



BURKHART MARKETING :: Brand Management

Measure + Report

Identifying the drivers that most affect your brand

YOUR CHALLENGE

Achieving a consistent experience with a franchise business model is no average feat. A constant concern of national brands is the blind spot of what's going on in local markets. Simply put, national brand strategies and techniques can struggle to take hold at a local level.

OUR SOLUTION

Burkhart measurement solutions relieve companies of this blind spot and enable detailed, granular analysis of what's working, what isn't and how to fix it.

We are experts at wringing out all data and information from local and national campaigns, and sharing it in a clear, actionable way for you and your team. Whether you're looking for some fresh eyes to review where you are in the market or you are planning a major refresh, our brand professionals can help you get the information you need to make the best decision for your brand.

WE DELIVER

- **Satisfaction Surveys**
Guest Intercepts, Polling
- **Program Evaluations**
Focus Groups, Interviews
- **Controlled Testing**
A/B Tests, Pre/Post
- **Sustainability Studies**
Benchmarks, Trends
- **Post-Buy Analysis**
Media Delivery Metrics

LEARN MORE



REQUEST A CONSULT



- **Measure performance**
- **Receive insightful feedback**
- **Determine product & service improvements**
- **Itemize media spend & value-add**
- **Justify make-goods & bonuses**

See how Burkhart helped a **leading senior care brand** increase traffic by **35%**

DOWNLOAD STUDY

