

# BUSINESS INSIGHT

Building Brand and Reputation  
Creating Market Opportunities



# Business Insight

## Expertise

RSM specialises in Business and Stakeholder Insight.

We are particularly skilled at providing insight which helps to:

- Build brand and reputation
- Create market opportunities

For further details please see over the page.

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## Full service

Importantly, we take care of the whole research process, using in-house resources at all critical stages:

- Understanding the client
- Designing the right study
- Undertaking primary research (CATI, on-line, groups, depths)
- Processing the data and providing statistical analysis
- Delivering and developing insight with the client

Our in-house elite audience interviewing team regularly interviews the most senior of business leaders and opinion formers around the world, including C-suite.

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## UK and Global Markets

We have applied this expertise to UK and global markets for more than twenty years.

We regularly undertake research in:

- Europe
- North America
- Asia Pacific
- Middle East
- South America
- Africa

# Building Brand and Reputation

Our research enables clients to develop their business brands and corporate reputation. We help to understand market or influencer perceptions and advise on communications strategy to further improve these perceptions. Ultimately our research helps to increase the market's willingness to purchase.

Our clients for brand and reputation research include BT, RS Components, UKTI, British Energy, RBS, Lloyds TSB, Surrey CC, LB of Southwark, and OLM.

## Brand

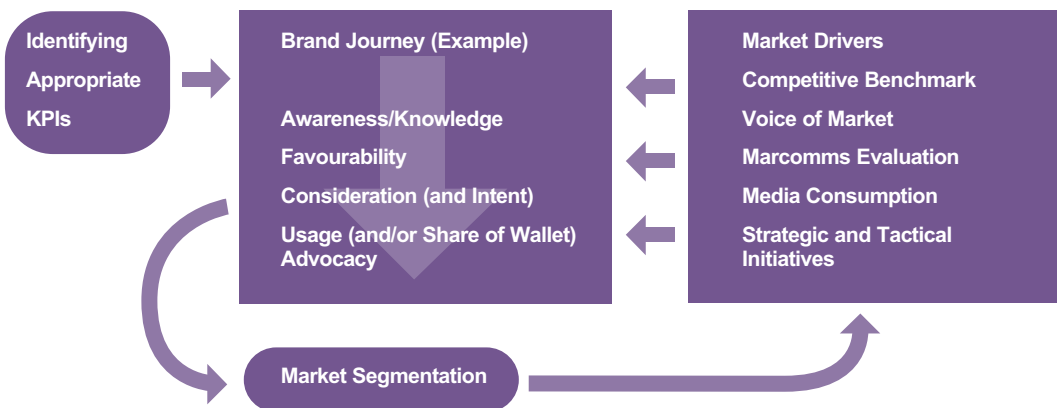
We help to identify appropriate measures (KPIs) to evaluate and progress a business brand's journey through to advocacy. Willingness to recommend a brand (advocacy) is a good predictor of continued usage which is why it is the ultimate destination of the Brand Journey.

Every Brand Journey is different. For a mature brand with a large market share, improving Share of Wallet may be

key; for a new brand – or a brand in a new market – improving consideration (and crucially intent to purchase) is often critical.

To help clients to progress different parts of the market along their Brand Journey we research a range of issues.

These can include:



Our Marcomms evaluation looks at cut through, engagement, and impact of Marcomms in a wide range of media.

## Reputation and Corporate Communications

Our research helps clients to understand and improve their corporate reputation. Reputation has a profound impact on market perceptions (and sales) and other business issues such as share price, employee recruitment and morale, and partnership opportunities.

We start by identifying the key influencers of a client's reputation and then set about understanding them. Often they are opinion formers – media, legislators, analysts, – but also sometimes key customers, business leaders and employees.

Our in-house elite audience interviewing team has more than fifteen years experience of interviewing the most senior audiences in the UK and around the globe.

Our reputation audits and on-going trackers examine a range of issues to help improve reputation through communications with critical audiences. These include:

- Reputation KPIs – notably advocacy
- Reputation drivers
- Competitive benchmarking
- Preferred methods of communication
- Corporate communication evaluation
- Understanding expectations of client strategic development
- Understanding perceptions of key issues facing the client's industry

Continues...

# Creating Market Opportunities

RSM specialises in helping B2B brands maximise business opportunities in the UK and in international markets.

We conduct primary research with business decision makers (at all levels – up to and including CEOs) in all key global markets to get cost-effective and current market information.

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We have helped British Energy, BT, UKTI, IOSH, Vail Williams, Welbeck Land, KPMG, IBM and many other organisations to:

## Target customers

Establish the sectors and countries that present the best opportunities and identify product and service gaps.

## Understand the competition

Identify competitors, understand their market position, strengths and weaknesses and their position in the competitive landscape.

## Generate leads

Generate market intelligence and marketing content that allows sales teams to connect with clients more effectively – including highly effective techniques that enable research to provide direct sales leads.

## Develop optimum market position

Identify which decision makers to reach and how to communicate with them - including the messages that will cut through and how they should be delivered. We employ a variety of techniques – including conjoint, segmentation and factor analysis – to help develop practical pricing and communications strategies.

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RSM has particular expertise in maximising international opportunities, helping identify and overcome barriers to success in new markets. We assess market potential and aid understanding of the competitive and business landscape including:

- Political factors - risk, instability, attitudes to overseas suppliers, regulations and legislative barriers and how to overcome them.
- Practical factors - identifying local distributors and agents.
- Cultural factors – approach to business, buyer behaviour and demographics.

## Contacts

To discuss your research requirements contact:

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We look forward to discussing your research needs

