

“The Brand Mapping Diagnostic quickly shows you where your brand is working, where it isn’t, and how your brand actually aligns with customer expectations and needs.”

The Brand Mapping Diagnostic

MCorpConsulting 

See your brand from the outside in.

Your brand lives in the minds of your customers, employees and other key audiences, and is the sum of the interactions that define their experience.

To truly understand your brand, you need to see it from the perspective of the market. But it’s difficult for organizations to see themselves from the outside in, as well as from the inside out.

The Brand Mapping Diagnostic.

Through the lens of a Brand Mapping Diagnostic, you can see how your brand is perceived in the market, and how well it meets customer needs.

To diagnose your brand, we gather performance data and insights from those whose relationships and experiences define your brand. By illuminating the disconnects between internal and external perspectives, it helps you close gaps and take advantage of opportunities you didn’t know were there.

Get the data you need to better understand—and improve—your brand.

The core of the Brand Mapping Diagnostic is a series of online surveys and data analytics based upon the proprietary Brand MappingSM methodologies developed by MCorp Consulting.

The Diagnostic provides multiple insights on:

- **Brand Value:** Identify and understand the attributes and associations that drive your audience perceptions;
- **Brand Position:** Identify and understand what your brand stands for in the market, versus your competition;
- **Disconnects:** Pinpoint any gaps between internal beliefs and customer perceptions of your brand and between expectation and performance;
- **ROI:** Are you investing appropriately in delivering on the brand attributes that are most effective at driving positive audience perceptions?

The Brand Mapping Diagnostic delivers measurable results.

The Brand Mapping Diagnostic maps your brand and defines the territory between what you think is working—and what actually is. Most important, it provides you with actionable insights to guide what needs to be fixed or realigned.

This can lead to reallocation of brand-related investments, better ROI, greater brand awareness, and a stronger competitive position.

MCorp Consulting is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences. Online at www.mcorpconsulting.com.

The Brand Mapping Diagnostic: Aligning what you think works with what customers say really works, giving you insights to improve brand management, delivery and ROI.

The Brand Mapping Diagnostic is comprised of three primary steps.

Step 1: Internal Perspectives

Internal surveys capture what you believe your brand stands for, your competitors, how brand drives business results, and other information critical to how you perceive your brand.

Step 2: Customer Perspectives

Customer surveys rate the brand attributes that most influence customer perceptions, both positively and negatively. It also measures beliefs about the competition, and perceptions about how well your brand meets wants and needs.

Step 3: Analysis, Findings and Recommendations

Delivered as an easy-to-understand, highly actionable report, the Diagnostic will help you see how to immediately improve brand management and delivery, and drive better ROI on your brand-related investments.

The benefits to your organization can be significant.

In about four weeks you'll have an actionable understanding of key gaps between perceptions of your brand, and your effectiveness at delivering it.

A brand diagnostic can lead to significant improvements including reallocation of brand-related investments, better ROI, and greater awareness, preference and usage.

How can your organization benefit from a brand diagnostic?

Call 866-526-2655 or email mapping@mc Corp Consulting.com to find out.

Snapshot: The Brand Mapping Diagnostic

WHAT

The engagement includes a series of online surveys and data analytics, based on MCorp's proprietary Brand Mapping methodology.

HOW LONG

It takes about four weeks from start to final performance assessment, including metrics and a definition of key areas for improvement.

VALUE

Tailored to fit your organization and driven by your needs, the Diagnostic looks at your brand through the lens of customers' perceptions and competitive performance.

Analysis tells you how well you're delivering against these realities, providing top-level assessments of brand performances identifying key areas for improvement.

DELIVERABLES

- Completed surveys of up to 10 management team members and 200 key customers;
- Key findings and directional insights;
- Assessment report and performance scores;
- Quick map of perception gaps and disconnects;
- Action Insights: immediate quick fixes for ROI and experience improvement;
- Opportunities and obstacles report.