

# A 360° market interpretation of a clients' brand



"A strong, clearly positioned brand identity is increasingly important to create a competitive advantage in the financial services sector.

Globalisation increases the vital importance of a clear positioning both locally and on a global level.

Currently, many competitors in the market are under-developed in brand terms and do not reflect their stated brand values. The new competition will compete strongly on brand."

**Ben Bolton**  
Managing Director



## Objectives

To draw together material from a number of sources including primary research, to provide a summary of how the brand is experienced in the market and how the brand story can be developed and delivered by the organisation.

## Approach

### Steering group meetings

Meetings with client teams to outline main objectives and goals.

### External broker interviews

Qualitative research showing how the brokers view the client and what they say can be improved.

### In-depth interviews with key client personnel

A view of how the leadership of the client interprets the vision and opportunities of the future of the clients company.

### Internal survey with all client employees

Qualitative and quantitative research collecting insight into whether the staff understand the ambition of the company and see it's aims as achievable and credible.

### Client focuses

A report is produced that shares what is important for the client to focus on based on the research results.

### Recommendations

Recommendations of how to elevate the clients brand and achieve their overall goals.

## Examples of deliverables

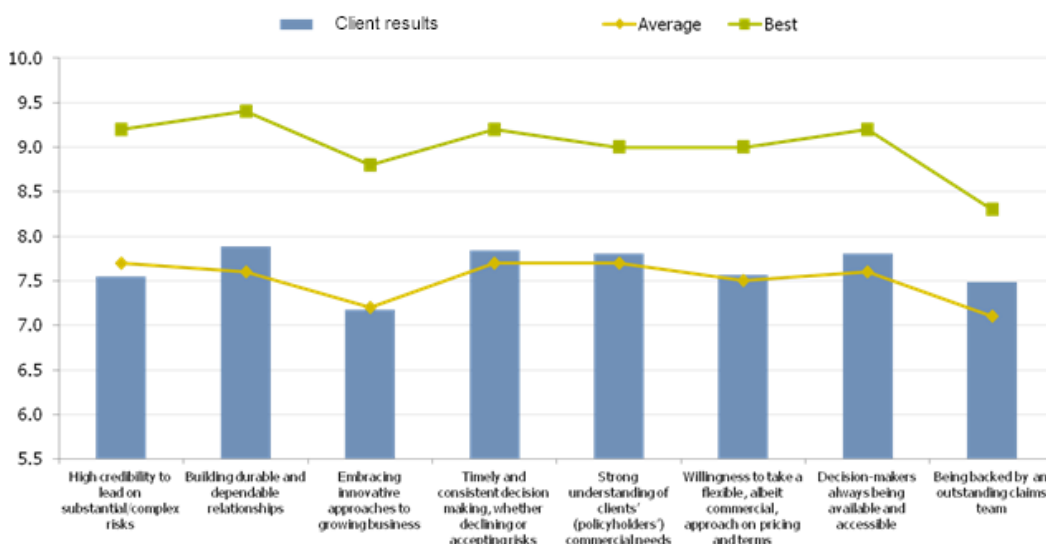
How would you describe the clients' team in 3 words?

Attributes	
Professional	16%
Hard working	14%
Proactive	11%
Collaborative	11%
Knowledgeable	7%
Respected	7%
Teamwork	7%
Dedicated	7%
Experienced	7%
Ambitious	6%

How would you describe the clients' key weaknesses?

Weaknesses	
Limited products	17%
Lack of size	17%
Lack of flexibility	16%
Failure to communicate risk appetite	13%
Not a global insurer	10%
Under resourced	7%
Poor responsiveness	7%
Availability	7%
Lack of brand	5%

How would you rate [insurer] on the following service performance metrics on a scale of 1 to 10, where 1 is poor and 10 is excellent?



## Examples of deliverables

### What don't you like about the clients' mission statement?

Dislikes	
Too long / too wordy	16%
Cheesy	14%
Generic	11%
Vague	11%
Dull / bland	7%
Arrogant	7%

### How inspiring do you find the clients' mission statement?

Inspiration level	
Very	13.5%
Quite	51.6%
Indifferent	23.7%
Quite uninspiring	8.3%
Very uninspiring	2.9%

## Build your own brand project

We work with your team to develop the action plans you need to succeed.

Utilising Gracechurch's existing benchmarking data in conjunction with bespoke research will identify 2-3 "massive actions" the team can rally behind and execute.



Want to know more?



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