

360° BRAND ASSESSMENT

Understand the six critical constituencies that most influence your brand: clients, prospects, employees, partners, industry influencers, and investors.



Source: ITSMA, 2008

BUILD BRAND STRENGTH

ASSESSMENT OVERVIEW

No matter how large or small your brand investment, developing a comprehensive understanding of how your brand is perceived is essential to business success. Understanding how each of the following groups views your brand enables you to target marketing investments where they are needed most.

- **Clients.** How do your clients perceive your strengths and weaknesses vis-à-vis key competitors?
- **Prospects.** Which attributes do prospects value most when evaluating you and your competitors?
- **Employees.** How do employees view company strengths and weaknesses? How well do they deliver on your brand promise?
- **Partners.** How do partners perceive your strengths and weaknesses in relation to their other partners? How well do they represent your brand?
- **Industry Influencers.** How do key journalists, industry analysts, and other experts really view your company? How do they compare you with key competitors?
- **Investors.** How do investment firms, financial analysts, and fund managers view your firm? How are their actions affecting your market position?

ASSESSMENT BENEFITS

ITSMA's 360° assessment allows you to:

- Identify current strengths, weaknesses, and opportunities
- Improve the impact of existing campaigns
- Test new positioning initiatives
- Create a baseline from which to measure future improvements

ITSMA IN ACTION: HITACHI CONSULTING

In 2000, Hitachi, Ltd. entered the business and IT consulting market by acquiring the IT consulting arm of Grant Thornton, LLP. Three years and four acquisitions later, Hitachi decided to rebrand the growing consultancy to spur greater growth and profitability. To help them with the process, they turned to ITSMA.

ITSMA's first priority was to conduct a 360° brand assessment to identify how key constituents perceived both the consulting brand and Hitachi's global brand. ITSMA then developed messages and marketing recommendations to make sure that the consultancy's new name and brand would resonate with the market.

The rebranding proved extremely successful. Using the newly-developed messages, supporting pillars, and proof points from ITSMA, the company introduced the Hitachi Consulting name and brand.

Over the course of the following year, Hitachi Consulting:

- Tripled its brand awareness with key stakeholders
- Quadrupled the amount of analyst coverage it received
- Drove a 25% increase in revenues from Fortune 100 companies
- Increased its overall revenue by nearly 20%

"Our successful rebranding as Hitachi Consulting has been a cornerstone of our growth. Working with ITSMA during that critical process was a key determinant of our success."

—Michael Travis, President and COO,
Hitachi Consulting

BEYOND AWARENESS AND PREFERENCE

Many firms measure basic brand awareness and preference with clients and prospects. Such measures are certainly useful, but a more in-depth approach to brand research and analysis can provide important insights that can support immediate refinements to key marketing and sales activities.

ITSMA's 360° Brand Assessments include three innovative tools to help firms dig deeper into brand analysis and increase the impact of their brand research investments.

Market Positioning Guide

ITSMA's Market Positioning Guide plots the perceived strengths and weaknesses of a group of firms in different markets.

The Market Positioning Guide shows how your firm stacks up against competitors in different markets, thereby lending clear graphic evidence to support new investments in marketing for specific capabilities and markets.

The Guide can be used to plot relative positioning in vertical markets as well.

Brand Investment Matrix

ITSMA's Brand Investment Matrix maps the attributes clients or prospects consider most important in a services provider against their assessment of how firms are performing in those attributes.

Understanding client priorities helps you construct specific messages that resonate well with their concerns.

Further, knowing how clients perceive your and your competitors' performance enables you to focus marketing investments in the most efficient manner.

Brand Equity Index

ITSMA's Brand Equity Index enables companies to construct a single overall score that integrates a variety of critical brand data points and then compares that score to those of key competitors.

Metrics incorporated in the Brand Equity Index can include unaided awareness, aided awareness, familiarity, favorability toward the firm, and perceived leadership in different markets.

The Index assigns different weights to each metric to ensure that the overall score reflects strategic marketing priorities.

ABOUT ITSMA

ITSMA specializes in helping companies market and sell services and solutions more effectively. As a membership organization, we work with the world's leading technology, communications, and professional services providers to generate increased demand, strengthen customer relationships, and improve brand differentiation. ITSMA members include business leaders such as Accenture, BT, Cisco, Hewlett-Packard, IBM, Microsoft, SAP, and Tata Consultancy Services, among others. Our comprehensive research, consulting, and training on topics including ITSMA Account-Based Marketing SM, Brand Positioning, and Solutions Development provide the insight and experience companies need to improve business results. ITSMA is based near Boston, and has offices in London and Tokyo. Learn more at www.itsma.com.

MORE INFORMATION

To learn more about how you can take advantage of ITSMA's 360° Brand Analysis capabilities, contact Julie Schwartz at +1-781-862-8500, Ext. 112 or email jschwartz@itsma.com.

ITSMA's 360° Brand Assessment Tools

