

Brand Perception

Do you know what the market thinks of your brand?

Your brand and the market's perception of it, is one of your business' most valuable assets. To make sure you remain fully informed, Reed Business Insight offers specialist, objective and cost-effective **Brand Perception** research

We can help you to better understand:

- The market's awareness of your brand
- The values your customers associate with your brand
- How your brand is perceived in comparison to competitors

With a strong understanding of your **Brand Perception** you can:

- Ensure a more effective strategy against your competitors
- Pinpoint untapped market share
- Better serve your existing customers
- Effectively target your marketing communications



Example question areas:

Which brands are you AWARE of?

Which brands do you currently USE?

Which brands would you be PREPARED to buy from?

Which brands would you NEVER purchase from?

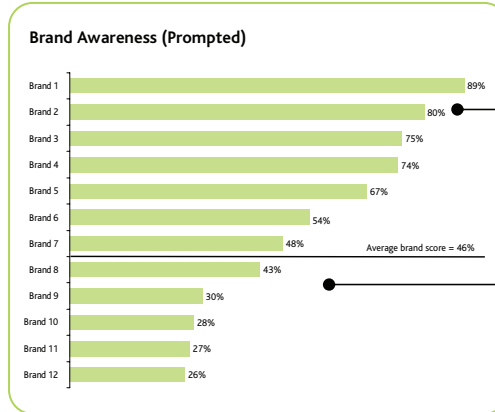
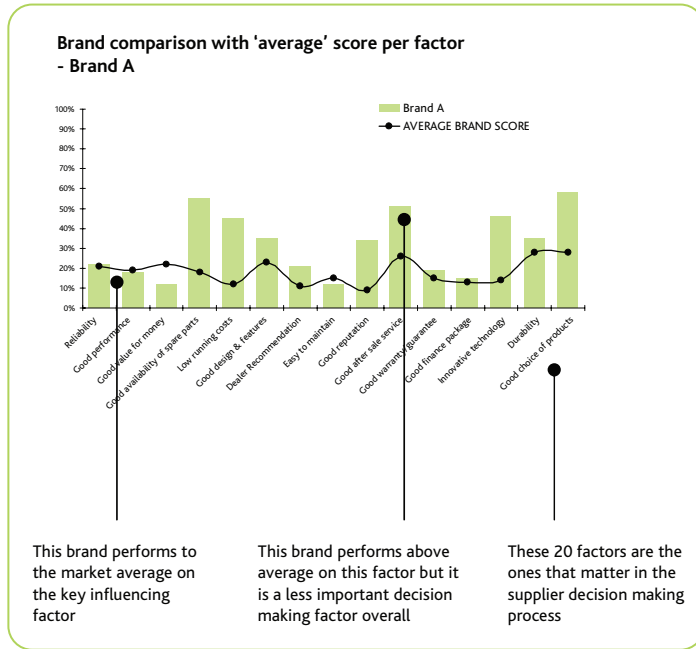
Which brands do you PREFER overall?

What factors help you DECIDE which supplier to use?

Which brand performs BEST on these factors?

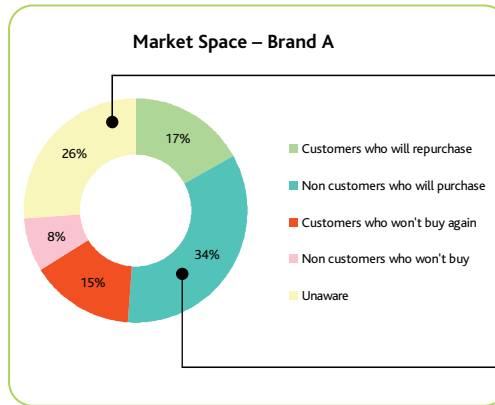
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What Brand Perception results look like:



These brands have a high level of recall in the market

To compete more effectively, these brands will need to work hard in order to raise their level of market awareness above average



This brand has the potential to increase its market exposure through brand awareness initiatives

This brand has scope to increase the user base and gain significant market share through new business opportunities