



# Brand Solutions

Growing brands is job number one for marketers and brand owners. Brands justify premium pricing and solidify market shares. Incumbent brands have to work harder to hold on to these gains, while new entrants work hard to gain a strong brand foothold. Amárach works with brands to measure, predict and guide brand strategies informed by data and insight.



## Case Study: Eircode

### Building Awareness

#### Customer Requirements:

to measure brand awareness and engagement for one of Ireland's newest brands, targeting every household and business property in the country.

#### Research Approach:

Amárach worked closely with the Eircode team to identify random lists of household and business addresses to be contacted for the purpose of testing awareness, familiarity and usage.

#### Research Output:

The findings have been published\* and show that in a remarkably short time, the Eircode brand has become a very familiar part of the Irish landscape with knowledge and awareness continuing to grow.

\* Report here:

<https://www.dccae.gov.ie/en-ie/communications/topics/Postcodes/eircode-stories/Pages/Eircode-Awareness-Survey.aspx>

Amárach has delivered brand solutions for:



EIRCODE



Independent  
News & Media



Guaranteed Irish  
All together better

### Brand Solutions

Amárach works with brand owners, their agencies and strategic partners to unlock insights into the drivers of brand success and competitive advantage. To discuss our brand solutions contact: [gerard.oneill@amarach.com](mailto:gerard.oneill@amarach.com)



Find out more

Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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