



# Case Study

## Brand Perception and Performance Benchmarking

### Business Challenge

A renowned automobile brand manufacturer organizes an annual event in India to commemorate the spirit of adventure and leisure motorcycling. The company invests a lot of time, effort and money in planning, promoting and conducting the event each year. However, it was not sure whether the event had an impact and was worth all that effort.

### Solution

The client approached Netscribes to measure how its annual event impacts the perception of its brand. Netscribes suggested a solution that adopted a multi-faceted approach to gather brand perception data and insights. This included online (web-based surveys, social media) as well as offline (telephonic interviews) channels for gathering data.

By combining social media data with primary research data, the client was able to:

- Understand the consumer sentiment towards the brand
- Measure its share of voice online
- Benchmark the brand's performance against the competition

## Benefit

The insights helped the client understand how consumers perceived the brand and identify gaps in the customer experience. The social media insights further helped in identifying the key social media influencers for its future marketing programs.

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