

Brand Perception Study Sample Document

1. Introduction

This document presents a sample design for a brand perception study. The intent is to provide a template for gathering and analyzing customer perceptions about a brand, its competitors, and associated attributes.

2. Objectives

- Assess how target audiences perceive the brand.
- Compare perceptions with main competitors.
- Identify strengths and areas for improvement.
- Gather actionable insights to guide brand strategy.

3. Methodology

- Qualitative research:** In-depth interviews, focus groups
- Quantitative research:** Online surveys with representative samples

4. Key Metrics

- Brand awareness
- Brand associations
- Brand sentiment
- Purchase intent
- Net Promoter Score (NPS)

5. Sample Survey Questions

- How familiar are you with *[Brand Name]*?
- Which qualities do you associate with *[Brand Name]*?
- How likely are you to recommend *[Brand Name]* to others?
- In your opinion, how does *[Brand Name]* compare to competitors?

6. Sample Data Table

Attribute	Brand A	Brand B	Brand C
Awareness (%)	92	85	73
Positive Sentiment (%)	68	72	61
NPS	38	42	23

7. Findings (Sample)

Respondents demonstrated high awareness of Brand A, with positive associations in quality and reliability. However, Brand B led in customer satisfaction. Opportunities exist for Brand A to improve perception around innovation.

8. Recommendations (Sample)

- Enhance communication of innovative offerings.
- Address customer concerns highlighted in feedback.
- Leverage strengths in reliability within marketing communications.

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Date: [Insert Date]