

Why this report?

Manufacturers of building materials invest a lot of resources towards promoting and developing their brand. But how effective are these efforts? In order to measure this, expensive brand researches are conducted regularly. However, budget typically doesn't allow to measure this in-depth each year. The solution is the Q3 2016 love brands report. In this report, which is repeated each year, brand awareness, brand usage and brand preference is measured for many different product groups. Trends can be tracked over the years and acts as an annual brand health check, but without the hefty costs.

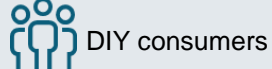
Research characteristics

- Special theme: Love brands
- Fieldwork conducted in Q3 2016
- About 100 pages in PDF
- Key insights in the developments in the home improvement market, like DIY vs. DIFM and the share of online purchases

Methodology

- Quantitative online interviews:
-  600 successful interviews per quarter in Austria, Belgium, Denmark, France Germany, Italy, The Netherlands, Poland, Spain, Sweden and the United Kingdom.
- Annually, 26,400 successful online interviews

Target group



Countries



Costs

Total report available for: **€ 3,000**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is **9,000 euro**.

Examples of the research questions

- What's the aided brand awareness of your brand compared with the competitor in each country?
- How is your brand rated on value for money?
- To what degree do consumers trust your brand?