

What does your brand stand for?

How is your brand differentiated?

What is the value of your brand among your customers?



## **BRANDING RESEARCH**

Most organizations think they have good brands, but do they? In actuality, very few brands really stand out. Furthermore, brands, just like people, have personalities and characteristics that are both appealing and negative. What are the strengths of your brand vs. your competition? What are some ways you can improve your brand image both outside and inside *your* organization?

**Cooper offers a distinct multistage program to measure the value of your brand, while suggesting ways to improve and differentiate your brand from the competition. We will show you how to identify your areas of differentiation, your strengths, and competitive advantages.**

**Cooper does not simply provide a method of measurement, but also teaches you how to use our research and metrics to guide you in the development of a program to improve and reposition your brand.**

**How does Cooper's branding program work?**

- 1. A branding team is created within your organization that oversees the branding process.***
- 2. The branding teams is trained on branding by Cooper Research and is taken through a "branding process" that creates multiple branding positions.***
- 3. The branding positions are then tested both internally (leadership team, physicians, employees, volunteers) and externally (business leaders, consumers).***
- 4. The final branding positions are presented to the hospital leadership for final review and selection.***
- 5. The ad agency is selected for the creative work and execution.***

**COOPER**  
**RESEARCH**

Marketing Intelligence for the Health Care Industry

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