



CASE STUDY

M/A/R/C®'s comprehensive Brand Health Tracker enables a convenience/fuel provider to strengthen their relevance in the marketplace.



THE CHALLENGE

Frustrated with a lack of strategic direction from their current program, a prominent regional convenience store needed to transition to a forward-looking solution that could drive their future marketing strategy.

The client needed a roadmap with clear next steps and focus to improve traffic/sales.

- ✓ Monitor brand performance versus competition
- ✓ Measure and track key brand equity dimensions
- ✓ Integrate with current segmentation and financial data
- ✓ Identify tactics to expand market share

THE SOLUTION

*In-Market
Performance
Trends*



M/A/R/C®'s proprietary model accurately measured **Brand Relevance** and **Brand Strength** - future-oriented metrics which are reflective of true in-market potential. Additionally, the initiative captured key KPIs and consumer perceptions. The analysis identified drivers of Relevance that activate desired consumer behavior.



THE RESULT

The client was able to develop a seasonal calendar specific to category and region that leveraged drivers of Brand Relevance to increase store traffic. Additionally, the brand health effort was extended to emerging markets to hone the market-entry campaigns to accelerate awareness and growth in market share.

We'd love to share more!

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