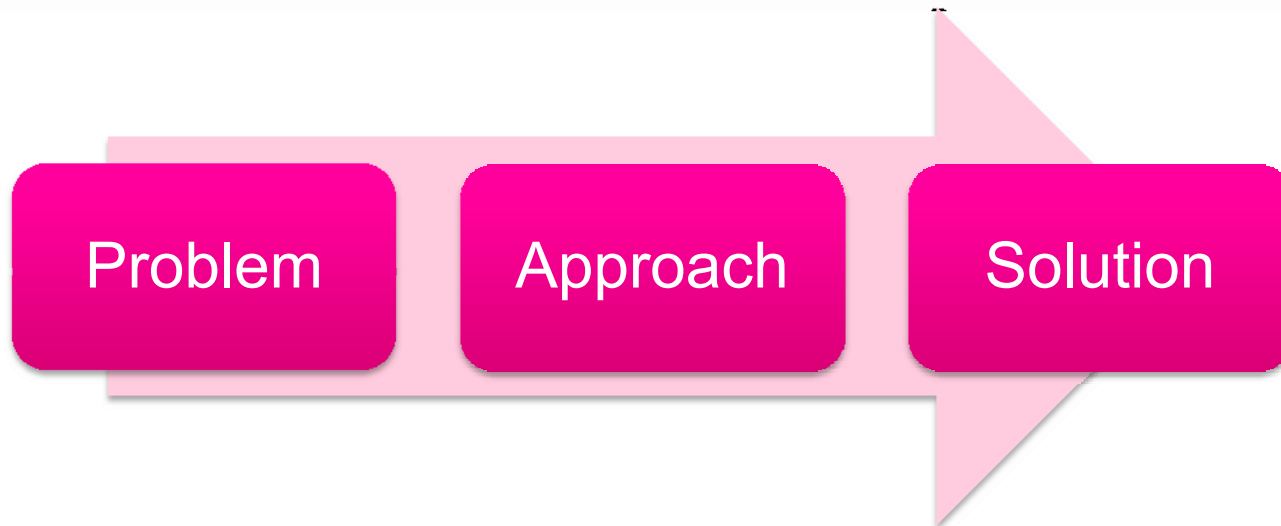


# Telecommunications Masterbrand Case Study



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## Problem

- A major Canadian telecommunication company was intent on refining its corporate brand strategy in a manner capable of supporting all lines of a rapidly evolving business. The client also required insight applicable to product development, customer service upgrading, and the development of customer loyalty initiatives capable of stimulating multi-product use.
- TNS had been conducting regular brand and communication tracking for several divisions within the company, and was recognized as the ideal candidate to provide the insight required to assist in building the long term competitive position for the company as a whole.

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## Approach

- As such, TNS Canadian Facts was commissioned to conduct a comprehensive Master Brand research program. Over 3,200 interviews were completed online using the TNS Canadian Facts interactive panel, with regional, product and socio-demographic quotas to ensure adequate representation of low incidence consumer groups. This included a substantial oversample of hard-to-reach teens.

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Solution

- Conducted at a regional level across Canada, this significant research initiative was placed in a competitive context. Brand strengths and weaknesses relative to competitive actors were identified, with an eye to gaining meaningful advantage in the marketplace. The research output also allowed the client to update key drivers of brand sales and performance to be folded into future research vehicles intended to monitor brand health.
- A core component of this extensive program involved the application of a customer segmentation analysis within each line of business. This was used to great effect in identifying the fundamental need structures that should represent the focal points for development of communications, brand positioning and new consumer products.
- Due to its success, this study has been repeated for four years to-date, providing a rich source of trended data for measuring brand progress and monitoring the evolution of consumer needs and brand expectations.