

Why this report?

Manufacturers of installation materials invest a lot of resources in promoting and developing their brands. 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 Q2 2016 love brands report. In this report, 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.
- Fieldwork conducted in Q2 2016.
- About 170 pages in PDF.

Methodology



Quantitative phone research:

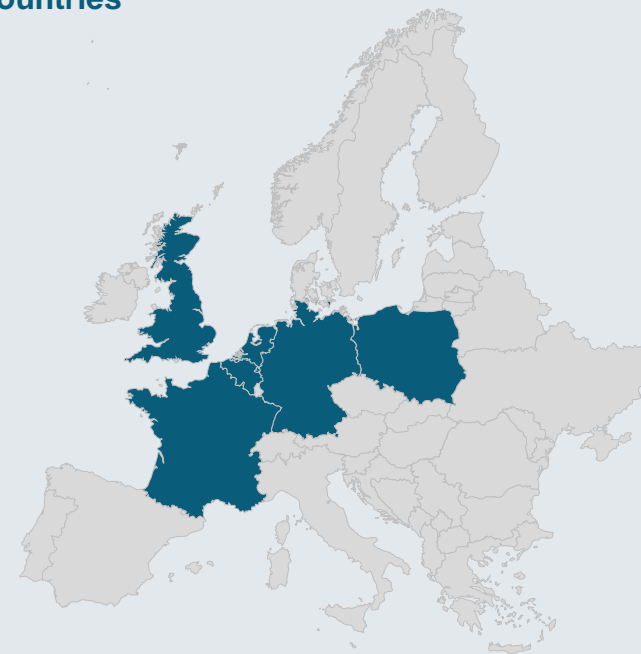
200 successful interviews per country.
1200 successful interviews with HVAC installers and plumbers in total.

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, air conditioning and refrigeration, sanitary ware, pipe tools, etc.
- What makes a brands preferred?
- Main reasons to switch between brands.