

STAMATS RESEARCH SERVICES

Brand Image and Perception Survey

Also referred to as a brand equity study, a brand image and perception survey provides critical information on the strengths and weaknesses of your brand, which attributes of your brand or product are most valued, and how customers feel about your brand in relation to others. By engaging both active and prospective consumers, an image and perception survey is also instrumental in measuring intent to purchase.

This type of study typically includes the following topic areas:

- Familiarity or awareness with your brand, product, or service (competitor brands are also included to show relative familiarity within a set of peer-level brands)
- Strengths, points of distinction, and attractiveness of your brand
- Challenges or weaknesses of your brand
- Words used to describe your brand, product, or service
- Information sources customers use to learn about your brand
- Purchasers' requirements for choosing a brand, product, or service in your industry
- Purchasers' reasons for or against selecting your brand, product, or service
- Purchasers' intent to take action in relation to your brand (inquire or purchase)
- The rank consumers ascribe to your brand, product, or service in relation to competitors
- Feelings customers have after interacting with your brand
- Appeal and relevancy of particular messages, positions, or promises offered by your brand

The brand image survey helps clients understand and compare perceptions across multiple consumer audiences. Survey findings can guide new strategic marketing and communication plans tailored to specific audiences or refine existing messaging tactics for better results.

