



Case Study

Brand Identity & Development Training

Brand identity testing to help realign extensive brand portfolio

The Challenge

A major trade specialist in plumbing and bathroom supplies approached us to gain insight on their planned brand portfolio realignment. Explicitly, our client wanted to optimise their merchant brand range. Their three merchant branches (some specialising on plumbing, some on drainage and some on pipe products) were operating under three different brand names with next to no association to the core brand.

Our client therefore commissioned a brand identity testing study with the following objectives:



To evaluate the future needs and expectations of the market to inform what the future proposition of a merchant brand should look like



To evaluate the role merchant brands play in the current market



To provide guidance as to the potential future opportunities for merchant brands and the core brand as a masterbrand

The Solution

The research consisted of 8 focus groups, 2 with each core specialism across two separate locations. A mix of both main account customers and secondary/none customers were recruited to take part in a 90 minute discussion.



The Insight

The research showed that the current merchant brand portfolio was unclear in the market's mind (except for one specific brand) and that the reputation was mixed across different product categories. We recognised that customers historically perceived merchant brands as cheap and of poor quality, but that this perception was slowly changing. Our clients core category was identified as particularly receptive to a potential future masterbrand. Following the research, we gave our client advice on the implementation of a masterbrand based on the factors that make an outstanding brand, the decision-making process and their own brand performance for each of their product categories.