## Case study 3: Brand strategy for the largest national truck and construction equipment provider

Through in-depth interviews with customers, sales force and management new insights were obtained to build an optimal brand positioning and brand architecture

## The Challenge

- •One of the largest logistics and building service providers in Romania.
- •Wants to build the strongest brand on the Romanian market in its field.
- •Current image is weak and confusing.
- •Current brand positioning is complex due to various 'sub-companies and dealerships'.



## **Schiere | Simiuc & Partners Analysis**

- •In-depth interviews with customers.
- •Interviews with management, company sales force and company's consultants.
- •In-depth projective techniques to dig deeper and get 'real' opinion and image.
- Analysis of the marketing and positioning of the competition and equipment brands.





## The Results

Clear brand positioning based on:

Real image in the eyes of the customers

Real image of the competitors in the eyes of the customers

"Most relevant and differentiated" brand and marketing campaign in the industry.

Note: all the numbers and graphics used in the photos have been changed for confidentiality reasons towards the client