

How Caliber helped  
**DEMANT**  
to rebrand and navigate  
through cyber-attack

Demant



# About Demant

Demant is a world-leading hearing healthcare and technology group established in 1904.

The Group offers innovative technologies, solutions, and know-how to help improve people's health and hearing.

Headquartered in Denmark, the Group employs approx. 18,500 people globally and is present with solutions in 130 countries.

 Start date: January 2019  Geographic coverage: Domestic  Sample: Low



“The quality of the corporate communication at Demant has increased and we’ve continuously gotten more and more professional...”

The Caliber tracker is useful for planning communication ahead, deciding what topics are most important for us as a company, and in times of crisis it’s a really useful background and backbone for decision-making.”

**Trine Kromann-Mikkelsen**

VP, Corporate Communications & Relations, Demant



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# Demant's transition, challenges and goals

In 2019, William Demant Holding A/S changed its name to Demant A/S and launched a new brand strategy to support collaboration across the Group and increase the sense of belonging to a global parent company with a long history and foundation ownership. At the same time, the Oticon Foundation was renamed William Demant Foundation.

Initially, Demant needed to understand the impact of the rebranding on stakeholder perceptions. However, Real-Time tracking was also used for overall activity optimization and also for crisis management, as the company was faced with a ransomware cyberattack in late 2019.

Demant needed to get insights on stakeholder perceptions related to three areas:

1

## Re-branding

Understand how the launch of the new name and new brand strategy affected the company's reputation.

2

## Crisis management

Take informed decisions with regard to crisis management – more specifically in the case of the ransomware attack.

3

## Validate management decisions

Use dynamic data points to assess the impact of management decisions in the context of challenging communications.

 [Tap here to watch the Demant testimonial video](#)



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# Our solution

1

## Measuring levels of “awareness” and “familiarity” to track resonance of new brand

In the wake of launching the new brand name and strategy, there was a lot of uncertainty about how this change might affect brand perceptions and awareness.

Based on historical data and a comparison of awareness and familiarity parameters, Demant was able to determine the impact of its corporate re-brand on brand recognition across different segments in the public and among its target audiences, and identify the activities or occurrences that helped boost stakeholder familiarity with the new name.

2

## Monitoring sentiment changes after a crisis, react with agility and back up decisions with data

Demant used Caliber's Real-Time Tracker to capture stakeholder reactions to a significant and high-profile ransomware attack on the company's IT infrastructure.

The tracker helped steer and confirm the company's communication decisions undertaken throughout the incident to inform stakeholders and mitigate the situation.

3

## Informing corporate communications activities through regular use of the dashboard

Caliber's expertise in reputation management and data analytics helped explain stakeholder perceptions and translate the numbers into valuable insights and actions.

Caliber ensured that complex challenges were answered in a professional, quick, and clear manner. This service enabled Siemens Healthineers to communicate insights in an efficient way.

 [Tap here to watch the Demant testimonial video](#)



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# About Caliber's Stakeholder Tracking Platform



Our stakeholder tracking research model is based on extensive statistical analysis and explains the journey from stakeholder interaction to business impact. It comprises elements such as awareness, rational perceptions around brand, reputation and ESG, trust and supportive behavior.

## How can Caliber help brands build a bulletproof reputation?

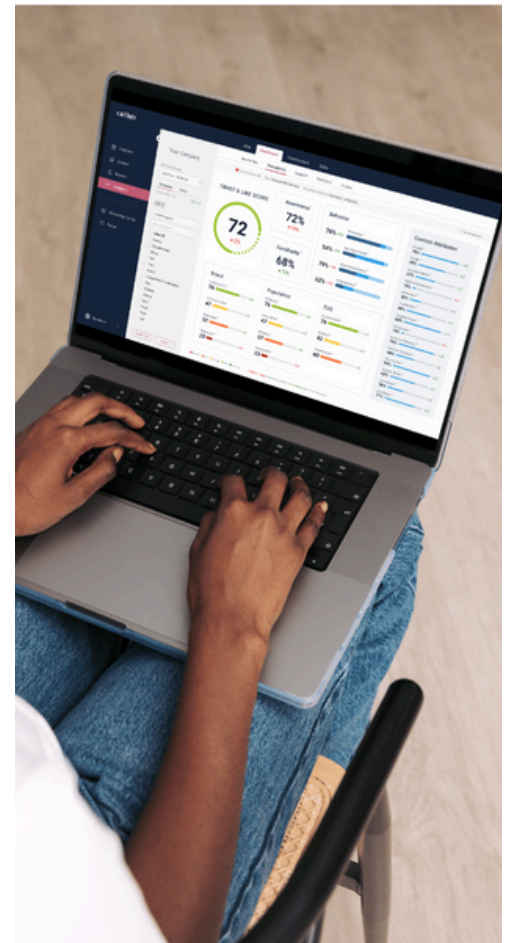
Caliber is a stakeholder intelligence company.

It provides businesses with actionable intelligence on brand and reputation that helps them understand their audience, communicate more effectively and build trust.

Caliber created the world's only real-time, customizable stakeholder tracking platform, which shows companies what relevant stakeholders think and how they're likely to behave — anytime, anywhere.

Caliber's Real-Time Tracker is the world's most powerful always-on tool for steering communications, using accurate and representative data. It surveys thousands of people every day and displays real-time metrics on a visually appealing, user-friendly dashboard.

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