



Helping a major home health care company tweak its brand and tap into growth opportunities



Objective

A major home health care provider hired Prime to assess a brand reinvention and identify unmet needs among current and potential target markets.



Methodology

We completed the following ethnographic process:

- In-home interviews and observations among current and potential clients.
- Brand laddering for client and competitive brands.
- Creative projective techniques for brand growth.
- Communications evaluations.
- Unmet needs scenario.
- Team debrief and insight synthesis.



Outcome

Through cross-functional team debriefings and insights analysis, we recommended brand image and growth opportunities that were achievable in the target market. These insights have been incorporated into strategic planning.

Close the gap between what you think and what you know.