



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:

- ✓ A powerful visualization that captures the vision, mission, and values for the branding or re-branding initiative
- ✓ Clarity about the brand's current state and desired future state
- ✓ Unity among key decision-makers and stakeholders, including more effective discussions



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HOW WE DO IT

1

Through highly collaborative stakeholder workshops, we'll facilitate fruitful discussion, idea generation, and uncover brand vision, mission, and corporate values.

3

We conduct supporting research to help focus stakeholder discovery, such as customer research, interviews, and focus groups.

2

We often also conduct surveys and interviews to dive more deeply into critical areas.

4

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 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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