

Instinct

Case Study

Purolator

ThinkAudit™ / Brand Positioning

A Brand is what people think of you™. So, what do people think of Purolator? To answer this question, Purolator retained Instinct to conduct a **ThinkAudit™** after reading our book, *Brand: It Ain't the Logo**. A ThinkAudit is our qualitative interview methodology in which our experienced Brand Coaches interview members of stakeholder groups including customers, ex-customers, strategic partners and employees – their collective mix of roles and tenures providing a valuable constellation of perspectives and opinions.

By analyzing the intersection of answers to questions about key Brand attributes – whether the product or service is “remark-able,” whether it has a clear, strongly differentiated position, and whether the Brand delivers positive and consistent experiences – a clear picture of the Brand emerges, along with opportunities for building it. One of the many insights that our ThinkAudit revealed was confirmation that very few people knew that Purolator is larger in Canada than FedEx, UPS and DHL combined, with sales of \$1.2 billion in 2007. This is critical information in a “must get there” business.

Our analysis and Brand-building recommendations have been presented to the client under the terms of a Non-Disclosure Agreement.

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