

Coin

Great branding means business™

Purolator

Stakeholder Research / Positioning

Canada's largest courier company was in touch after reading *Brand: It Ain't the Logo**. A brand is what people think of you. So what do people think of you? To answer this question, we conducted interviews of stakeholder groups including customers, ex-customers, strategic partners and employees – each member having a differing role and tenure.

By analyzing the intersection of answers to questions about key brand attributes – for example, whether the brand has a clear, strongly differentiated position, and whether it delivers positive and consistent experiences – a clear picture of the brand emerges, along with opportunities for building it.

This project is bound by the terms of a Non-Disclosure Agreement. Our opinion was that Purolator was not making sufficient use of its true point of difference vs. its Goliath competitors: FedEx and UPS. We made recommendations for doing so.

