



## When faced with the challenging task of re-branding, it is important to understand customer's brand perception

Bernafon is a global hearing healthcare company, and part of the Demant family, whose focus is to empower people to hear and communicate better. The company is considered a pioneer in the hearing aid industry, dedicated to enhancing the lives of individuals with hearing impairment, aiming to be an invaluable partner for both hearing care professionals and hearing aid users.

### Difficult decisions require deep insights

Originally headquartered in Bern Switzerland, Demant took the decision to relocate the Bernafon company to Denmark in 2022 with a desire to grow the brand. Growing a brand requires a deep understanding of customer needs, hence the new Bernafon team set out to gather as many insights as possible from their customers. Global Marketing Director, Ingrid Fussing explains:

 *We are working with a brand that has been around for many years. We needed to understand how the brand is perceived today and what opportunities there were to better meet customer needs in the future. Therefore, we wanted to ask our customers directly how they perceived our brand.*

### Lindberg International provided an excellent tool with actionable insights



Ingrid had previous experience of working with Lindberg and felt confident that they knew how to gather the needed insights

*One of the reasons we chose Lindberg International was because they had been involved in a project for us alongside another consulting firm, where they were the data provider. So, Lindberg International has familiarity with the industry, and they knew what it took to do the job. Additionally, the price was fair.*



According to Ingrid, the cooperation with Lindberg was very smooth throughout the whole project

*I was on the same page as the people I spoke with at Lindberg International. The collaboration was smooth, and they were willing to share information. Also, and this is very important, the feedback we received from the hearing care professionals was that the interviews went really well.*



When the report was presented, the Bernafon team appreciated their original perceptions being challenged

*The report provided many answers to the questions the Bernafon team had. Lindberg was able to challenge our thinking, Ingrid says, which is really important if you want to learn and grow.*

### Bernafon wanted concrete insights that could be acted upon – and got it

#### Ingrid is well assured to make decisions:

*"We need to make some important decisions with a big impact, and for this, we needed hands-on, concrete insights to guide us to make the right decisions. That's what we got and now we are ready to roll."*

### Recommending Lindberg to other companies with a similar need?

#### Ingrid would certainly recommend: 9 out of 10

*"We asked them to do a customer survey, using our own contact list, and for that purpose, I can absolutely recommend Lindberg International, they were very professional and did an excellent job."*

**Get in touch** if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **"Act with confidence"**.

 [www.lindberg-international.com](http://www.lindberg-international.com)  
 +45 70 20 00 85  
 [info@lindberg-international.com](mailto:info@lindberg-international.com)



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Years of experience

## About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

## Some of our active clients:

