

# 1<sup>st</sup> Quarter 2024 Newsletter

**PARS** Research

Pan African Research Services Ltd

Accurate. Insightful. Timely

## Greetings from Our Team to You

## NEWS & EVENTS

- Staff Birthdays.
- New Team member onboard
- News and nuggets of Wisdom.



Welcome to the first edition of PARS Newsletter. The goal of PARS is to provide high quality market and social research services for organizations. Having reliable information that can help make the right decision is important in all spears of life and more so for organizations and PARS is committed to providing data driven information, thus our tagline is ACCURATE, INSIGHTFUL, TIMELY.

**“Reliable  
Information For  
Strategic  
Decisions”**



## **NEW STAFF MEMBER**

We are delighted to announce the onboarding of a new staff, Samuel Mgharo who joins the team as the HR and Admin Coordinator. Samuel brings experience in staff engagement, training and operations related services.



**#Lots of Love #Say it with a Cake**

### **Staff Birthdays**

In this issue, we will abreast you with what is happening within PARS. As a tradition we celebrate group birthdays every quarter and this month we celebrate birthdays for 5 staff members







**#Make Your Wish**



**# We Love You**



**# Now's that's my piece**



## Services We Offer!



**Accelerate Your Brand Growth with data-driven Insights from PARS Research. We conduct both Market research and Social Research.**

**We are at:  
Rhapta Heights on Rhapta road, 6th Floor, Nairobi, Kenya.**

**Phone Numbers:  
+254716555388,  
+254738856848**

**Website:  
<https://www.pars.co.ke>**

**Email us:  
[info@pars.co.ke](mailto:info@pars.co.ke)**

# NUGGETS OF WISDOM!

## What is Brand Health?

In this issue we will so delve into one of our services "Brand Health" and give an overview on how it can help your organization to remain healthy through use of data driven decisions. Brand Health can be defined as the brand's likelihood to grow rather than decline. It is related to the current and future potential of the brand and not necessarily the size of the brand because even big brands can decline. You might know of big brands that were once household names but have either declined or have become extinct.

## Engage for a survey on you Brand's Health

Conducting a brand health survey further helps you understand which attributes of a brand actually cause people to choose it over competing brands and thus allows an organization to make informed strategic moves. Brand Health survey generates a Brand Report Card that identifies the strength of your brand equity, effectiveness of the brand positioning, whether you are making the right investment in your brand and whether the entire business aligned with your brand promise It is important to note that winning brands are those that are highly relevant to today's and tomorrow's customers

