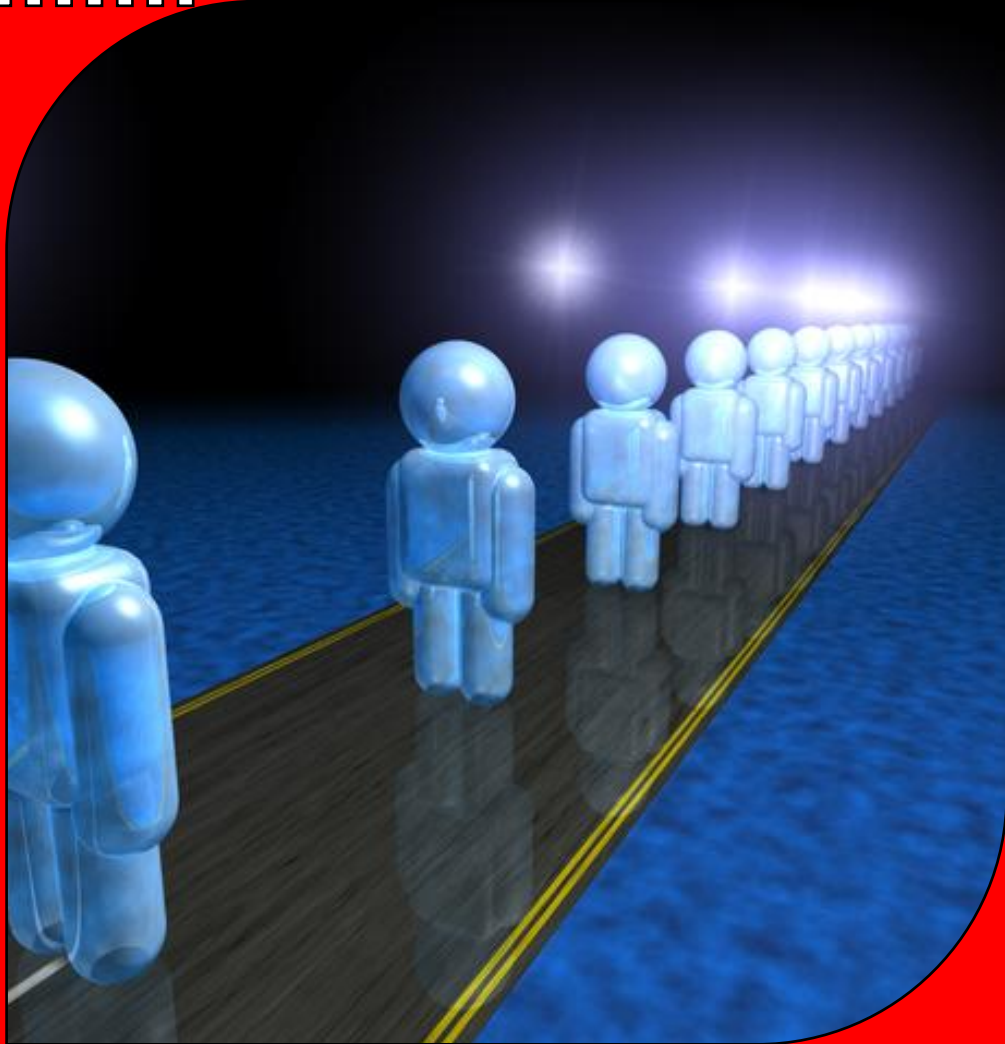
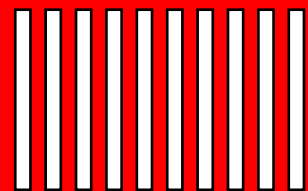


Case Study



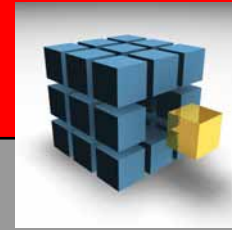
Brand Positioning Research

*two case studies in the
forklift truck market*





Case Study Brand Positioning Research



Two case studies in the forklift truck market

The forklift truck market in Europe has increasingly seen “grey imports” from Asia taking a larger market share. This in turn has contributed to downward pressures on prices and profitability. Brand positioning strategies, when used effectively, can create brand value and be used to exploit differentiated propositions.

Case Study 1: Brand Alignment Research

Objectives

Redshift Research was commissioned by one of Europe’s leading forklift truck manufacturers to help position two brands serve highly differentiated market segments. The manufacturer combines two distinctive brands, each with different traditions, strengths and image associations among their respective customers.

The objective was to understand the relative strengths & market positions of these brands and how they can best be developed in future to complement each other most effectively.



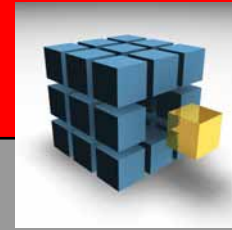
Research and Consultancy

Telephone interviews with senior decision makers amongst both customers and non-customers across the UK, France, Germany, Spain and Italy. Two surveys were run effectively with buyers of the distinct brands. Buyer needs and brand associations were then analysed against sector and other demographic information to help differentiate each brand in the most appropriate market segments.

The branding strategy would be most effective where dealers targeted customers appropriate to each brand, and avoided duplicating sales effort in the same market segments. Redshift produced a brand positioning white paper used to support a communications road show initiative among its country dealerships.



Case Study Brand Positioning Research



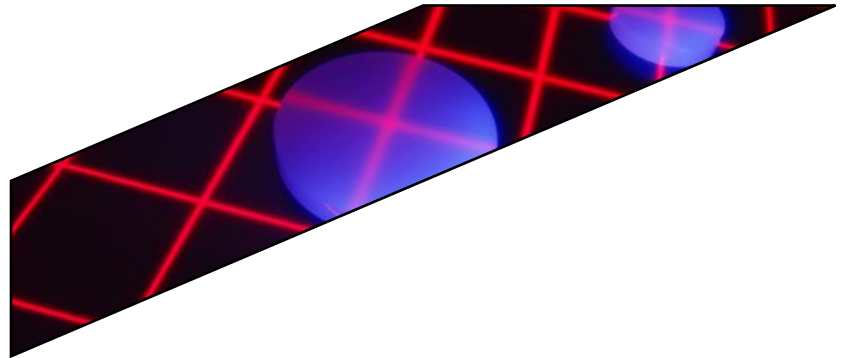
Two case studies in the forklift truck market

Case Study 2: Brand Perceptions and Positioning Research

Objectives

Redshift Research undertook a multi-client study for the major leading forklift truck manufactures in Europe to evaluate brand perceptions across the key country markets.

Brand positioning research explores which brand associations are most relevant and salient. Understanding which brand values are most important provides a steer on which market messages to promote across advertising and communications programmes. A further objective was to evaluate the extent to which current marketing activities have had the most impact.



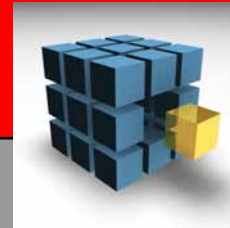
Research Programme

A total of 1,400 telephone interviews were conducted in UK, France, Germany, Italy and Spain. The research measured brand perceptions, awareness and buyer selection issues, as well as perceived brand performance across a range of product and service issues. Key outputs also included brand loyalty measurement, using Redshift's Company Health Check methodology.

Brand Mapping

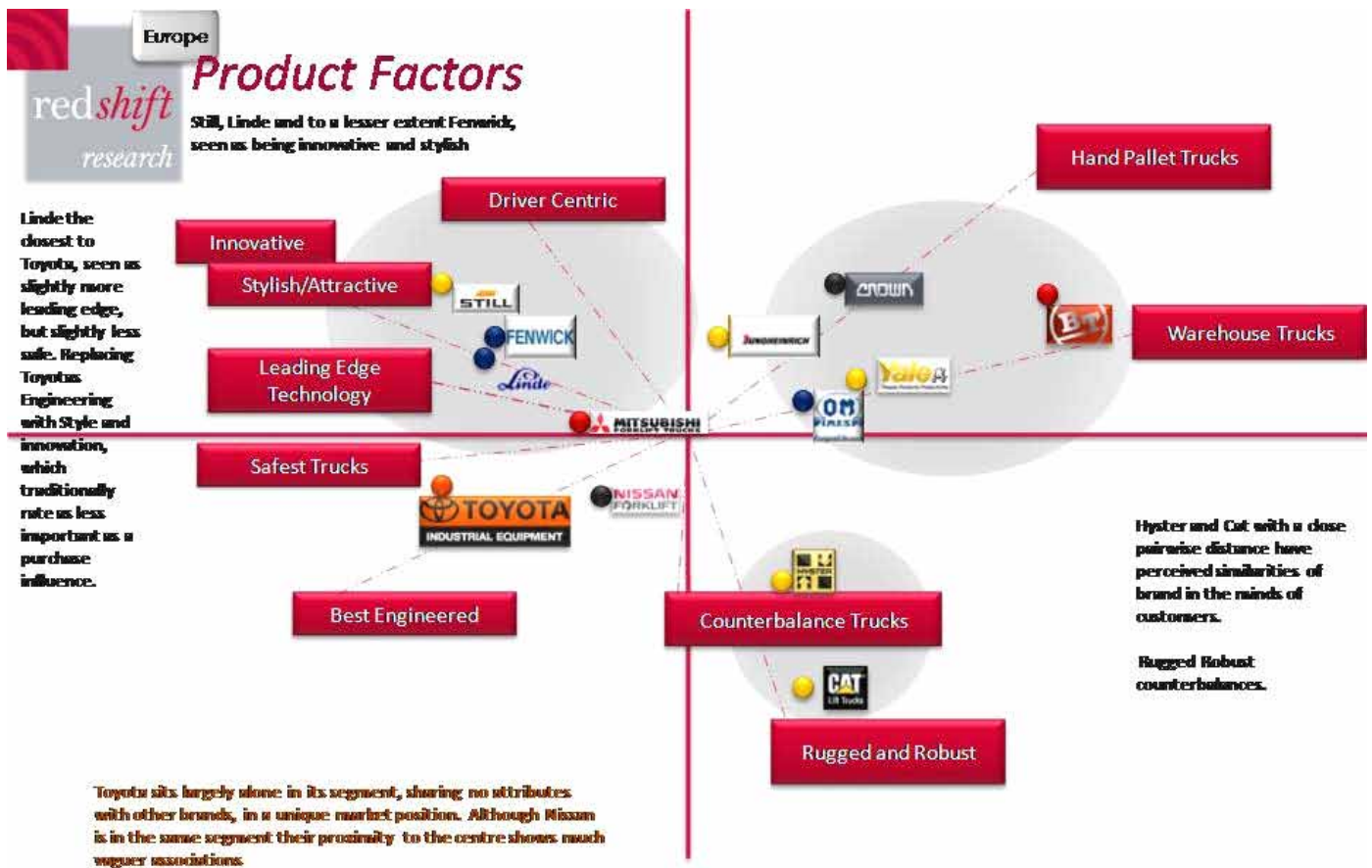
Brand maps are an effective way to summarise complex data on brand image and associations, represented simply in a two dimensional map. Researchers use them to explore brand image and associations and a brand map provides a simple view of which characteristics are most associated with competitor brands.

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Two case studies in the forklift truck market

Example output of a brand map

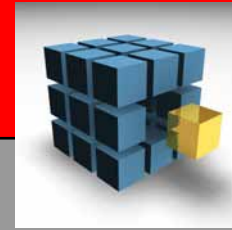


More information...



<http://www.redshiftresearch.co.uk/brandmapping>

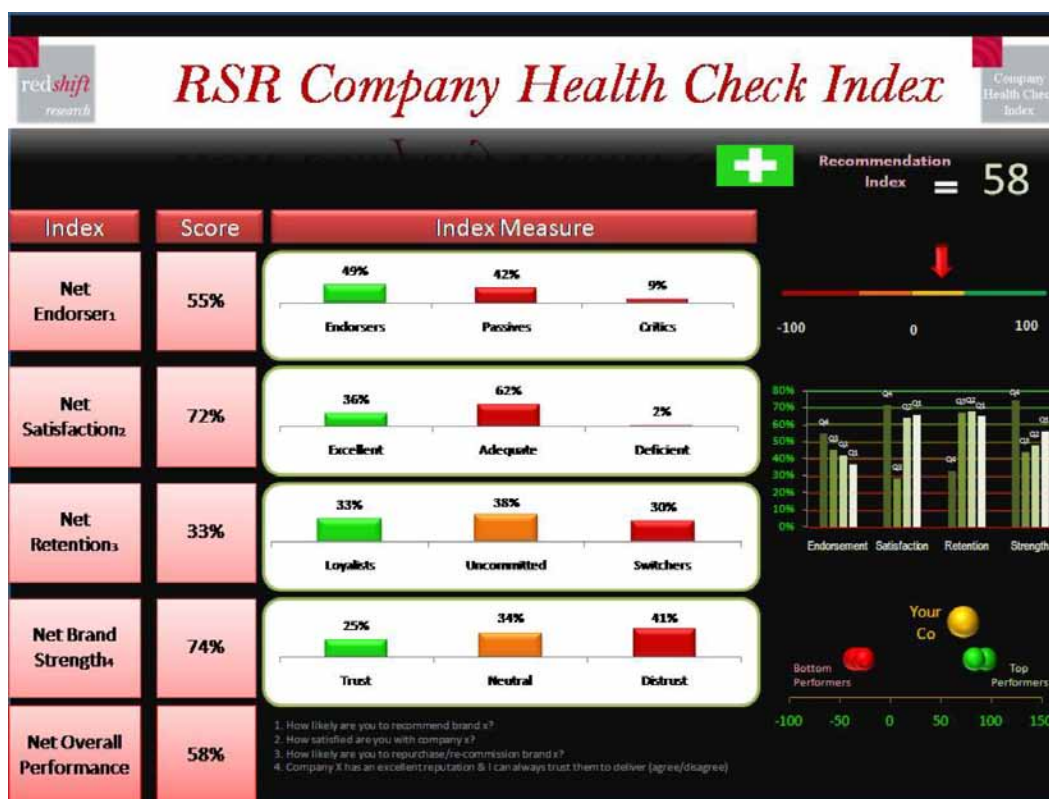
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Brand Loyalty

Example output of brand loyalty assessment



Brand loyalty is a key element of brand perceptions research. Various loyalty measurement techniques can be used including the so called “net promoter” technique frequently used in the USA. In this research, Redshift evaluated loyalty based on four distinct measures of :- advocacy, satisfaction, purchasing intentions and brand commitment sentiment. For each brand, customers were classified as “endorsers”, “passives” or “critics”.

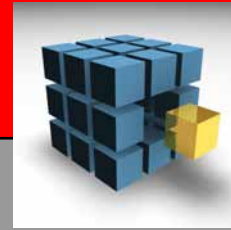
More information...



<http://www.redshiftresearch.co.uk/net-promoter-score>



Case Study Brand Positioning Research



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More information...

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