

### 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 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

- Turnover & orderbook developments of electrical installers
- Special topic: Love Brands
- Fieldwork conducted in Q3 2017
- About 100 pages in PowerPoint, PDF and hardcopy
- Quick brand scan of the brand usage, preference and usage of electrical installers

#### Methodology



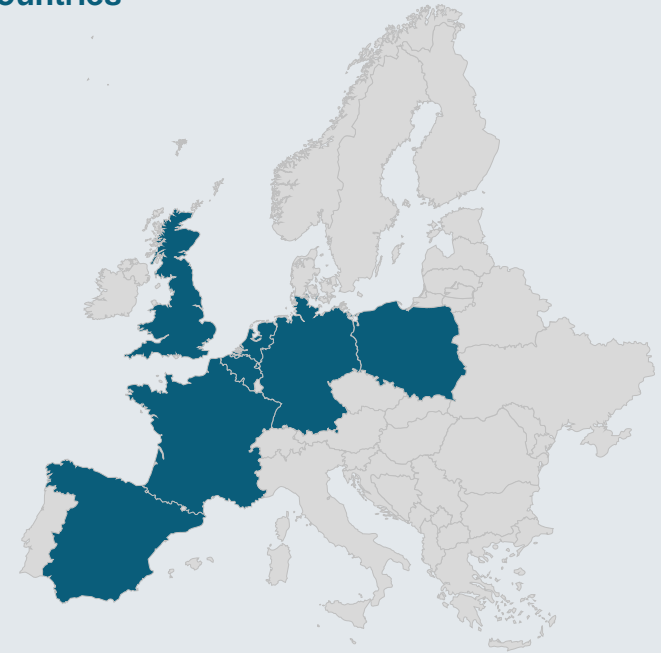
- Quantitative phone research:
- 200 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
- 1200 successful interviews with Electrical installers per quarter in total

#### Target group



Electrical installers

#### Countries



#### Costs

Total report **Love Brands: € 4,000**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 14,000 euro.

#### Examples of the research questions

- Brand awareness, brand usage and brand preference on a product level.
- Most named reasons to use a brand as an electrical installer
- Most reliable brands according to the electrical installers
- Turnover & order book developments