



Customer insights provided a strong foundation for the merger and naming dialogue

Masco Group is an Italian company that supports life science manufacturers in running and improving their production processes. Facing a potential merger between two companies within the group, the team needed a clear outside-in view of how customers perceive each brand to inform the leadership dialogue on whether to merge, possible naming routes and future positioning.

When two brands become one, evidence beats instinct

Masco Group faced a time-critical decision linked to a possible internal merger. For Christian Larsen, VP and Head of Group Marketing, the questions were straightforward but high-stakes: Should the two companies merge, what should the combined business be called and how should it be positioned going forward? Without reliable customer input, the discussion would be driven by internal assumptions rather than market reality.

“ We needed clear insight into how customers perceive the two companies and which naming directions could resonate. Before this project, we had to do it all on gut feel.”

Lindberg International delivered an insight-rich report and an executive presentation designed to support leadership dialogue



Christian knew Lindberg International well from past experience

We chose Lindberg International without even asking for other proposals. I know them well, so I was confident there would not be unforeseen issues, even with our tight deadline. Once they confirmed they could do the job, I felt the project was in safe hands and it was.



Lindberg's business-first approach, not just research, stands out to Christian

The Lindberg team quickly understood what we were trying to decide and why. They did not just ask the questions we had in mind, they also suggested additional questions that improved the quality of our decisions. It is clear they understand business, not just research, and that is what makes their insights so valuable.



The insights helped Christian and the leadership move the decision dialogue forward, based on facts

I was a little nervous when Lindberg presented the results to our full leadership team, but they delivered as always, translating the findings into a clear, business-relevant story focused on the key decisions ahead, not the research. The leadership team really appreciated that clarity.

Masco Group now shares a clear view of customer perceptions

Christian now sees a clearer path forward:

“We got clear insight into how customers perceive each company and what each brand stands for. This created a strong foundation to align on the merger path, including the right name and the story about why the merger can be 1+1=3 for customers.”

Recommending Lindberg to other companies with a similar need?

Very clear message from Christian: 10 out of 10

“I would absolutely recommend Lindberg. They know the right methodology, they communicate in a way that works at CEO level and they helped us move the decision process forward fast.”

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”**.

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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:

