



International

a gyro: company

CASE STUDY:

Monitoring & Optimising Sales Performance

Supporting the successful re-launch of a lower cost brand sitting alongside a premium core brand

The Challenge

A major producer of LED lighting systems approached B2B International to aid a successful re-launch of one of their brands. A couple of years prior to the project, the client had launched a new, lower cost product range. Initially positioned separately, the company then decided to market the new range under their core brand. To aid a successful re-launch, our client wanted to get an understanding of installer's perceptions of the core brand versus competing brands and what strengths & weaknesses major brands have. Our client also wanted to get insight into the perceptions of the potentially competing brands in their product portfolio and see whether each proposition is understood and considered relevant for purchase. The major question the client had was whether the cheaper product range would have a negative impact on the perception of the core brand.



The Solution

We conducted 60 telephone interviews with 20 respondents from each country: Germany, Poland and Italy. The research was equally split between the core brand and the lower cost brand and both were tested in an A/B set up. Typical respondents were owners of companies with 5-9 employees and had 10+ years of experience.



The Insight

We found no evidence that the lower cost brand would negatively affect the credibility of the core brand. The core brand was found to be a very strong brand, known for high quality products. Installers trust the brand and therefore do not question the validity of either proposition.

The client used the results to make the following changes:



Designed new marketing communication around the suggested positioning



Pushed more strongly the great value aspect and the reliability of the lower cost brand