

# Uses for the INSIDEXchange®

## ReynoldsAmerican

- **Assess your brand Equity among buyer segments**

For Reynolds American, we assessed the shifts in Camel brand equity among core and fringe buyer segments



- **Gain Insights into brand Perceptions, Adoption and Usage**

For Primo Water & Dispensers, we gained new understanding into consumer usage, adaptation and brand advocacy



- **Analyze your Competition/Evaluate new opportunity segments**

For Hershey's, we compared the responses of Hershey's enthusiasts with those of consumers of competitive Premium Brands



- **Understand your Employees**

For Maersk Inc. North America, we engaged employees in a dialogue to gain a new understanding of how to drive safety deeper into the organization



- **Discover what your Target Audience is looking for**

For Wake Forest University's M.A. in Management program, we discovered what the most important qualities corporate recruiters are looking for in today's entry level management candidates and identified new ideas to address them

NCSAG

National Convenience Store  
Advisory Group

- **Understand Retail Channel Behaviors**

For the National Convenience Store Advisory Group, we discovered new insights into the attitudes and behaviors of store loyalists in the C-store retail



- **Understand New Product Concepts**

For Krispy Kreme, we observed how the "Friends of Krispy Kreme" brand community reacted to new baked goods products and merchandising concepts