

Why this report?

Manufacturers of installation 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 Q1 2017 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

- Turnover and orderbook developments of the HVAC installers and plumbers.
- Special theme: Love brands of installers
- Fieldwork conducted in Q1 2017.
- About 160 pages in PDF.

Methodology



Quantitative phone research:

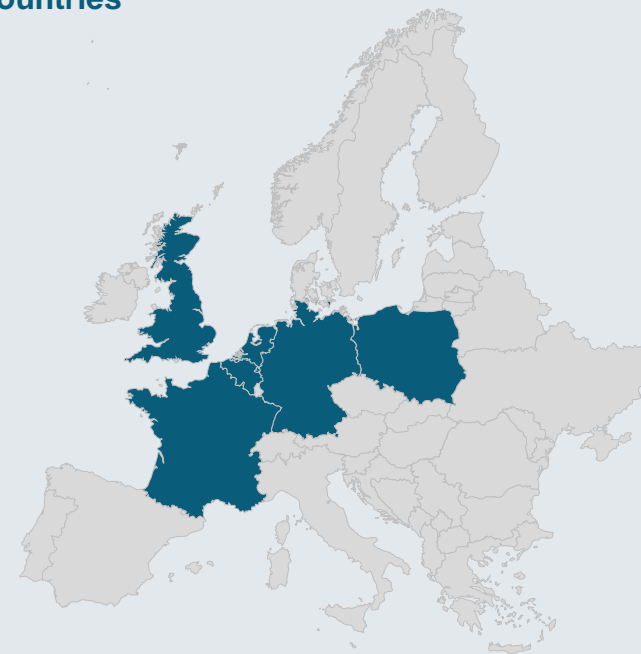
200 successful interviews per country.
1200 successful interviews with HVAC installers and plumbers in total.

Target group



HVAC installers and plumbers.

Countries



Costs

Total report Purchase channels: **€ 2,500**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 8,400 euro.

Examples of the research questions

- Spontaneous awareness, usage and preference of 16 product groups amongst which:
- Pipes, boilers, heat pumps, radiators, ventilation, sanitary ware, pipe tools, etc
- Identification of brands that are perceived as the most innovative, most reliable, the partner of the installer and best known by the end consumers.
- Attitude towards professional brands selling in DIY stores and directly to the end consumers.