

VISION EASE Lens REBUILDING A BRAND

Branding is more than important—it's essential. It helps define our purpose and keeps a company (or product) on a path that's clean and clear. It helps us overcome chaos. For example, an organization's established culture can be challenged by mergers and acquisitions, changing leadership and both social and economic forces. Those forces can threaten stability by raising fundamental questions. Who are we? How should we act?

One of our clients faced such an upheaval. Vision Ease, a global ophthalmic lens manufacturer, was an 80-year-old brand that needed new life.

So the Hardman Group got to work.

First things first. We performed an **Internal Review** and talked to key internal stakeholders (CEO, CFO/HR/OPs, Sales, Marketing, R&D).

Next, we dove into **Customer Research** to better get to know our trade customers. Our research was both Qualitative (in-depth telephone intercepts to understand motivation) and Quantitative (select telephone intercepts to quantify our findings).

A **Competitive Review** of our direct competition included companies like Essilor, Younger, Hoya, and Zeiss.

Our last research phase was our **Consumer Research** (our customer's customer), which involved email/online intercepts to understand how the end user purchases.

Once we'd completed our research phase, it was time to regroup with the team. We facilitated **Team Engagement** brainstorming sessions to uncover opportunities.

Finally, we were able to complete our **Brand Strategy Development**. We proposed a brand architecture that made sense. Given the number of separate consumer-facing brands, we developed a master brand supported by product brands. Because we approached these activities from a team-based collaborative effort, we had internal buy-in and support.

The guiding statement:

To Empower Individuals, Businesses and Society to be their Best – is the purpose of the brand. The result? A brand statement that defines who we are and how we should act.

We can then design materials geared toward differing audiences while honoring the overall concept.

Because that's what we do at the Hardman Group.

Do you need brand help? Call us today.

YOUR BRAND

