

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 Q1 2017 love brands report. In this report, which is repeated each year, brand awareness, brand prescription 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

- Construction volumes forecast until 2019
- Special theme: Sustainability
- Fieldwork conducted in Q3 2017
- About 100 pages in PDF and hardcopy

Methodology



Quantitative phone research:

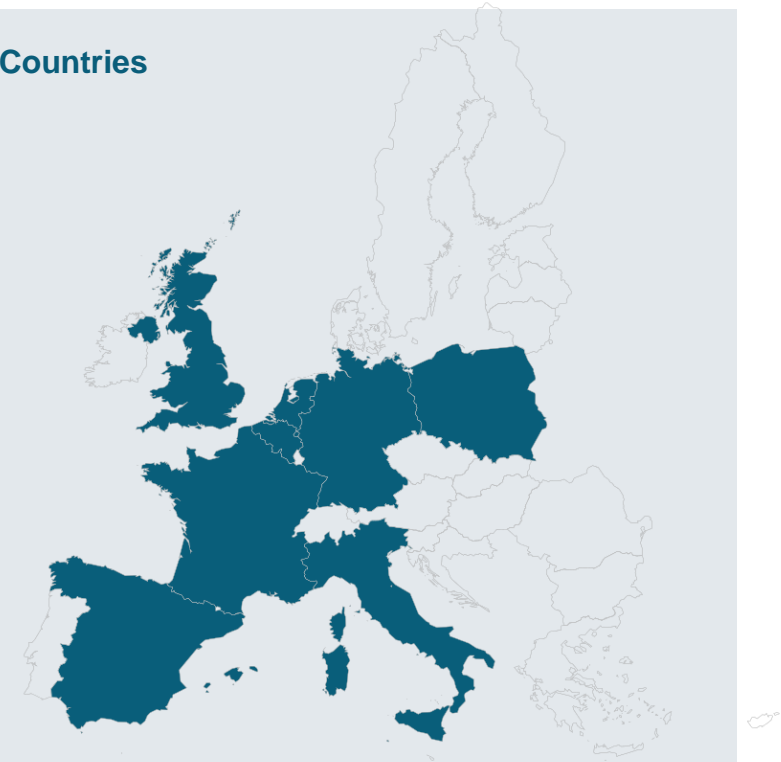
200 successful interviews per country
1600 successful interviews with architects in total

Target group



Architects (2fte and more) active in the residential and the non-residential market

Countries



Costs

Total report: **€ 1,750**

There is also a possibility to subscribe:

- The price for subscribing to this monitor is 6,000 euro.

Examples of the research questions

- Which manufacturers are considered to be leaders, the most sustainable and the most innovative in the industry by architects?
- For 14 different product groups the spontaneous awareness and brand preference of architects was asked.
- Finally architects were asked what manufacturers should do to become a love brand and how important certain aspects are when choosing a manufacturer.