

### – More on Awareness, Attitudes, & Usage Studies –

StrataMark's approach to designing an AA&U study is to work directly with your marketing team and other stakeholders in the company to understand your current marketing strategy, and to obtain other pertinent information relevant to the brand and category.

To further ensure that the survey topics and language used in the questionnaire are relevant to the audience, often qualitative research is conducted among consumers in the target market prior to launching an AA&U study. This allows us to develop highly productive survey instrument. (For more on **Qualitative Research**, visit "Research Solutions" in our [website](#).)

Certain metrics in an AA&U are used as important indicators of brand performance. The following measures are typically included:

- **Brand Awareness:** The percentage of potential customers or consumers who recognize a given brand on an *unaided* basis ("What brands of widgets are you aware of?"), on an *aided* basis ("Have you ever heard of Brand X widgets?"), or *both*. (See Example 1)
- **Top of Mind Awareness:** The *first* brand that comes to mind when a consumer is asked an unprompted question about a category. The first recalled brand name has a distinct competitive advantage in brand space, as it has the first chance of evaluation for purchase.
- **Ad Awareness:** The percentage of target consumers who demonstrate awareness (aided or unaided) of a brand's advertising. This metric can be campaign- or media-specific, or it can cover all advertising. Top-of-mind ad awareness is also usually obtained.
- **Usage:** Measures of usage relate to market dynamics, such as ever purchased, purchase most often, purchase frequency, units per purchase, purchase recency, and where purchased, as well as usage frequency, usage occasions, and so forth. Additional probing into brand cross-usage, and motivators driving brand choice for particular occasions or situations can also be included, if pertinent.
- **Intentions:** Measures of customers' stated willingness to behave in a certain way. The two most common are purchase intent and willingness to recommend.

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- **Attitudes:** Measures of both what consumers believe and how strongly they feel about it. Different approaches are used to assess consumer attitudes, including ratings of agreement with attitudinal or behavioral statements, ratings on importance or desirability of product attributes, and derived importance (via regression) – that is, the degree to which perceptions of a brand on various attributes drive overall brand perceptions. (See *Example 2*) (For more on **Key Driver Analysis (derived importance)**, visit “Areas of Expertise” in our website.)
- **Brand Perceptions:** Ratings of brands on relevant product attributes. Generally, brand perceptions are analyzed in conjunction with attribute importance in order to identify brands’ key strengths and weaknesses. (See *Example 3*)

A **Needs Assessment** can be incorporated into an AA&U, if pertinent. This technique quantifies gaps in perceived performance on attributes, features, or characteristics for your brand, key competitors, and/or the category as a whole, in conjunction with level of importance or desired level of delivery on each attribute. StrataMark employs unique methods to efficiently gather and analyze this type of information and deliver actionable results. (For more on **Needs Assessment**, visit “Areas of Expertise” in our website.)

Additionally, **Market Segmentation** can be incorporated in an AA&U study to identify and profile groups of consumers who might have distinct needs, wants, and behaviors or respond differently to marketing messages and/or media mix. The overall intent is to identify segments of similar consumers, prioritize the key segments for your brand, understand their attitudes and behaviors, and respond with appropriate marketing strategies that satisfy the needs of each key segment. (For more on **Market Segmentation**, visit “Areas of Expertise” in our website.)

In aggregate, AA&U metrics provide a vast range of data tailored to your specific brand and product category that can be used to help make your next campaign more relevant and compelling to your target market.

Ideally, an AA&U should be repeated periodically to monitor reactions to changing market conditions, such as new product entries and brand extensions by your company or key competitors, new or revamped marketing campaigns, and other events that may impact consumer attitudes and behaviors with respect to the product category and your brand in particular.

Please see analysis reporting examples included in this document.

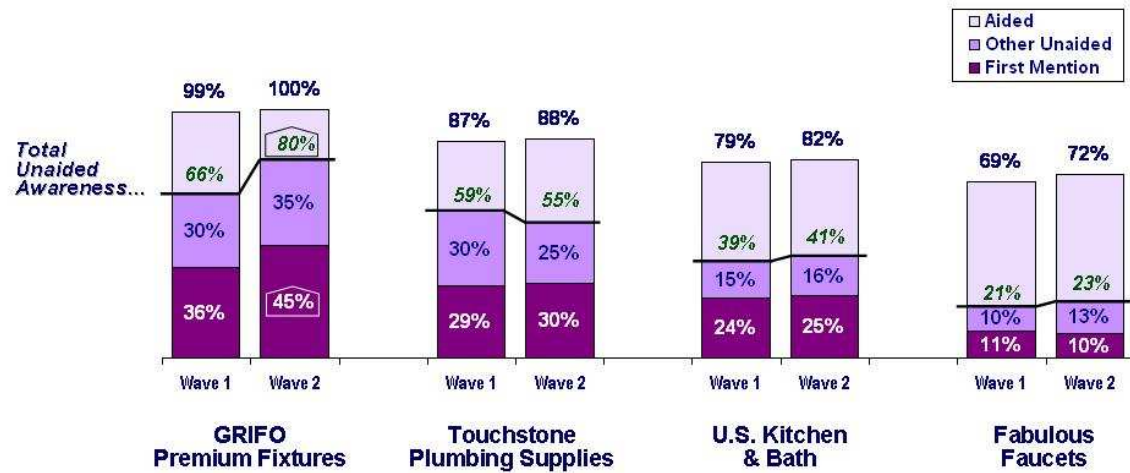
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Example 1

# Total Brand Awareness

## Aided and Unaided Awareness



Base: Total Designers

NOTE: Fictional brands and data.

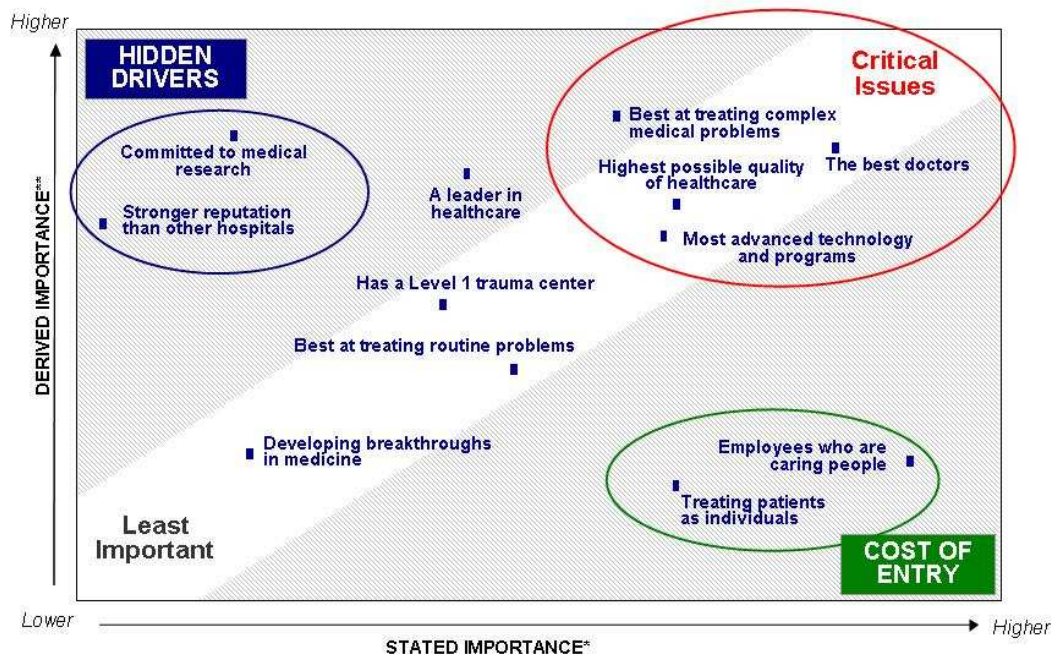


Significantly higher/lower than Wave 1 at the 95% confidence level

Example 2

# Stated vs. Derived Importance Map

## Total Respondents



\* "Very Important" on a 7-point scale.

\*\* Correlation to likelihood to use Major Regional for serious problem.

NOTE: Fictional brand and data.



# Strategic Positioning Grid



\* Based on key driver analysis.

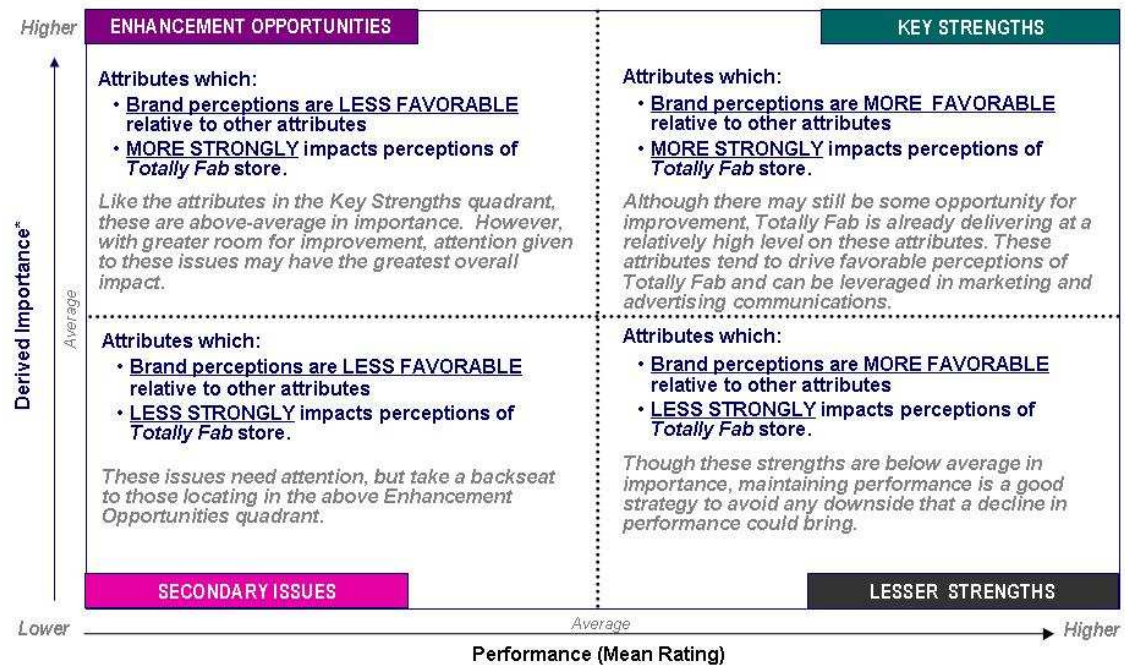


[See p.2 for map explanation.]

NOTE: Fictional brand and data.

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# Strategic Opportunity Map Map Explanation



\* Based on key driver analysis.



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