INTELLIGENCE | BRAND LISTENING

BRAND LISTENING AND REBRANDING FOR A GLOBAL SERVICES COMPANY

A multi billion dollar global services company with an acquired U.S. food brand was considering a rebrand. 4xi listened to the market: clients, past clients, prospects, consultants and industry experts.

CLIENT	VOICES	4XI ROLE	OUTCOME
Global services company	Clients, past clients, experts	Brand listening	Rebrand and relaunch

THE CHALLENGE

- Better known in Europe than the U.S.
- Better known for facilities than for food.
- Confusion between the parent and food brands.

KEY FINDINGS

- 73% viewed the food brand positively, 58% the parent.
- Top "refer a friend" score of the major operators: 56%.
- A 60/40 split for food as its own brand.

WHAT 4XI DID

01 Design
Questions and a survey.

02 Connect
Anonymous interviews.

03 Listen
Clients, prospects, experts.

04 Synthesize
Themes and verbatims.

05 Present
Seven brand options.

RESULTS

- **The business rebranded** and relaunched under a revised name.
- **Operational fixes** from the report were tackled.
- **Clear themes:** understand me, lead with insight, partner.

Listening is the start of every great rebrand. The market told the company exactly where to focus.