



## Case Study

# Brand Portfolio Management

Measuring brand perceptions to inform brand portfolio expansion and alignment

### The Challenge

Our client, a leading manufacturer of industrial and medical protection solutions, wanted to expand its product range into the life sciences market and sell protective equipment for use in environments such as clean rooms, where pharmaceuticals are produced. In order to support the portfolio expansion, the manufacturer had recently acquired a brand which was strong in this space. However, the image of the acquired brand was very different from the manufacturer's image. Therefore, our client needed to determine how to properly align all the brands under its portfolio while still highlighting each brands' individual strengths.

## The Solution

We conducted 80 semi-structured telephone interviews with laboratory managers & similar roles about their needs & requirements when it came to disposable gloves, garments, eye protection, and brand perceptions of various PPE brands. We obtained their feedback on a series of messaging concepts to determine which resonated best with the target audience.



## The Insight

As it turned out, our client's brand was quite well-known and seen as professional, while the acquired brand imagery was not preferred. It was recommended that our client incorporate the newly acquired brand under its brand portfolio with advertising and messaging that better reflected its expertise and experience serving the life sciences industry.