

QRi QualiQuant®

# BrandWorld™

*Insightful & Diagnostic Evaluation of the Brand Experience*

A Brands environment is the **physical or virtual space** where a customer interfaces with the Brand. It reflects the essence of it's **Philosophy, Character and Personality**.

This **Customer Experience** is vital to **enhancing Loyalty**.

BrandWorld's™ diagnostic approach provides an in-depth **understanding of the emotion and personality** conveyed by your Brand Environment, helping you optimise your design and your consumer experience.

BrandWorld™ enables you to enhance the Brand experience.

- Upgrade the experience in your Train/Bus/Place, etc
- Updating/Redesigning your retail environment
- Refreshing Brand/Corporate identity

Through the use of specially selected **projective and enabling techniques** we evaluate your Brand Environment and Experience.



QRi Consulting  
Strategy - Depth - Insight

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