GfK | Growth from Knowledge

SDA & MDA Brand Perception Research

What we can deliver beyond standard brand KPIs

Scope of the research

Objective

The aim of this study is to monitor **how consumers**
- **know**,
- **experience**,
- **connect** and
- **engage** the brands in the SDA & MDA world.

With this study, brands will be evaluated in KPIs such as:
- **awareness,**
- **preference** or
- **usage**

in order to determine **their position in the market**.

Methodology

Target group

- 20-69 years old
- user of small or major domestic appliances
- decision maker who plays main role when choosing the brand and model of a specific SDA / MDA
- category users (HH owns a specific SDA/MDA) or intenders (planning to buy a new SDA / MDA in the next 12 months)

Interview method

- Online survey (CAWI)

Length of questionnaire

- maximum 20 minutes

Sample

- Cca 2000 interviews
  (one interviewee has evaluated the 2 most relevant product categories, ie. recently bought or planning to buy)

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Sample composition and covered product categories

SDA

	Vacuum cleaners	400 interviews		Handstick vacuum cleaners	200 interviews
	Irons	300 interviews		Ironing systems	150 interviews
	Kitchen appliances	400 interviews			
	Coffee machines	400 interviews		Espresso full automatic	300 interviews
	Female depilation	200 Interviews		Hairdryers	200 interviews
	Male grooming	400 Interviews			

MDA

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	Washing-machines	400 interviews			
	Tumble dyers	300 interviews			
	Cooling	400 interviews			
	Dish-washers	300 interviews			
	Free-standing cookers	150 Interviews		Built-in cookers and hobs	150 interviews

Selected outcomes of the report 1.

Marketing efficiency metrics

Brand and ad awareness

How is my brand performing compared to my competitors based on the top-of-mind, spontaneous and aided brand awareness?
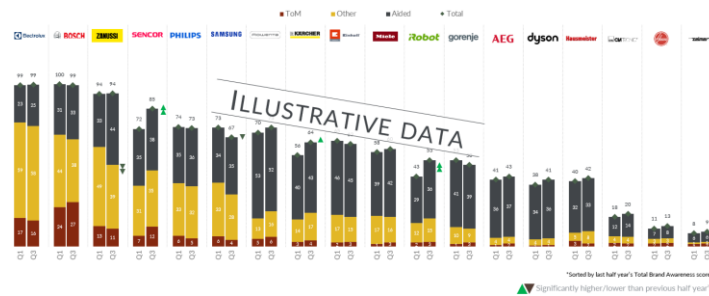
Does my brand's ad awareness reflects the investment in marketing communication?
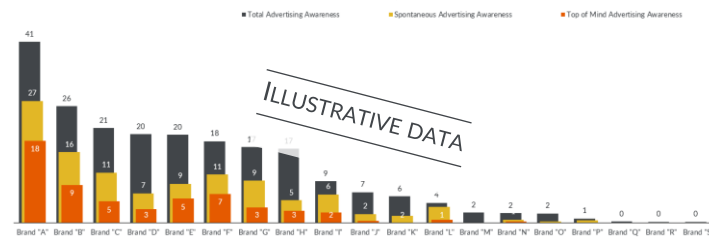
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Total Brand Awareness vs. Market share based on Sales volume
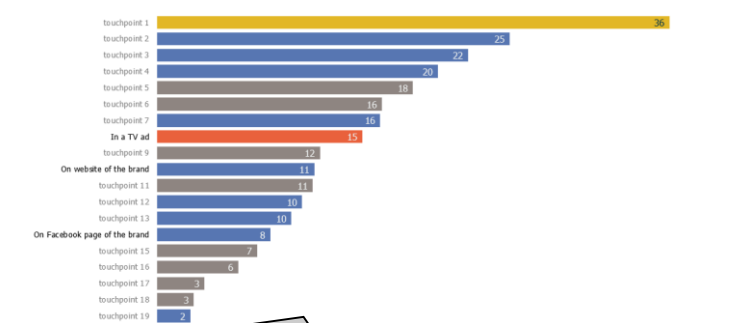
Is our brand's market share within the given product group in line with our brand's awareness?

Should we invest more in our brand? Or can we expect higher market share based on our brand's presence?

Brand Experience Points

On which touchpoints, marketing channels do consumers experience brands when looking for a given SDA or MDA product?


What is your benefit from this information?
You will receive an overview about the whole category, where brands communicate with their potential customers, what are the main touchpoints (see this chart)
You can compare your preferred touchpoints (based on your current, factual spendings), your perceived touchpoints (where customers remember they have experienced your brand)
…and also you can compare the recall of your communication with your competitors across each touchpoints

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Selected outcomes of the report 2.

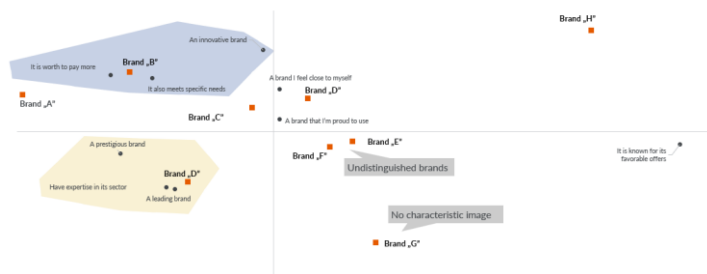## Effect of specific touchpoint-experiences on ad awareness and sales
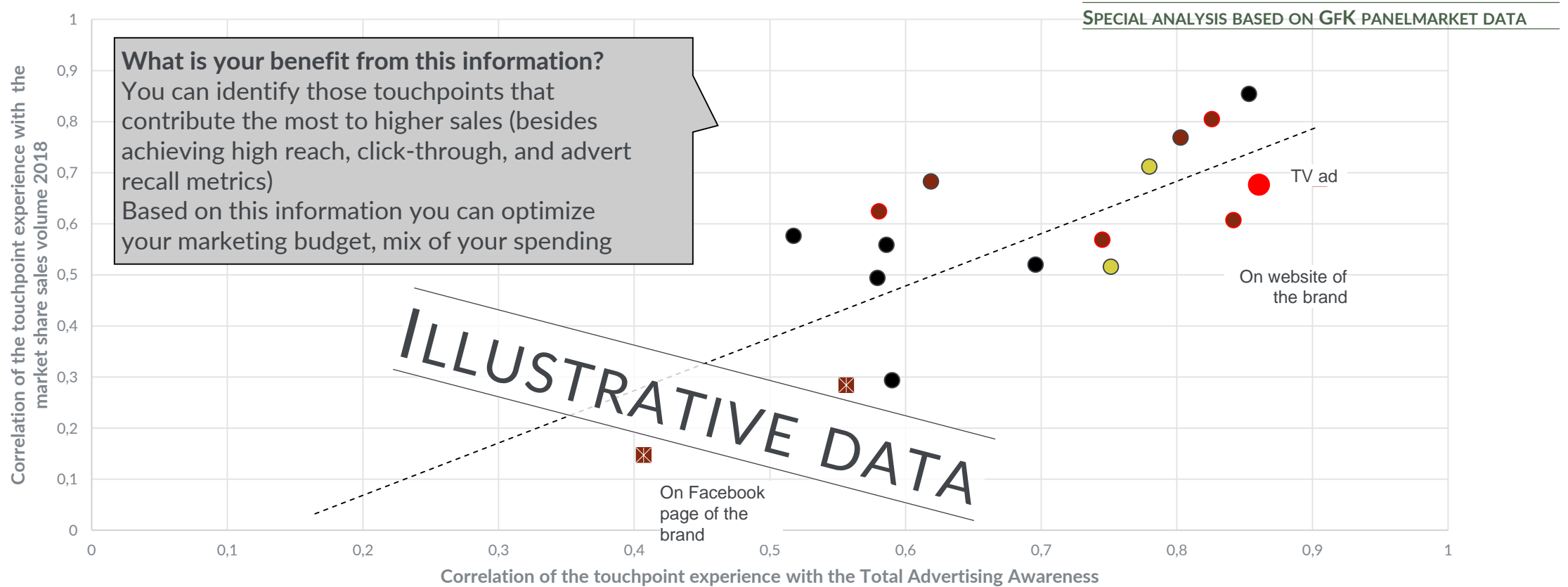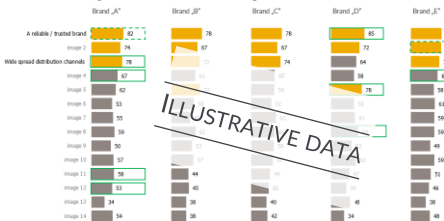
Selected outcomes of the report 3.

Brand image metrics

Brand image

How distinguished is my brand compared to my competitors? What are our USPs from consumers' perspective?

How is my brand image look like? What are my brand's perceived image attributes?
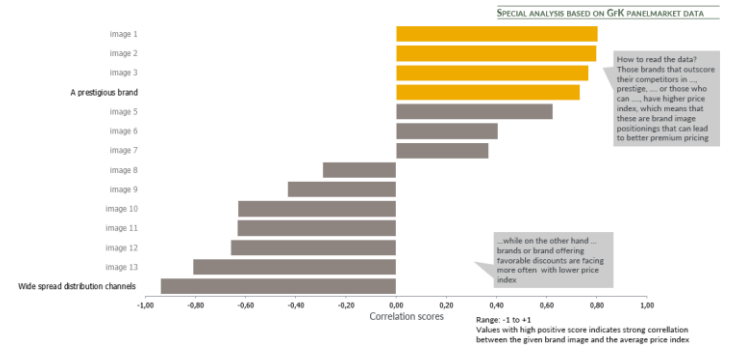

Drivers of brand selection

What are the main drivers of selecting our brand?

Do consumers choose our brand mainly for the reasonable price or because of the discount only? Or how important are qquality / warranty related drivers, like reliability of our products?

Brand image and pricing

What are the image attributes that drive higher pricing the most?

Shall we emphasize our innovativeness, or uniqueness, or our heritage brand to be able to achieve higher premium for our products?
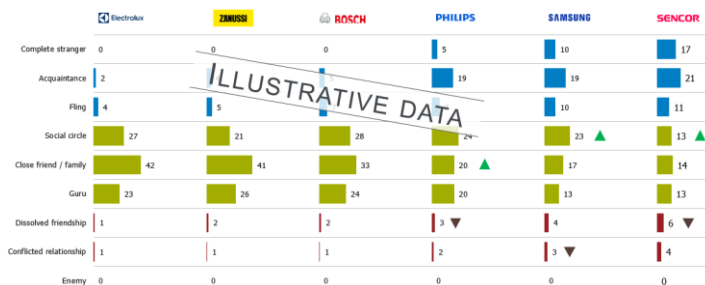
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Selected outcomes of the report 4.

Brand equity, brand stickiness metrics

Consumers & brands connection
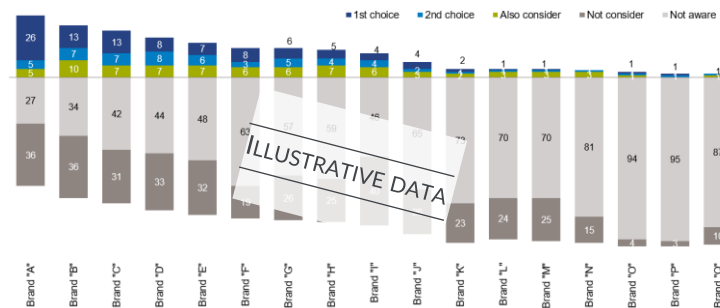
How do consumers look at our brand? How closely they are related to our brand and to our competitors?


Brand consideration

How attractive is our brand? What proportion of our potential future buyers' consider our brand as their first option?

How large is the segment we could convert: those who looks our brand only as a 2nd or 3rd alternative option? Do we have to face with serious brand rejection?

Brand preference and brand advocacy

What is the proportion of those consumers who have a strong relationship with our brand and who prefer our brand during their purchase ?
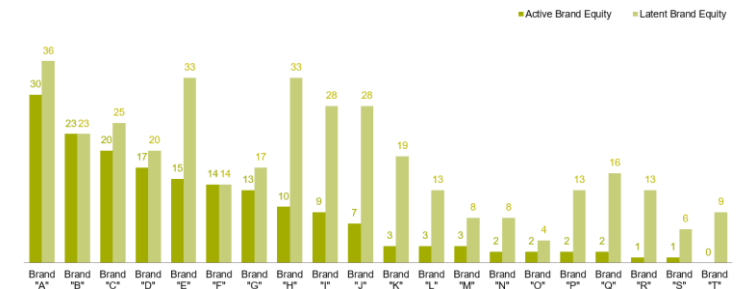
...and how important are our latent target customers? Is it worth to address more effectively those who have a strong relation to our brand, but for some reasons our brand is still not their first choice? How can we impress them?

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For more information, please feel free to contact us!

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