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Case Study 2: International Brand Awareness

The client, a hospital supply manufacturer with a successful US brand presence in Hospital-Acquired Infection (HAI) prevention products, seeks to increase awareness of the products by the international medical community.

Client Problem

Our client, a hospital supply manufacturer, wants to increase awareness by the international medical community of its HAI prevention solutions.

StandPoint's Approach

StandPoint recommends developing a global brand perception benchmark study designed to measure international health-care awareness of the client's proprietary HAI prevention solutions. The study also tests creative messages via a quantitative survey on an international health-care audience.

Conclusions and Recommendations:

- Client is well-recognized as a universal leader in HAI prevention solutions. The company enjoys high product awareness in the USA; however brand recognition lags internationally in several countries.
- A global brand benchmark study shows country by country where perception ranks lowest and explains where the client's brand weaknesses exist.
- International competitors are viewed as solutions-focused while our client is perceived as product-focused. HAI product solutions offer excellent opportunities for the client to substantially eliminate the leadership gap in HAI prevention in European markets.
- StandPoint tests 3 creative messages on international audiences and recommends that the client use a single global message.

Next Steps

As a continuation of this study, creative impact and ROI will be benchmarked following an 18 month tracking period.