

Brand intelligence

Our Private Equity client needed to understand the relative health of a brand in a growing category. Previously they relied on surveys capturing 'claimed' behaviour—providing a limited, single-lens view that failed to reveal the complete market reality.

Approach:

Reason Being delivered a comprehensive brand health diagnostic that analysed digital presence across multiple channels and platforms in their core markets, revealing hidden patterns and opportunities. Our analysis identified drivers of value through real consumer interactions and conversations.

Outcome:

Equipped our client with strategic intelligence that enhanced standard due diligence, providing a multi-dimensional view of brand equity and precise pathways for value creation.

This evidence-based approach uncovered opportunities that traditional survey methods simply couldn't detect.

The work

Brand health diagnostic and growth strategy



Analysing where brand buzz is coming from: Are the right people talking about the brand?



Brand sentiment audit: How is the brand reviewed and where do any red flags come from?



Deep dive on influencers: Is the brand well represented and true to its positioning?



Using customer language to explore potential for innovation and brand stretch



Assessing category trend momentum to provide context and ceiling for future growth



Putting share of voice in context and identifying white space opportunities for brand share