

OTHER NEEDS

- BENCHMARK
- DEMOGRAPHIC ANALYSIS
 - REGION
 - SEX/AGE
 - LANGUAGE
 - SOCIO-ECONOMIC STATUS
- CORPORATE IDENTITY AWARENESS RESEARCH
 - NOMENCLATURE
 - GRAPHIC IDENTITY
 - POSITIONING
 - ADVERTISING SLOGANS
- CONTRIBUTIONS PROGRAM ASSESSMENT
 - IMPACT ON PERCEPTIONS
 - APPROPRIATENESS
- CONTEXTUAL ANALYSIS
 - ANALYSIS OF OVERALL ENVIRONMENT, INDUSTRY ISSUES
 - COMPARISON WITH OTHER COMPANIES (MULTINATIONAL, DOMESTIC)