



E.ON global energy company

Goal:

Increase market share and awareness, by:

- definition of key associations towards the E.ON brand and its USPs,
- definition of key values for consumers,
- select a new communication claim.

Data collection:

- 500 respondents (Czech population sample)
- 1 week

Result:

- identification of consumer key values
- selection of the most suitable claim
- comparison of E.ON brand and competitors - definition of competitive advantage



Client wrote:

Within a few days Colourmind delivered a very interesting data on E.ON brand and its perception by our customers. Such a view into the "soul of the customers" and their emotions was entirely new and very valuable to us, for it has not yet been available from other market research methods.

Colourmind outputs helped us in creating a brand strategy and defining USP.

Tomas Petru, Senior Strategy Manager

