



BURKHART MARKETING :: Brand Refresh

## Research + Insight

An ear to the ground and an eye toward the future

### YOUR CHALLENGE

For years, businesses have struggled to get information about their customers. The data they wanted just wasn't available. Marketers would then rely on intuition, experience and industry rules-of-thumb to make business decisions. Now, though, we've got the opposite problem – we're saturated with data, but business leaders don't know what to do with it. To successfully navigate the world of customer perceptions, you need to understand the landscape.

### OUR SOLUTION

There are plenty of organizations that can tell your brand story. But getting the story right is only half the battle. Knowing who to tell the story to is the other half – and that's where we come in. At Burkhart, we give our clients a leg up on the competition by providing superior marketing solutions to business problems. We do this with qualitative and quantitative research and actionable insight. A strong, analytical foundation for every campaign, project, billboard and tweet allows us to drive unprecedented marketing efficiencies while avoiding common marketing pitfalls.

### WE DELIVER

- **Company Review**  
Business Model, Interviews
- **Audience Study**  
Awareness, Perceptions
- **Marketplace Exploration**  
Field Survey, Secret Shop
- **Competitive Intelligence**  
Value Chain Study
- **Industry Insights**  
Primary, Secondary

LEARN MORE



REQUEST A CONSULT



- **Uncover brand characteristics**
- **Gather deeper buyer insights**
- **Understand the marketplace**
- **Rank customer touchpoints**
- **Determine competitive advantages**

See how Burkhart helped a **regional home builder** increase brand recall by **25%**

DOWNLOAD STUDY

