

STAMATS RESEARCH SERVICES

Brand Awareness and Usage Testing

Testing brand awareness, familiarity, and usage on a regular basis can help businesses and organizations measure the success of their communication and brand-building initiatives. This type of test equips leadership with the information needed to assess marketing progress over time. Without measurable data to establish baselines and uncover branding challenges, it's difficult to allocate marketing dollars strategically and design solutions-focused campaigns.

While branding issues are usually addressed through a larger brand image and perception study, a shorter brand awareness and usage test

may be more appropriate and cost-effective for some clients. Studies can be tailored to focus on a business' primary brand or a specific sub-brand.

Ideally, brand awareness and usage tests are repeated every 1-3 years to track how well your marketing communications efforts have influenced consumers. New studies may be tied to an advertising campaign or conducted as independent projects. Competitor brands can be added to this study in order to provide a comparative figure for analysis.

Topics explored with target audiences include:

- **Unaided brand awareness:**
How often do consumers recall your brand name in a particular product or service category?
- **Aided brand awareness:**
How often do consumers recognize your brand name when it's displayed or read aloud?
- **Brand understanding:**
Can consumers accurately describe your brand or product attributes in response to unaided questions?
- **Brand appeal:**
How much do consumers like the brand?
- **Brand preference:**
To what degree do consumers prefer your brand over competitors' brands?
- **Brand trial:**
Have consumers ever used your brand?
- **Brand purchase, regular usage, and repurchase:**
How likely is the target customer to select your brand or choose to your brand on a regular basis?

Your brand is your single greatest asset. Protect it by better understanding how it's experienced in the minds and behaviors of your target audiences.

