

Synovate Market Barriers



Your customers want it. But can they get it?

So here's a dilemma. You know that your customers like your brand. In fact, some of them are in love with it. So why aren't they buying it?

We don't take it personally, because there are probably some very good but not so obvious reasons for that, and that's where we come in.

We call them 'market barriers', and we're very good at identifying them for you.

What is it? Market Barriers from Synovate Brand & Communications lets you identify obstacles standing between you and your customers, to give your business greater visibility and accuracy in correlating marketing investments and product sales. It begins with a simple barrier association question, through which we better understand the strength of the brand relationship and the extent to which market factors interfere. Market Barriers can seamlessly integrate with your existing tracking programs or provide stand-alone insight to barriers affecting your brand performance.

What can it do for you?

By working with an extensive normative database in over 30 product categories, we can identify market barriers standing in your way, and examine their relative impact to your brand and its competitors. It's not exactly rocket science, but it is pretty clever (even if we do say it ourselves).

With Market Barriers, you can:

- Reveal the barriers preventing customers coming to you
- Quantify the extra market share once the barriers are identified
- Calculate the return on investment if these barriers were removed
- Identify new business opportunities from the removal of barriers
- Capture your target consumers' profile

Want to know more?

If you're serious about maximizing your business profits, visit our website at www.synovate.com/marketbarriers

This is your chance to get closer to your customer, and have them eating out of your brand.