

# Instinct

## Case Study

### Torque Customer Strategy

Brand Foundation / Business Descriptor

As Torque Market Intelligence, this boutique firm was pigeonholed by its customers as strictly a research shop. Informed that Torque offered terrific bench strength in the disciplines of strategy development and marketing execution, current customers would often reply, "You do that too?"

An equal challenge was the partners' determination to find a vocabulary and messaging that clearly communicated Torque's unique offering. Instinct was engaged to uncover that clarity by facilitating a **Brand Foundation**-building process.

Expressing the truly unbounded passion and rockstar talent that Torque brings to customer-centric research, the Brand's position was identified as *insight hunters* – a point of difference that reflects Torque's dogged mission to provide clients with *breakthrough insights, grounded in no-assumptions™ research, to create bullet-proof customer strategies.*

Driving home that Torque is much more than a research shop alone – that they offer a continuum of services from research to strategy to execution – was the replacement of *Market Intelligence* with their new **business descriptor** term, *Customer Strategy*.

[www.torquecustomerstrategy.com](http://www.torquecustomerstrategy.com)



#### BRAND FOUNDATION

##### Core Purpose – *Why we exist.*

To build, work and thrive as individuals in a high-powered crew, fueled by brilliant minds, unlimited opportunities and rich rewards.

##### Vision – *Where we are going; how we will know we're there.*

To be recognized as the very best at bringing organizations closer to their customers.

##### Mission – *What we do every day to get there.*

We provide breakthrough insights, grounded in no-assumptions™ research, to create bullet-proof customer strategies.

##### Values – *What we believe in; our principles.*

Unbounded Passion	Meritocracy
"So What?" Obsessed	Rockstar Talent
Tenacious Initiative	Trusted Relationships
Dogged Determination	Batteries Included
Ownership Attitude	

##### Position – *How we are different.*

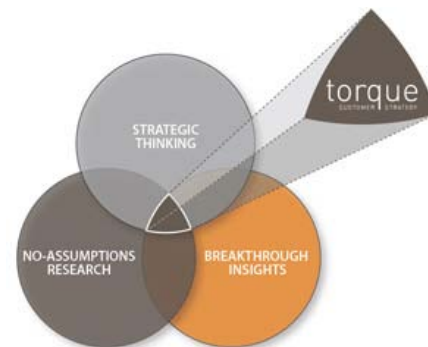
Insight hunters

##### Positioning Statement – *How we say we are different.*

Make no assumptions™

##### Character – *How we act; our voice*

Get it done	Risk taking
Relentless	Value bent
Dynamic thinking	Straight talking
Detail possessed	Raise the bar
Over delivering	



**designing profitable customer experiences**

Products and services are commoditizing. Loyalty is falling as competition increases. Customer experience is rapidly becoming the only true differentiator, and the most powerful remaining lever to ensure long-term profitability and competitive advantage. This is where Torque comes in. We work with clients to understand, design and implement profitable customer experiences.

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**Top Marketing Moves of 2008**

What resonated with target customers?  
 What greatly improved the customer experience?

The Torque Crew weighs in

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