

# Industry & Brand Territories Analysis

Analysis of brand media presence

**Industry & Brand Territories Analysis identifies differentiation opportunities within the industry compared to competitors and allows brands to timely detect any potential consumer obstacles.**

## How?

- › By determining the current situation in a given industry, tracking how the content spreads or is searched for in online, offline and social media.
- › Analyzing the brand's positioning compared to other brands in the industry and how people perceive them. We also identify what consumers, media and other players value in regard to commercial offerings.
- › Identifying market opportunities for the brand and its products.
- › Detecting the keys to optimize the company's content marketing and SEO/SEM strategies, establishing priorities and calculating the investment needed for the firm to achieve its goals.

### CASE STUDY

## Casen Recordati

### Challenge

The pharmaceutical company, Casen Recordati, needed to know how a given medical disorder was perceived in different countries before launching its new product.

### Solution

We proposed our Industry Analysis service to help the company understand how that disorder was perceived within the industry and help identify intended use and any consumer obstacles.

### Results

This analysis helped Casen Recordati define and plan its new product launch strategy more effectively, adapting it to each country according to the insights gained from the Industry Analysis.

#### How much interest does the territory generate?

- › How much interest has been generated about the key territories in our industry (through news or search)?
- › What is our "media footprint" by territory?
- › How much interest per category is there for our products in these territories and how are we positioned there?

#### What are people saying?

- › What topics have raised the most interest by territory and which ones are associated to our offering?
- › What are the primary messages that take hold in society? Which ones do they like and dislike?
- › What is our brand's position and to what topics and messages

#### Where do these conversations take place?

- › In what channels and support media is there greater demand and opportunities?
- › How interested is the target group and where can we find the people that make up that group? At what stage in the purchase funnel are they?
- › What formats achieve the best results by target and channel?

#### How can we improve?

- › What opportunities does our brand have per territory and line of business?
- › Does the most searched-for content coincide with the content that generates the greatest engagement?
- › How much and where should we invest in communication efforts? What topics and messages can we strengthen?