

VOICES® FOR CONSUMER & BRAND

CAPTURE THE SOUND OF YOUR BRAND

The voice of your consumers is more than a data point. It is a story that can propel your brand strategy and generate meaningful connections and loyalty. To equip you for success, we have honed the latest in advanced consumer impression management to highlight the stories contained in qualitative feedback for defining, revising, and validating your brand strategy. PRC's acclaimed Voices® tool provides unprecedented insight based on factors such as tone and inflection to give you a nuanced understanding of your audience's perceptions in your Consumer and Brand Studies. We know it is easy to get lost in layers and layers of qualitative feedback, so we work to simplify your data analysis without losing any meaning or value along the way.



COLLECT POWERFUL INSIGHTS WITH EASY ACCESS

Voices® for Consumer and Brand Studies bring the phrasing that healthcare consumers use to describe your brand to your fingertips, providing you with a firsthand perspective of your audience to maximize the success of your brand initiatives. Our data collection utilizes multiple survey methodologies to ensure you have a truly representative sample of your consumers—from rural populations to large, urban communities—and our Voices® capabilities take your insights one step further. All Voices® recordings follow HIPAA compliance and are saved to be easily searchable and downloadable for you to share with your marketing team. In addition to the recordings themselves, we create summary reports of your Voices® recordings, highlighting key themes within your consumers' responses.





HEAR DIRECTLY FROM YOUR TARGET AUDIENCE

When it comes to healthcare marketing, we understand the importance of knowing the intricacies of your consumer base, so we provide extensive drill-down options to searching within your Voices® recordings. Filter options include age, gender, income, geography, and more so you can easily identify and listen to the voices of specific audiences and demographics you are hoping to connect with in your brand efforts. Such auditory granularity strikes at the core of meaningful impact, giving you an edge over competition in understanding the unique healthcare consumer audience your organization serves.



Contact us today at info@prccustomresearch.com to learn more, and scan the QR code or follow the link to experience Voices® for yourself.



<https://vimeo.com/643701520/40eccde0e1>

