

Brand Perception and Awareness Comparison

Overview

- Assess competitor and own brand awareness.
- Identify customer perceptions and differences.

Brand Awareness Table

Brand	Unaided Awareness (%)	Aided Awareness (%)	Perception Keywords
Brand A (Ours)	48	68	Innovative, Reliable
Brand B	40	62	Affordable, Established
Brand C	30	50	Trendy, Accessible
Brand D	18	36	Premium, Exclusive

Key Perception Insights

- Brand A:** Positively viewed for innovation and reliability.
- Brand B:** Noted for affordability, somewhat less innovative.
- Brand C:** Seen as trendy but less established.
- Brand D:** Perceived as premium but less accessible.

Summary

- Awareness and perception are strongly linked to product qualities and communication.
- Brand A leads in awareness and favorable perceptions among the surveyed groups.