

The New Standard for **Brand Health**

A framework to drive
customer loyalty
and brand differentiation.

Are you struggling to **stand out** in a competitive landscape?

BRAND TEAMS face increasing challenges to differentiate in crowded markets. The traditional sales funnel approach no longer offers the deep insights teams need to stand out, build loyalty, and achieve long-term growth.

Without tailored direction for their brand's specific needs and opportunities, teams struggle to find meaningful ways to attract target customers.

As one brand manager put it, "We're swimming in a sea of sameness."



Introducing the Radius Brand Health Insights Framework

A framework designed to support differentiation and customer loyalty.

The Radius Brand Health Insights Framework provides a comprehensive view of the market landscape where the brand competes, offering insights into competition and a broad overview of the strategies that drive customer relationships and brand differentiation.

Through this framework, teams gain deep insights on:

PROGRAMS AND BEHAVIORS

that are proven to support positive customer relationships.

BEST PRACTICES

in the space that lead to strong brand affinity and loyalty.

ACTIONABLE STEPS

brand teams can take to drive growth through differentiation.



How we developed the Radius Brand Health Insights Framework.

New measures to meet evolving needs.

Brand managers across industries asked us to develop a more sophisticated approach to brand health. They wanted deeper metrics that align insights and activation strategies with their goals to foster meaningful customer connections.

With this in mind, we funded a year-long study to upend the traditional sales funnel approach. The result is our insights-driven framework that provides the elevated metrics brand teams asked for.

We developed a combination of comprehensive research, advanced analytics, and psychological measures that shed light on the growth path brands and customers take together.

This perspective uncovers clear opportunities and nuances that help brands gain a competitive edge.



The Four Stages of Growth

Identify strengths, weaknesses, and opportunities to build a stronger brand.



Testing our Brand Health Insights Framework in the competitive **Financial Services** space.



The Challenge

Financial services brands compete in a highly regulated market where differentiation is difficult to achieve.

Custom Approach

We applied the Brand Health Insights Framework to assess a representative segment of the financial services market. Our goal was to test the veracity of our framework and its ability to identify key indicators of salience, preference, and loyalty unique to the brands studied.

Growth Outcome

The framework uncovered specific actions brands could take to improve positioning and develop stronger customer loyalty strategies.

Key Insights:

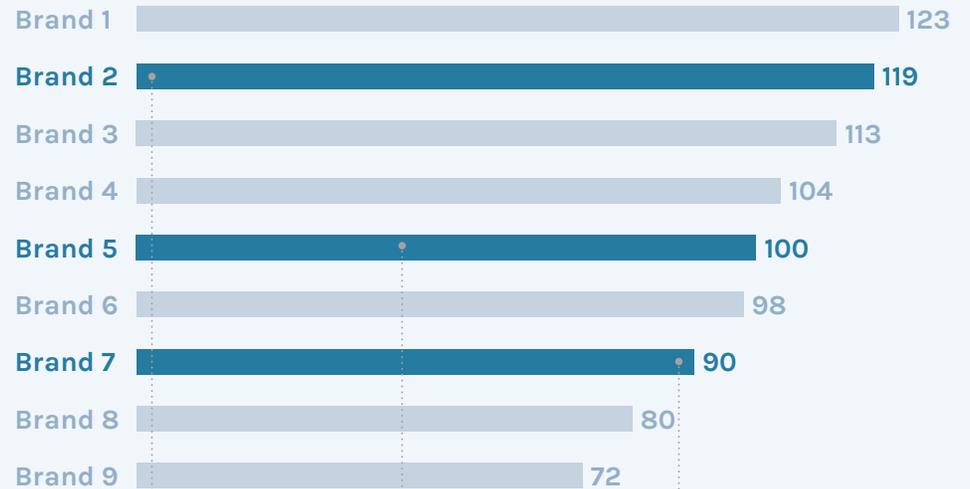
The framework provides intelligence that benefits brands, regardless of their positioning.

We evaluated a subset of nine Financial Services brands that represent common tiers and brand composite scores from our study.

A comprehensive view of metrics across the nine brands revealed strengths and weaknesses in key areas for each brand.

The Brand Health Insights Framework provides customized recommendations based on best practices and specific opportunities in the space where the brand competes.

BRAND HEALTH SCORE (composite of a range of metrics)



Analysis helps us evaluate strengths and weaknesses of each brand:

Brand 2: RECOGNITION LEADER

Strong salience but needs to improve value perception.

Brand 5: FAMILIAR FACE

High recognition but average customer connection.

Brand 7: EXPERIENCE CHAMPION

Excellent customer experience but weak technology associations.

→ [Read the full case study for details.](#)

Inspiring Teams to **Drive Growth**

Empower your team with deep knowledge they can leverage to capture market share.

Brands that rely on generic data will continue to struggle and blend in. Climb out of the funnel and gain a complete view of the best practices driving success in your market.

The Radius Brand Health Insights Framework empowers your team to develop a unique offering that sets your brand apart.

Continue Your Journey

Explore our **Brand Health Hub** page with articles and a conversation with the leadership team behind this approach.

Discover how our framework can elevate your brand's visibility and help you cultivate long-term loyalty.

Our 60+ years of brand-building expertise has been acquired through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

radius

Guiding your brand on its growth journey.
radiusinsights.com