



CLIENT

An international Non-Government- Organization (NGO) in the social sector.

THE CHALLENGE

The client planned to strengthen its presence in a particular country, where it was re-entering after a gap. The need was to develop the market entry strategy covering brand positioning, segmentation and communication areas.

OUR APPROACH

Brandscapes designed and executed qualitative and quantitative research among key opinion leaders (Members of Parliament, Ministers, Journalists and Government Officers) and the general public to understand perceptions of social issues, perception of the client's organization verses competitive brands, and communication touch-points in this sector. In addition, a review of sector was conducted using secondary research. Findings were then interpreted and synthesized to develop the building blocks of the entry strategy.

THE WINNING INSIGHTS™

Few strategic social issues that would have most impact were selected based on the findings of the research. Perceptual barriers to acceptance of international NGO's were also identified.

THE RESULTS

Brand Map (brand positioning) was developed utilizing the insights derived from the research. Communication strategy was engineered to overcome the perceptual barriers.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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