

US PV Brand Monitor[©] 2011 (West)

- Analysis of brand awareness of solar manufacturers in California, Colorado and Arizona
- Compare the positioning of your company's brand with that of your competitors
- Results based on more than 500 quantitative interviews conducted in 2011
- Understand end-customers and find out if your marketing activities are achieving the desired results

BRAND AWARENESS



Analysis of brand and brand awareness

The value of a brand is not anchored in a company but rather is reflected in the minds of consumers. With a market share of nearly 35 percent, private end consumers are an important consumer group in the US.

The PV Brand Monitor analyzes brand awareness and associations that individuals have with solar manufacturers using a survey of the population in the states indicated.

PRODUCT THEME



Survey contents

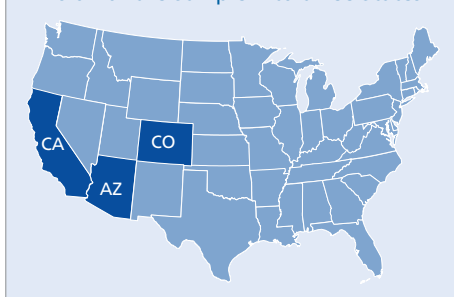
Since 2006, EuPD Research has been conducting detailed surveys among populations in Europe and the US, and therefore has an extensive methodological background in customer re-search.

The US PV Brand Monitor provides answers to the following exemplary questions:

- Brand awareness: Do citizens in CA, CO and AZ know the brand names of solar products (aided and unaided)? If so, where did they get their information from?
- Associations: What characteristics do they associate with each brand?
- Information sources: Who uses which media channels do they use and how often?
- Optimal application of marketing instruments
- Reception analysis: What information is remembered?

RESEARCH BASIS

Division of the Sample into three States



Analysis

- Survey participants will be chosen from the three states shown on the map.
- The dataset will be weighted on the basis of variations in age and sex. The aim is to have a representative sample of the population of CA, CO and AZ
- The data will be analyzed by means of univariate and bivariate procedures using SPSS.



Product Data Sheet

Release Date	Fall 2011 (subject to a minimum number of participants)
Information Sources	<ul style="list-style-type: none">▪ Representative, three-state-wide random sample▪ CATI-survey of persons aged 18 years and older▪ Survey by the last-birthday in a household method▪ More than 500 questionnaires in CA, CO and AZ▪ Survey period: Summer to Fall 2011
Contents	<ol style="list-style-type: none">1. Background of the study2. Objectives, method and sample3. Composition of the sample4. Owner and planner of a solar plant5. Attitude and reception analysis6. Brand analysis7. Conclusion
Benefits for your Company	<ul style="list-style-type: none">▪ Compare the positioning of your company brand to that of your competitors▪ Monitor the success of your advertising▪ Know the best place to put your advertisements so as to reach your target customers▪ Adjust your advertising to the consumer groups identified▪ Learn more about the end-customer attitudes toward certain energy topics▪ Design your brand image on the basis of the status quo▪ Better assess the positioning of your competitors
Included in Delivery	Printed annotated chart report (60-90 pages), high quality binding
Price	€ 8,100 (excluding VAT and P&P)