



Brand Concept Testing

Assess the optimal brand identity to support and de-risk branding investments

Branding and re-branding are big commitments. Many opinions and emotions can make it difficult to determine the best approach. Our brand concept testing provides rich customer-based data on which stakeholders can base their branding decisions.

THIS SERVICE HELPS TO...

Determine a brand identity that fits best with your culture and vision

Learn which brand design concepts resonate best with your audience

Assess if a positioning statement or tagline is the right choice



WHAT YOU GET

We're not only experienced brand concept testers – we're also seasoned designers. You'll get:

- ✓ In-depth insights and data to support the branding decision
- ✓ An engaging visual presentation that powerfully communicates the best branding direction
- ✓ A fast way to minimize the influence of strong opinions and to create a deep understanding for informed branding decisions



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HOW WE DO IT

- 1 After brand concepts are developed we start by consulting with your stakeholders to understand the business goals for the brand concept testing project.
- 2 We develop a brand concept test protocol, recruit participants from the various target audience segments, and conduct the brand test sessions.
- 3 Complementary brand and customer research is conducted where relevant.
- 4 Data is analyzed and test findings are presented in a visually powerful format that makes it easy to communicate the right direction to all stakeholders.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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