

PV Brand Monitor[®] 2010/2011 – Germany

- Analysis of brand awareness of solar manufacturers in the German photovoltaic market
- Compare the position of your company's brand with your competitors
- Result based on more than 1,000 quantitative interviews conducted in Autumn 2010

BRAND AWARENESS



Analysis of the brand and brand awareness

The value of a brand is not anchored within a company but rather it is reflected in the minds of consumers. With a market share of nearly seventy percent, private end consumers constitute the most important consumer group in Germany.

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

PRODUCT THEME



Survey contents

EuPD Research has been conducting a survey about this topic every year since 2006 among 1,000 German citizens aged 18 and up.

The analysis provides answers to the following questions:

- Do German citizens know the brand names of solar products?
- If they do, where did they get their information from?
- What characteristics do they associate with the individual brands?
- What role does the brand play in purchase decisions?

RESEARCH BASIS

Division of the Sample into Nielsen Regions

- region I Hamburg
Bremen
Schleswig-Holstein
Lower Saxony
- region II North Rhine-Westphalia
- region III Hesse
Rhineland-Palatine
Saarland
- region IV Baden-Wuerttemberg
- region V Bavaria
- region VI Berlin
Mecklenburg-Western Pomerania
Brandenburg
Saxony-Anhalt
- region VII Thuringia
Saxony



Analysis

- For the analysis, the participants will be divided into Nielsen regions.
- The dataset will be weighted on the basis of age and sex variations within the Nielsen regions towards comparable specifications of the Federal Statistical Office Annual Book.
- The data has been analyzed by means of univariate and bivariate procedures using SPSS.

0150-1-5-01-1

Product Data Sheet

“PV Brand Monitor® 2010/2011 – Germany”

Release Date	January/February 2011
Information Sources	<ul style="list-style-type: none">▪ Representative, nationwide random sample▪ CATI-survey of persons aged 18 years and older in Germany▪ Survey by the last-birthday-method within a household▪ 1,000 answered questionnaires▪ Survey period: November/December 2010
Contents	<p>Basic Version:</p> <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 <p>Exclusive Version:</p> <p>If your company is mentioned more than 30 times, an exclusive analysis of your brand name can be conducted in comparison to other well-known solar brands.</p> <ol style="list-style-type: none">1. Individual Solar Brand Analysis (Brand awareness in different subgroups, associations with your brand and illustration of different attributes)2. Regional Analysis (Comparison of brand awareness and sales activities on a regional level)
Benefits for your Company	<ul style="list-style-type: none">▪ Compare the position of your company brand to your competitors▪ Monitor the success of your advertising▪ Advertise on the channels that end customers use to get informed about solar energy▪ Adjust your advertising messages to the identified consumer types▪ Learn more about the end customers' 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 report (min. 50 pages), high quality binding
Price	<p>Basic Version: € 5,500 (excluding VAT and S/H)</p> <p>Exclusive Version: € 9,500 (excluding VAT and S/H)</p> <p>Add. digital ePaper version in PV RMS: € 700 (excluding VAT and S/H)</p> <p>Product Presentation: € 850 (excluding VAT and S/H)</p> <p>Executive Level Präsentation: € 2,400 (excluding VAT and S/H)</p>
Author	Michael Reuter, Research Analyst

0150-1-5-01-1