

HMS: Project Objective and Process

Current Brand Assessment

The next phase of our HMS Branding Refresh will be a Current Brand Assessment. It will be an in depth exploration of the brand in relation to its competitors. It is designed to give a complete picture of the perception of HMS on many dimensions. We will discover the following:

- Look, tone, feel and positioning of competitor's brands
- Positioning opportunities for HMS
- Unique, leverageable assets of HMS

Part of the process in this next phase will be to conduct customer, leadership and employee interviews regarding HMS. While interviews have already been conducted they were brief and conducted by HMS. Those interviews were done to fill an immediate and pressing need to give the design team working on our behalf some initial insights to go to the initial phase of our brand refresh. Those insights were expressed in the form of word clouds. These next phase interviews are going to be more extensive both in the content scope and in the number of interviews. They will cover broader areas of inquiry and give us answers to:

- Who external audiences see as HMS competitors
- What HMS audiences value most about the brand and its services
- Perceived strengths and weaknesses of HMS versus its competitive set
- Brand vision: where audiences see HMS in the future

A research firm The Bonner Group will conduct these interviews. The Bonner Group, specializes in branding and marketing strategy insights. By using a third party we will be able to:

- Increase respondent candor
- Broader context in which to evaluate responses
- Unbiased interpretation