

BrandPanorama

FROM INSIGHT TO OUTLOOK

Research and Consulting Services

Our Services BrandPanorama is a custom market research and consumer insights firm offering research services, and research-based consulting, on a range of areas including brand strategy and performance, customer strategy, and marketing strategy. We help clients develop branding, communications and marketing strategies that will build brand equity, grow customer equity, drive marketing power and maximize financial return.

Creating and growing strong brands requires a keen understanding of the rational and emotional drivers of consumer choice, as well as insight into the relationships between a brand and its customer. Our expertise in understanding consumer decision-making and consumer-brand relationships helps our clients develop successful strategies.

Our Solutions BrandPanorama Research & Consulting LLC specializes in brand equity and customer equity research. Expertise includes:

Brand Strategy Brand equity assessment. Brand essence, promise, positioning and value proposition. Brand architecture and portfolio. Communications strategy development. Reputation management.

Brand Performance Brand health and equity measurement and monitoring. Brand metrics and optimization modeling. Impact of brand investment on marketing power and financial return.

Customer Strategy and Loyalty Customer equity assessment and Consumer-Brand Relationship assessment. Acquisition, retention and win-back. Customer journey, experience and touchpoints. Employee engagement and alignment.

Marketing Strategy Consumer insights. Opportunity space assessment. Product and service innovation. Market description, structure and sizing. Segmentation, profiling and targeting.

Creative Research Visualization for high-impact presentations. Custom data visualizations, infographics, explanatory diagrams and brand narratives that facilitate communication with management and promote organizational alignment.

Project Management Services Expert support and advising for project design and management, special projects, analysis and reporting, or trouble-shooting, without adding to headcount.

Our Approach BrandPanorama's approach is consultative and very collaborative. We tailor each engagement with clients' needs and business goals foremost in mind and have the experience to use the right approach for each engagement. Our low cost base, agility and flexibility, ability to scale, and global network of associates result in value and competitive advantage for our clients.

Our goal is to provide senior-level expertise and deliver actionable business-focused insights. We are committed to diagnosing problems and finding solutions. Our research-based consulting makes a measurable difference to your brand, customer or marketing strategy.

For more information please contact Mark Stapylton at BrandPanorama Research & Consulting LLC at mark.stapylton@brandpanorama.com or phone 845-702-2045.