



Guard Dog Brand Development

COMPANY PROFILE

Guard Dog is an independent, WBENC-certified brand identity development company with a global reach. Brand identity is essential to successfully competing and creating deliberately planned, differentiated, and meaningful experiences of value for stakeholders of all types and across all geographies. Guard Dog develops global identities for companies, business units, start-ups, hospitals/health systems, not-for-profit organizations, and products starting as early as Phase I/II.

Guard Dog has internationally recognized industry-leading expertise and capabilities in research/analytics, strategy, strategic design, and brand implementation—creating differentiated and meaningful brands for its clients.

Guard Dog has dedicated global and domestic expertise in conducting primary research (qualitative and quantitative) and secondary research studies. The company has extensive experience conducting research with a wide range of stakeholders, including key opinion leaders, physicians, advocacy groups, allied healthcare professionals, scientists, industry and C-level executives, financial analysts, media, professional associations, policy makers, consumers, patients, caregivers, and not-for-profit donors and philanthropists.

Guard Dog adheres to the CASRO Code of Standards and Ethics for Survey Research and is a member of ESOMAR, PMRG, BHBIA, MRA and the Customer Experience Professionals Association.

Guard Dog's suite of analytics includes both traditional techniques and proprietary techniques including the Corporate Image Perceptual Index™ (CIPITM). Guard Dog's proprietary CIPITM is the only proven quantitative methodology that analyzes internal and external stakeholders across all dimensions of corporate brand image in a competitive context while uncovering the ideal identity opportunity. The CIPITM provides deeper value and clearer, validated strategic direction forward than traditional brand image tracking studies.

COMPANY INFO



Address: 853 Broadway, Suite 1220, New York, NY 10003

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New Business Contact: Camille DeSantis, Co-founder, Chief of Strategy and Research, Director of Client Services, cdesantis@guarddogbd.com or 212-529-0292

Year Founded: 2007

Employees: 10

Holding Company: None; independently owned

Sample Clients: ImmunoGen; Lumin Health System; VHA, Inc.; Merrimack Pharmaceuticals; Abbott Nutrition International

Office Locations: New York City; Princeton, NJ

Guard Dog's research/analytics offerings provides valuable insights that drive the company's proven GUARD™ process of brand identity development, ensuring brands are relevant and resonant.

SERVICES AND OFFERINGS

- **Business intelligence and market insights**, including competitive analysis, usage/attitude studies, due diligence investigations, stakeholder insight mining, needs assessment, target product profile assessment, unmet needs analysis
- **Brand strategy**, including archetype, value proposition, and positioning
- **Marketing and communications optimization**, including scientific statement validation, marketing message mapping, master narrative testing, creative expression/concept testing, detail aid testing, and language/lexicon analytics
- **Customer experience and loyalty management**, including customer experience mapping, planning, and validation studies