

Our Client acquired two brands of non-metallic conduits, and needed an assessment of the brands' image and perceived value in the marketplace

The problem

(1 of 3)

- ❖ nextMOVE's Client is a leading manufacturer of electrical building products with multiple brands within its portfolio
- ❖ It needed a clear understanding of the two brands perceived value and image in order to determine how to develop a comprehensive and cohesive branding strategy
- ❖ A key concern was customers' level of loyalty to a brand and willingness to switch brands



nextMOVE designed a brand analysis project that focused on determining how national customer organizations perceive each competitive brand, and what factors are used to select one brand over another

nxtMOVE contacted leading organizations within the rail, HVAC, oil & gas and wind power industries, which purchase large volumes of non-metallic conduits

The approach (2 of 3)

PDF 1

Performance / Quality

- End-customers use Brand A and Brand B conduits to meet specific application requirements – toxicity, flammability, water resistance, etc. As such, these conduits are typically spec'd into the product's design.
- The rail industry may have a standard set of performance tests for smoke, toxicity and flammability that all products must pass. The cost for the set of tests is often paid by the product manufacturer.

PDF 2

Price

- Although commonly viewed as commodity items, price is generally the second most important purchase decision factor.
- However, due to manufacturing specifications and processes the lowest priced item does not automatically win the contract.

PDF 3

Manufacturing / Assembly

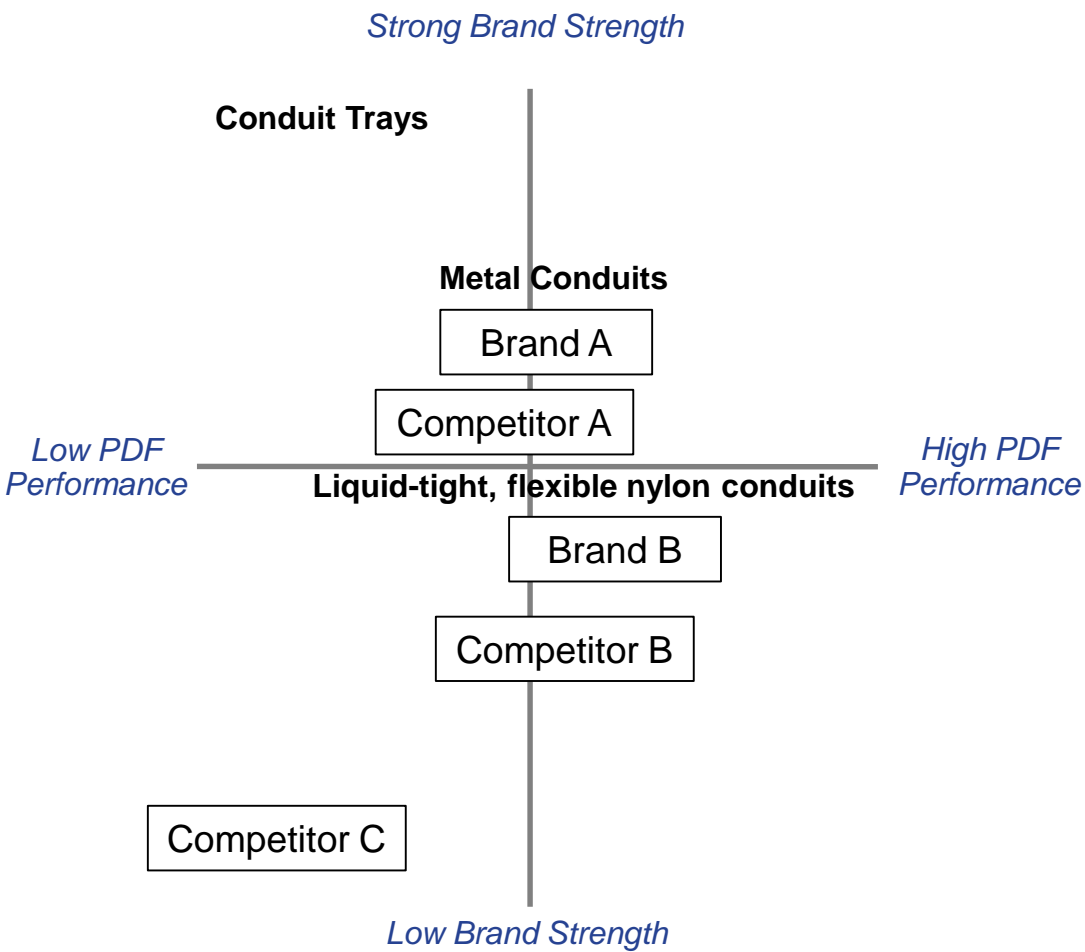
- Ease of manufacturing is a distant third, but a factor that has swayed a number of end-customers to consider switching brands.
- When price and performance are perceived to be relatively equal, manufacturing efficiency may become the deciding factor.



Brand was not a purchase decision factor used by any of the end-customers contacted during the engagement.

Neither Brand A or Brand B have substantial brand awareness within the industrial sector, but Brand A is most widely recognized of the competitive brands

The results (3 of 3)



- In general, neither Brand A nor Brand B have substantial brand recognition among its customer base.
- End-users frequently named brands of conduits that were dissimilar in make.
- Brand A appears to have greater brand recognition than Brand B because it was earlier to market.
- While design engineers may be familiar with the brands, the number of people within any organization that recognizes either brand is typically no more than one or two.
- Competitor A appears to have only slightly less brand awareness than Brand A.
- Conduits, regardless of type, are categorized as low cost, commodity items that are not perceived as being critical to the product’s performance.
- For many customers, conduit trays were the first items recalled when asked to think about those similar to Client’s.
- In relation to other types of conduits, the specificity Client’s conduits adds to the “nicheness” of the product category.