

Case Study:

A COMMITMENT-BASED APPROACH TO GROWING BRAND HEALTH

Client Challenge

A large, multi-region U.S. health system found itself in the distant, number two position in one of its key markets. The organization's leadership sought a comprehensive review of the competitive landscape with the aim of quickly improving its brand image and overall standing in the market.

Ironwood's Solution

Ironwood deployed its IronBrand™ Brand Equity Model¹ to determine the client's relative market position and develop the strategies and tactics necessary to improve its *near-term* brand performance. Highlights of the approach included:

- ① Designing a comprehensive, market-level sample frame that was optimized to efficiently capture the robust sub-samples of client- and competitor-aware respondents needed to drive our brand analyses.
- ① Delivering a suite of **brand performance analyses** to frame the competitive landscape and identify competitive advantages, gaps and differentiators; Brand Funnels, Heat Maps, Perceptual Maps.
- ① Delivering a suite of **brand equity analyses** to identify the emotional, attitudinal and experiential drivers of brand commitment and equity; *Brand Commitment Analysis, Market Effects Analysis, Key Driver Analysis.*

Key Outcomes

The integrated IronBrand™ analyses provided an actionable, durable plan to improve the client's brand equity, market performance and market share.

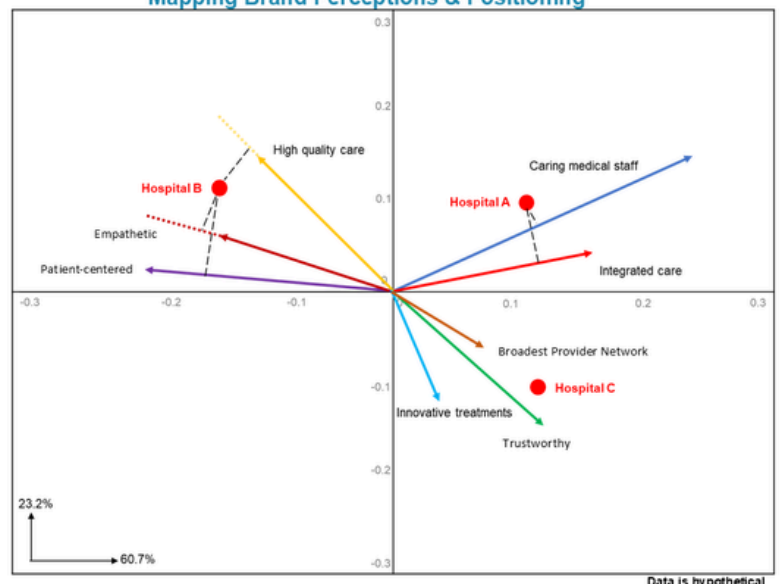
Developed an integrated brand intelligence dashboard to provide management with real-time visibility into client & competitor brand strengths, vulnerabilities and market position.

Built a commitment-based model linking emotional, functional, and experiential attributes that were key drivers of the brand relationship.

Recommended targeted messaging and operational/administrative improvements to mitigate barriers to consideration and usage of client brand.

Identified high-leverage service lines (i.e., oncology, cardiology) and established the associations needed to elevate perceptions of client brand's reputation for medical expertise, innovation, and quality.

Mapping Brand Perceptions & Positioning



¹The IronBrand™ brand health model is grounded in the proven benchmarks of the Commitment-Led Marketing model but can be flexed to accommodate the nuances of virtually any category or market.