



International
a gyro: company

CASE STUDY:

Stakeholder Perception Research

Comparing the market perceptions of two major brands to inform post-acquisition strategies

The Challenge

Our client was finalising the acquisition of a key competitor in the trailer parts and accessories market. This would bring together two of the largest and well-known parts brands. Our client needed independent insights to understand how the two brands were perceived in the eyes of the market, and to assess the suitability of either brand name post-acquisition. Our client had conducted similar research 6 months prior but felt that the sample size was biased in favour of one of the two brands. It required a more balanced perspective.

The Solution

The research therefore needed to cover:



The importance of different attributes and brand qualities when selecting a supplier and how well each brand delivers on these.



The performance of competitors on these factors.



The performance of each brand (and competitors) on key brand metrics, from awareness through to brand advocacy.



The performance of the brand names on key naming metrics, from ease of understanding to appropriateness for price positioning.

We designed a mixed-mode research program which comprised an online survey with buyers from both brands, as well as telephone interviews with prospects (i.e. those not currently using either brand). The research covered all key audiences, including trailer OEMs, trailer dealers, parts retailers and trailer repair shops

The Insight

The research found that Brand A was much stronger among all audiences. The name was easier to distinguish, remember and understand (compared to Brand B as well as “dummy” conceptual brand names). Brand B performed well on delivering a great customer experience, but it did not have as much brand equity. We therefore felt that there was an opportunity to leverage the equity of Brand A and the service culture of Brand B to create a winning post-acquisition strategy. Ultimately, this is what our client decided to do.