

Brand Awareness and Usage Research.

Provide your advertisers and prospects with a view of the market they might not be getting elsewhere.

Most marketers are really interested in and value brand research, but very few do this on their own. Brand research offers a view of brands from the people who matter most, buyers and users. You can fill this huge information gap by using the Readex Brand Awareness and Usage Research study.

What's in it For You?

- Tremendous value creation for you and your customers.
- Top brands are at the top for a reason. Bring great information to your conversations and show what it takes to be a brand leader.
- Study measures “Heard of,” “Used in last two years” and “Use most.”
- Up to three custom questions also included with structured responses.
- Tables showing results for all brands within each category studied.
- A great reason to schedule meetings and calls.

Using an online survey research methodology, Readex does all of the work as it concerns survey set up, administration and creation of data tables. Optional charts are available highlighting top brands in each category. All you need to do is tell us what product/service categories you want to include, the brands within each and supply email addresses. We do the rest.

What it Costs:

Costs are based on the number of brand listings included in your study, meaning the number of brands across all categories. To help make the study a success, we strongly encourage the number of brands be limited to no more than 15 per category. There is no limit to the number of categories other than the number of available email addresses.

# of Brand Listings	Rate
Up to 100	\$3,500
101-150	\$3,875
151-200	\$4,250
201-250	\$4,625
251-300	\$5,000
301-350	\$5,375
351-400	\$5,750
401-450	\$6,125
451-500	\$6,500

Add optional charts for \$500.

Please contact Susan Griffith, Director of Sales-Brand Studies, for more information: sgriffith@readexresearch.com 612.986.0109.