

Brand Stakeholder Research

Understand stakeholders to focus and drive the brand goals

Your organization's key stakeholders are a diverse group of smart, strong minds. We facilitate and improve branding and re-branding efforts by first creating understanding of their thinking through our stakeholder research.

THIS SERVICE HELPS TO ...

Uncover what you know and believe about the brand today

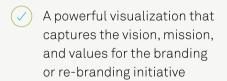
Facilitate decisions on where you want the brand to go in the future

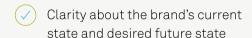
Ensure there is alignment between the corporate vision and values, and the brand

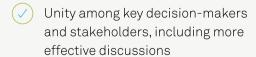


WHAT YOU GET

You'll benefit from our extensive experience in stakeholder research, as well as brand design. You'll get:











Brand Stakeholder Research

HOW WE DO IT

- Through highly collaborative stakeholder workshops, we'll facilitate fruitful discussion, idea generation, and uncover brand vision, mission, and corporate values.
- We often also conduct surveys and interviews to dive more deeply into critical areas.

- We conduct supporting research to help focus stakeholder discovery, such as customer research, interviews, and focus groups.
- We will turn the stakeholder research findings into a powerful visualization that focuses all stakeholders and the entire organization around a unified vision for the brand.







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 multidisciplinary 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!

- +1.416.855.3367 (CAN)
- +1.929.989.3367 (US)
- +44 (0)1223 853907 (UK)
- contact@akendi.com

