

Inspiring a global brand positioning

Deepening understanding to inform decision making

A global executive recruiting and leadership consulting firm approached The Connell Group to help understand their customers across three regions to inform a more customer-driven and differentiated positioning in a crowded marketplace.

Understanding commonalities and differences by audience

The Connell Group conducted global quantitative research across multiple regions, industries, and job positions, to understand:

- Motivations for hiring executive recruiting firms
- Perceptions of leading category brands
- Evaluation criteria regarding service delivery

Developing a compelling and differentiated global positioning

Based on our research, we developed a benefit hierarchy to map the category landscape. This enabled us to create a differentiating and compelling brand positioning for our client.

Project Highlights



Professional Services



Global



Brand Transformation Strategy



Quantitative Research