



Brand Perception Edge Analysis

Brands are personifications of your organization’s products, services and experiences. They are the source of relationships. Our brand perception study probe the depth of how customers perceive your company. It covers all the essential areas of having a winning brand, perception of products, services, packaging, design and even pricing. Through this process a company has the opportunity to strengthen and improve its brand, which in turn increases its profitability and build customer loyalty.

RESEARCH OBJECTIVES:

- Incidence and awareness of your current BRAND
 - Future services expected by customers, based on BRAND perception
- Brand Positioning
 - How is your brand perceived by customers
 - Developing the IDEAL BRAND
 - How far off is your current BRAND from the customers’ perspective?
 - What are your customers’ expectations?
 - What are your customers’ taste and preference
 - Perceptual Image Mapping
 - Brand Preference
 - Image Testing
 - Advertising & Promotional Concept Testing & Analysis

CALENDAR OF EVENTS:

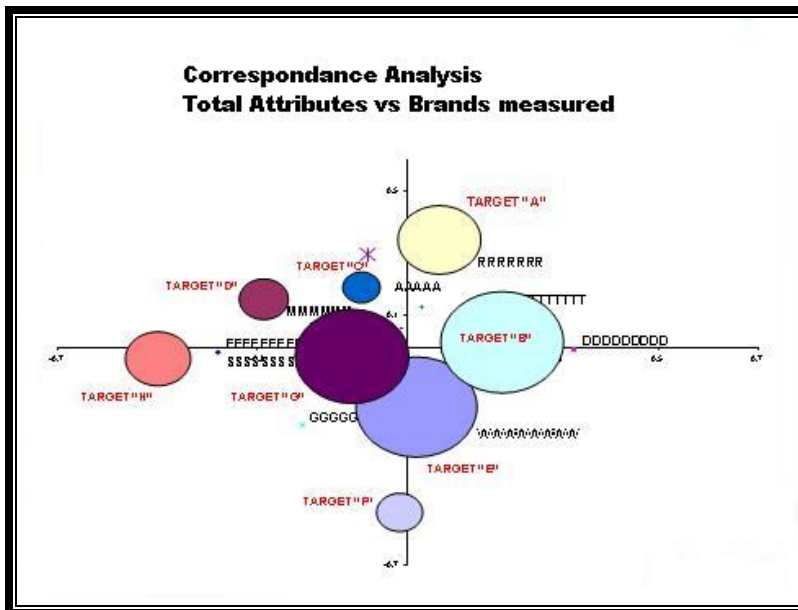
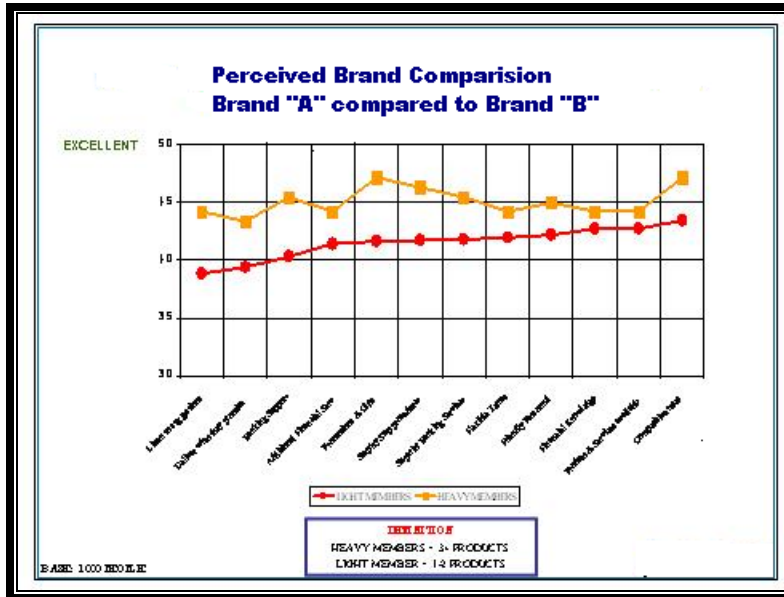
PROJECT STEPS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Initial Meeting	█								
Questionnaire Development & Approval		█							
Training & Instrument Testing			█						
FIELD WORK			█	█	█				
PROCESSING					█	█			
Analysis & Reporting							█	█	
Final Report Concluded									█
Final Results Presented to Client									█

Clarocision

Research & Marketing

Where Clarity Meets Precision

SAMPLE GRAPHIC MATERIAL (For visual aid purposes)



To schedule a personal meeting to discuss the details and scope of this particular research, please call at 954-741-2234.