

# US PV BrandMonitor<sup>©</sup> 2011 (West)

- Analysis of brand awareness enjoyed by solar manufacturers in California, Colorado and Arizona.
- Compare the positioning of your company's brand with that of your competitors.
- Results based on 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 25 percent, private end consumers are an important consumer group in the US.

The PV BrandMonitor 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

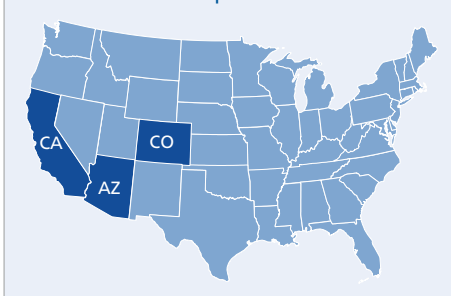
Since 2006, EuPD Research has been conducting detailed surveys among populations in Europe, and therefore has an extensive methodological background in customer re-search.

The US PV BrandMonitor 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

<b>Release Date</b>	Subject to a minimum number of participants
<b>Information Sources</b>	<ul style="list-style-type: none"> <li>▪ Representative, three-state-wide random sample</li> <li>▪ CATI-survey or online panel survey of persons aged 18 years and older</li> <li>▪ 500 questionnaires in CA, CO and AZ</li> <li>▪ Survey period: Q4 2011</li> </ul>
<b>Contents</b>	<ol style="list-style-type: none"> <li>1. Background of the study</li> <li>2. Objectives, method and sample</li> <li>3. Composition of the sample</li> <li>4. Owner and planner of a solar plant</li> <li>5. Attitude and reception analysis</li> <li>6. Brand analysis</li> <li>7. Conclusion</li> </ol>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"> <li>▪ Compare the positioning of your company brand to that of your competitors</li> <li>▪ Monitor the success of your advertising</li> <li>▪ Know the best place to put your advertisements so as to reach your target customers</li> <li>▪ Adjust your advertising to the consumer groups identified</li> <li>▪ Learn more about the end-customer attitudes toward certain energy topics</li> <li>▪ Design your brand image on the basis of the status quo</li> <li>▪ Better assess the positioning of your competitors</li> </ul>
<b>Included in Delivery</b>	Printed annotated chart report (60-90 pages), high quality binding
<b>Price</b>	€ 8,100**    \$ 11,500**

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