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BRAND PERCEPTION STUDY
Company X

informa engage
TARGETED MARKETING SERVICES

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Introduction & Methodology

OVERVIEW

Methodology, data collection and analysis by Informa Engage, on behalf WardsAuto.

Investigation conducted exclusively for Company A.

Data collected January 10 through 23, 2018.

Methodology conforms to accepted marketing research methods, practices and procedures.

PRIMARY OBJECTIVES

- Investigate familiarity and opinions of Company A relative to key competitors.
- Determine the strengths of each brand on select attributes

METHODOLOGY

On January 10, 2018, Informa Engage emailed invitations to participate in an online survey to subscribers of WardsAuto.

By January 23, 2018, Informa Engage had received 282 completed surveys.

RESPONSIVE MOTIVATION

To encourage prompt response and increase the response rate overall, a live link to the survey was included in the email invitation to route respondents directly to the online survey.

The invitations and survey were branded with the WardsAuto name and logo, in an effort to capitalize on user affinity for this valued brand.

Each respondent was afforded the opportunity to enter a drawing for one of four $100 Visa gift cards.

A follow-up email was sent to non-respondents on January 17, 2018.

Respondent Demographics
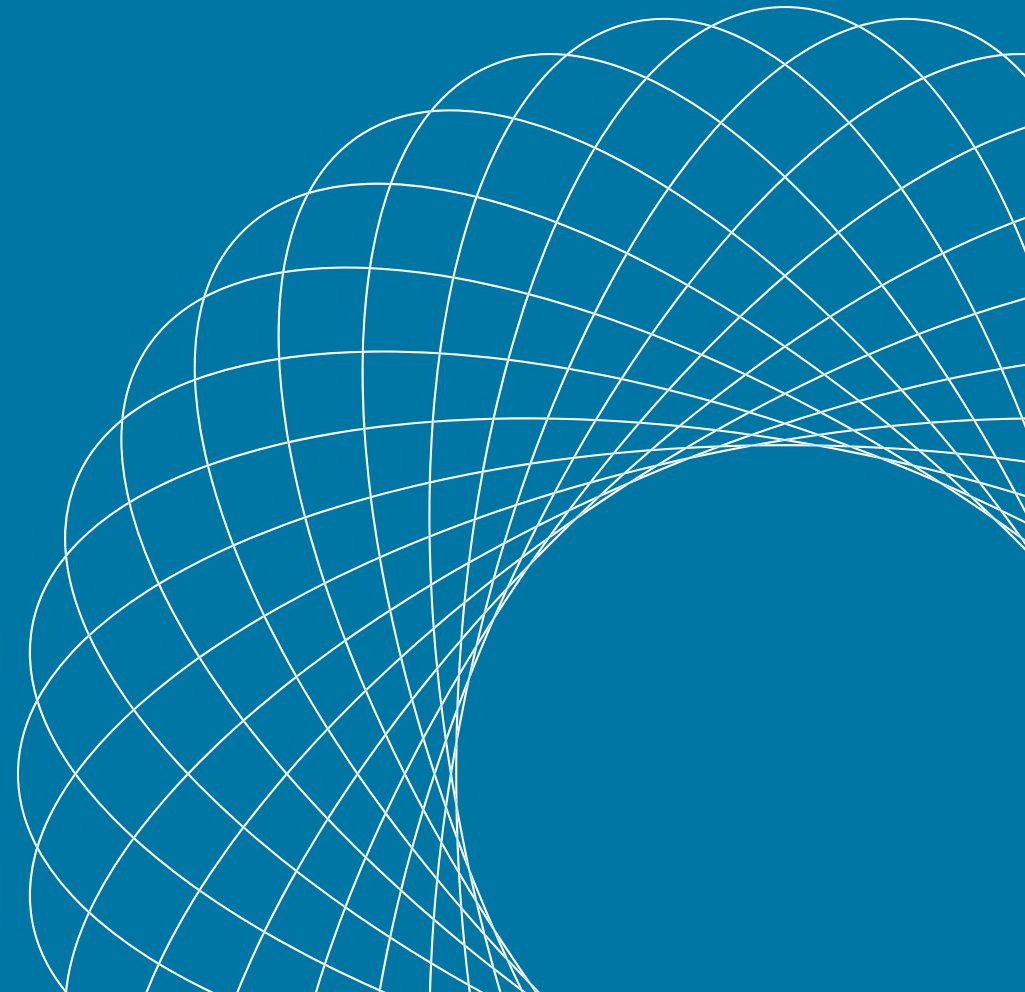
Location

Respondents represent various regions across the world. Results in the key findings section are presented in total, followed by responses for Company A reported by region.

North America — 75%
Western Europe — 17%
Asia — 4%
Middle East/Africa — 1%
Latin America — 1%
Eastern Europe — 1%
Other — 1%
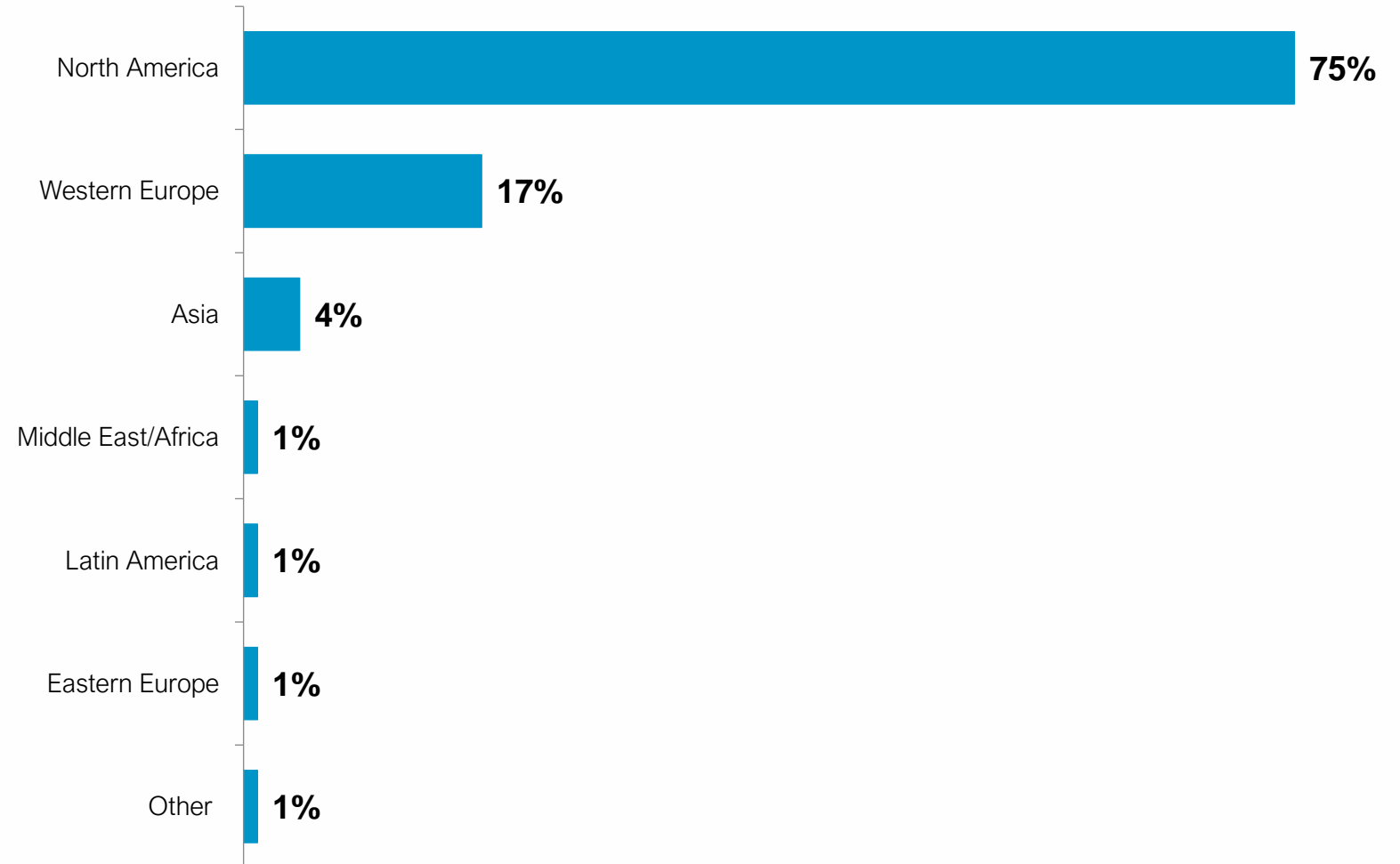
Question: What country or region of the world are you based in?

Base = All respondents (n=263).

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Organization Type

Nearly half of respondents are from organization type A. An additional 14% are from organization type B.

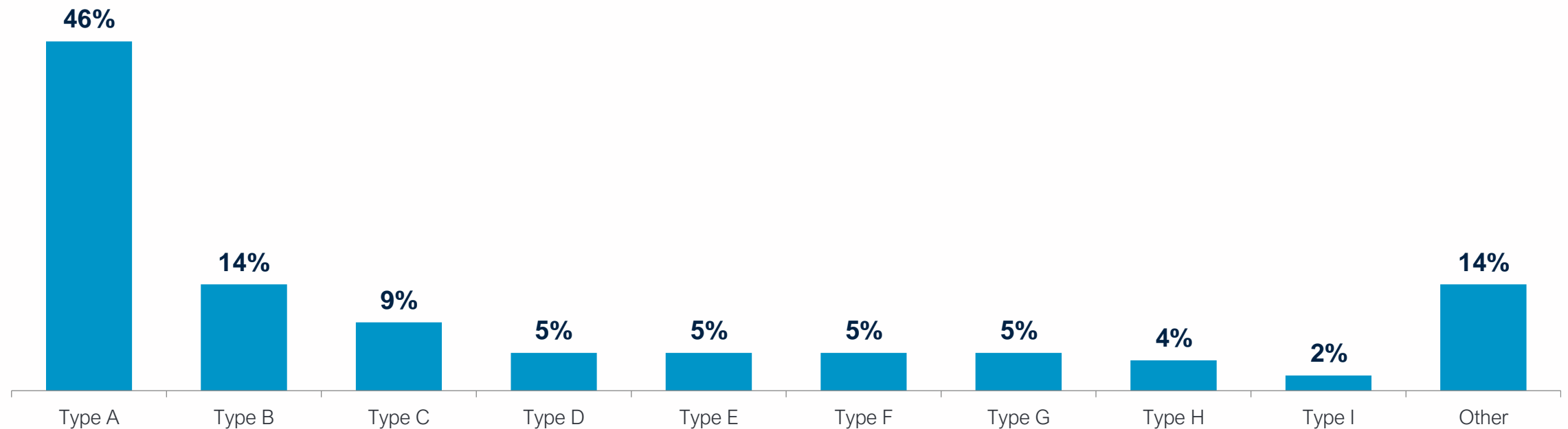*Question: What best describes your organization's primary business or function?*
Base = All respondents (n=263).

Job Classification

A variety of job title/positions are represented by respondents. 49% hold level A positions. An additional 36% are level B.

Job title	Percentage
Job title A	49%
Job title B	36%
Job title C	5%
Job title D	5%
Job title E	1%
Other	4%

Question: For classification purposes, is your title or position:
Base = All respondents (n=263).

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Key Findings
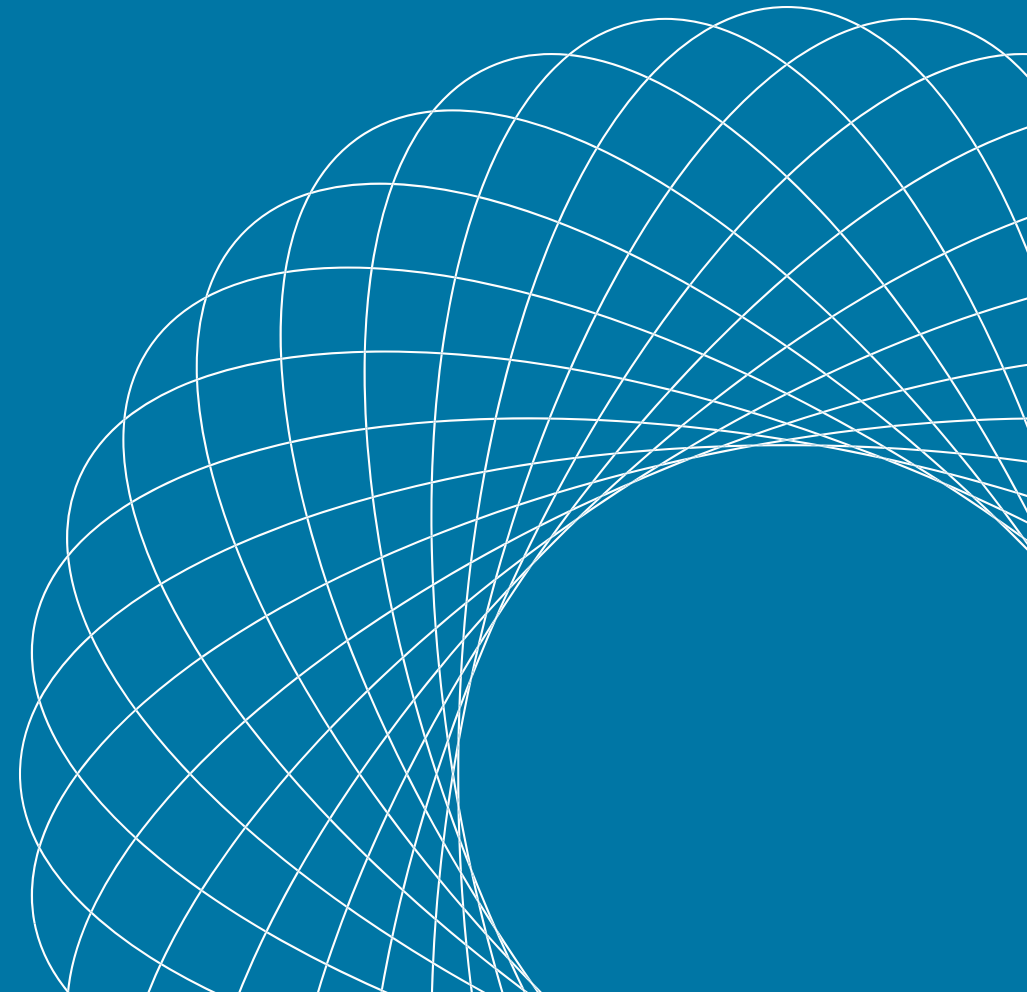
Attribute Importance in Purchasing Decisions

When making purchasing decisions, respondents believe Attributes 3 and 1 are most important, followed by Attributes 6 and 5.

Legend: ■ Critical/Very important ■ Moderately important ■ Not very/not at all important

Attribute	Critical/Very important	Moderately important	Not very/not at all important
Attribute 3	45%	35%	20%
Attribute 1	44%	34%	22%
Attribute 6	40%	40%	20%
Attribute 5	40%	30%	30%
Attribute 2	35%	35%	30%
Attribute 4	32%	35%	33%
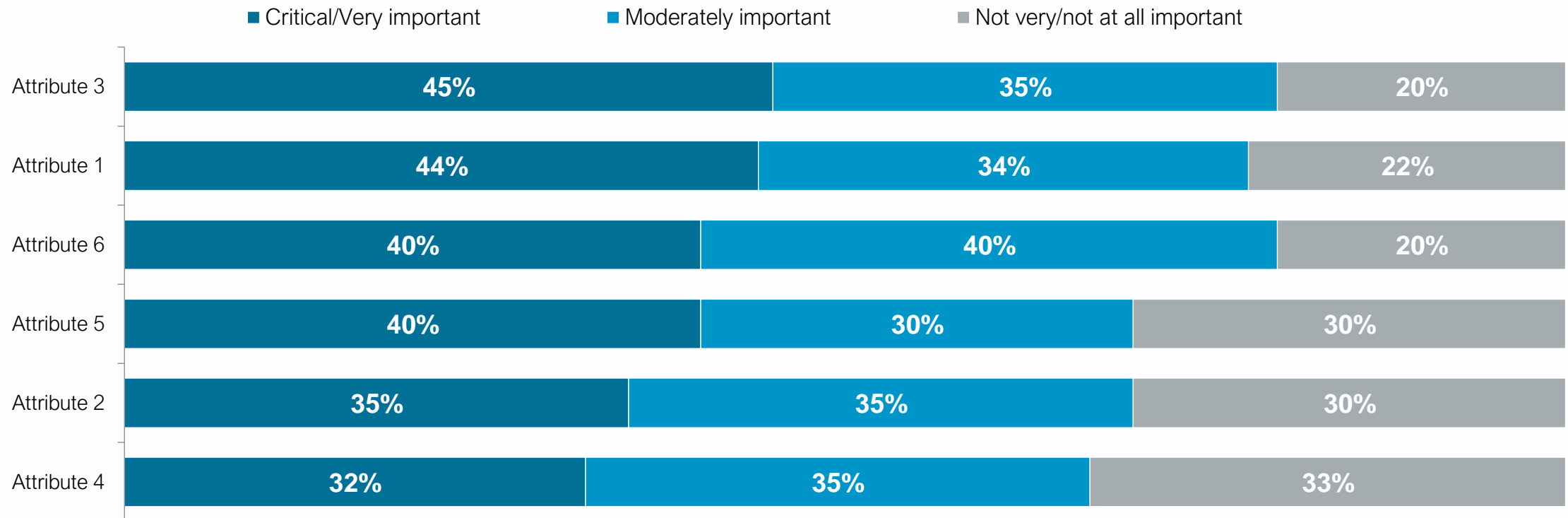
Question: To what extent do you agree with the following statements about Company A?

Base = All respondents (n=263).

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Company Familiarity

The majority of respondents are at least somewhat familiar with each company included in the study (indicating either "know company AND it's products" or "know company but not its products". Respondents are most familiar with Companies B& D, and least familiar with Company F.
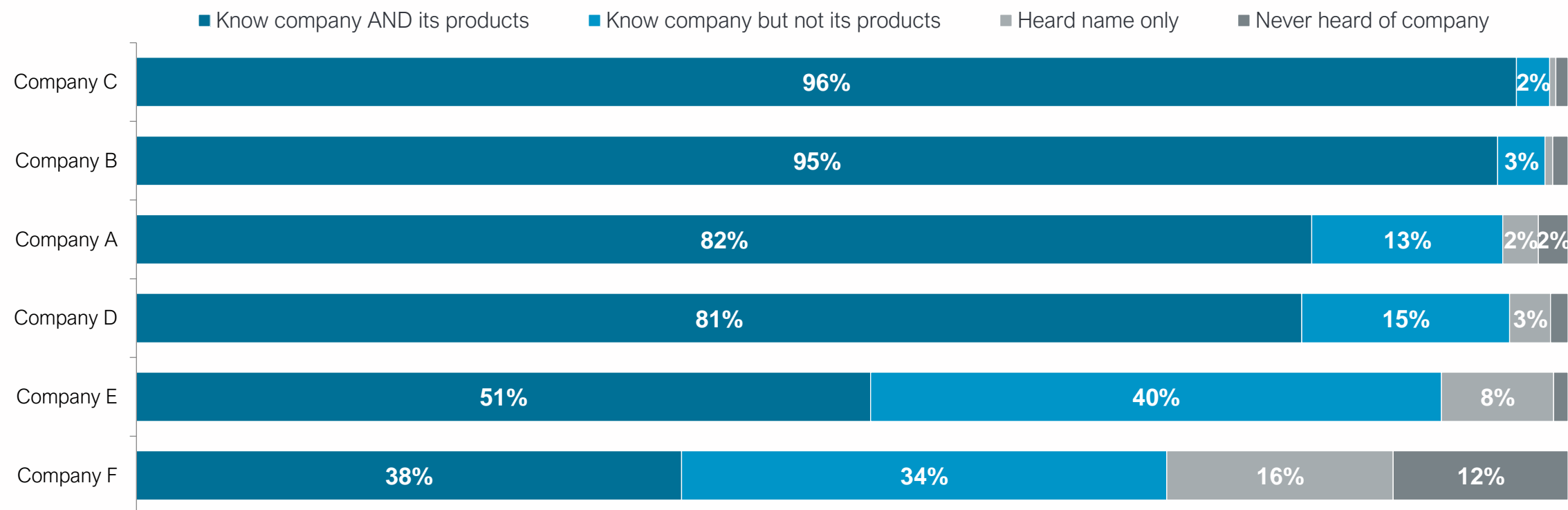

Legend: ■ Know company AND its products ■ Know company but not its products ■ Heard name only ■ Never heard of company

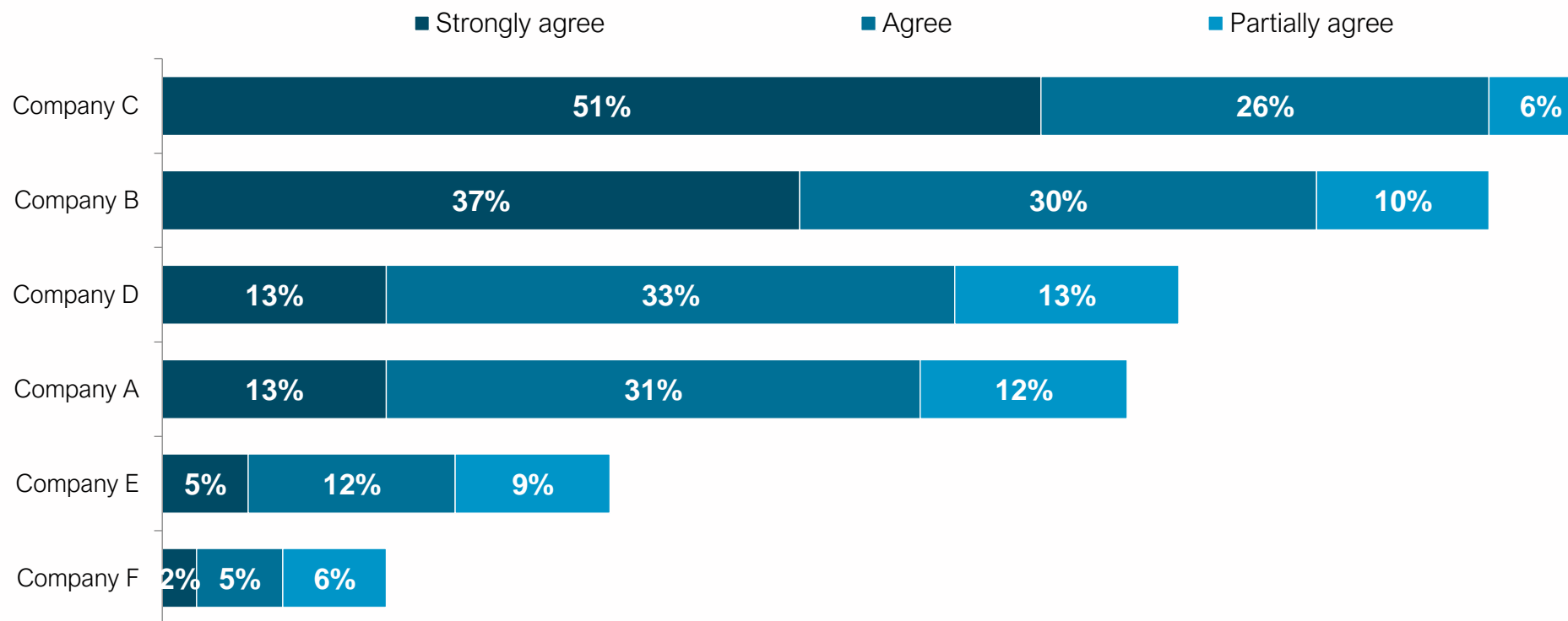| Company	Know company AND its products	Know company but not its products	Heard name only	Never heard of company
Company C	96%	2%		
Company B	95%	3%		
Company A	82%	13%	2%	2%
Company D	81%	15%	3%	
Company E	51%	40%	8%	
Company F	38%	34%	16%	12%

Question: To what extent are you familiar with each of the following companies?
Base = All respondents (n=263).

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Attribute 1 Rating

Company C emerges as a front-runner with regard to Attribute 1, followed by Company B.

■ Strongly agree   ■ Agree   ■ Partially agree

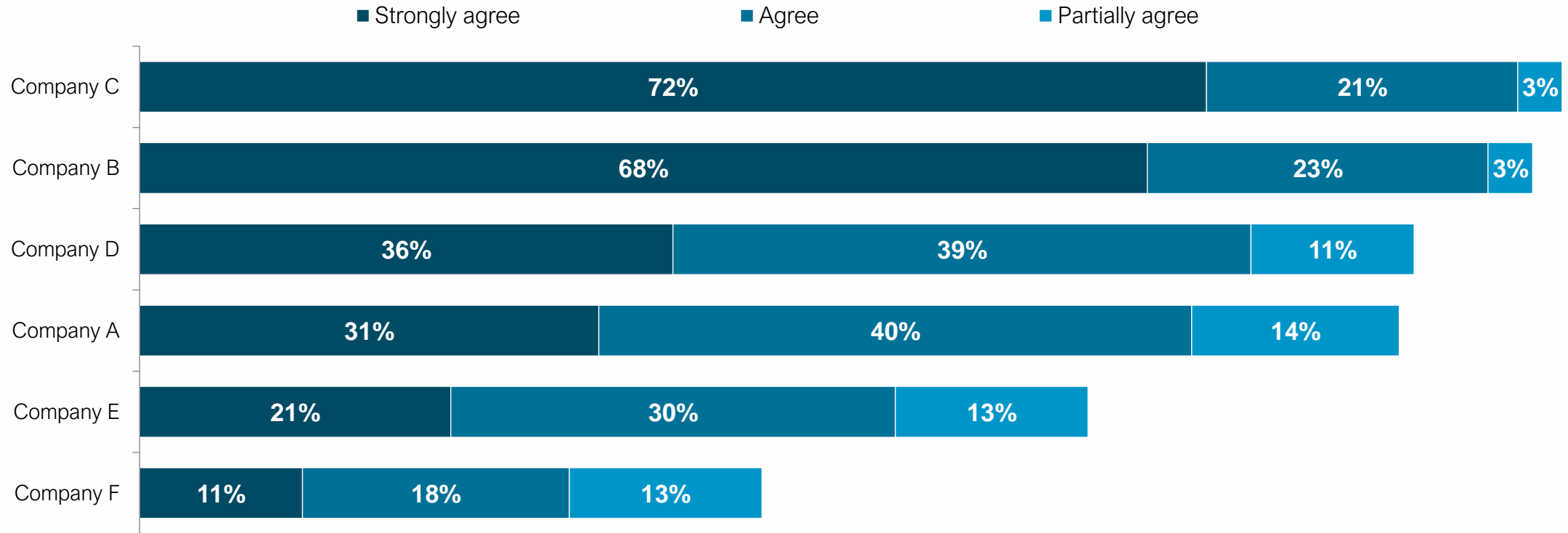| Company	Strongly agree	Agree	Partially agree
Company C	51%	26%	6%
Company B	37%	30%	10%
Company D	13%	33%	13%
Company A	13%	31%	12%
Company E	5%	12%	9%
Company F	2%	5%	6%

Question: To what extent do you agree that Attribute1 describes each company?
Base = All respondents (n=263).

Attribute 2 Rating

With respect to Attribute 2, Companies C and B are regarded most positively, followed at a distance by Companies D and A.

■ Strongly agree   ■ Agree   ■ Partially agree

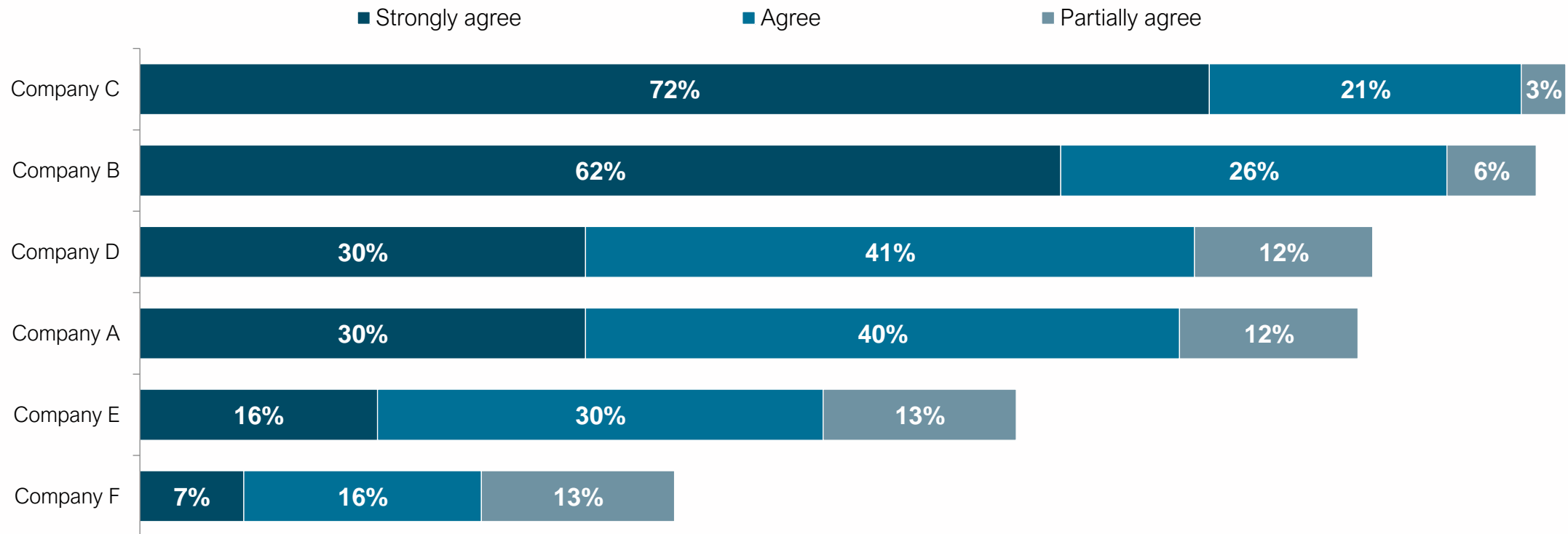| Company	Strongly agree	Agree	Partially agree
Company C	72%	21%	3%
Company B	68%	23%	3%
Company D	36%	39%	11%
Company A	31%	40%	14%
Company E	21%	30%	13%
Company F	11%	18%	13%

Question: To what extent do you agree that Attribute 2 describes each company?
Base = All respondents (n=263).

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Attribute 3 Rating

Company C is regarded most positively with regard to Attribute 3, followed by Company B. Companies D and A comprise a third tier of brand performance.
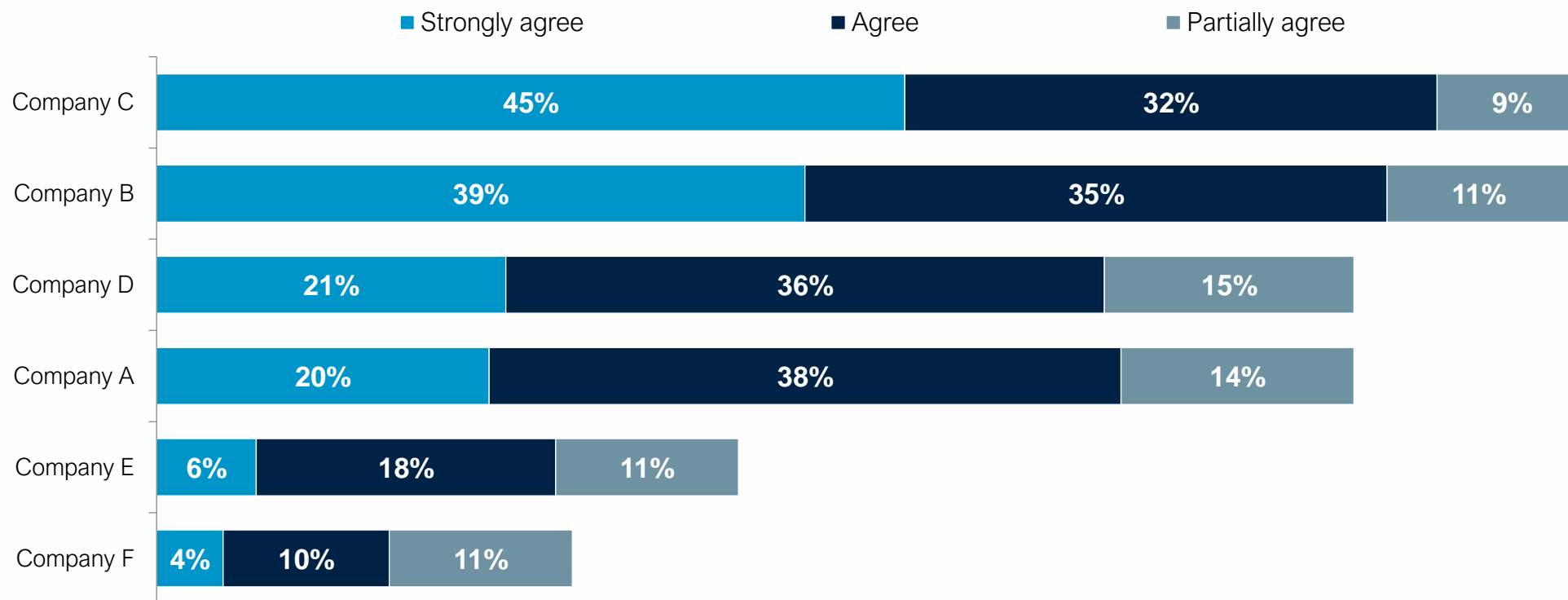
■ Strongly agree   ■ Agree   ■ Partially agree

Company	Strongly agree	Agree	Partially agree
Company C	72%	21%	3%
Company B	62%	26%	6%
Company D	30%	41%	12%
Company A	30%	40%	12%
Company E	16%	30%	13%
Company F	7%	16%	13%

Question: To what extent do you agree that Attribute3 describes each company?
Base = All respondents (n=263).

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Attribute 4 Rating

Company A emerges just ahead of Company B with regard to Attribute 4. Once again, Companies D and A comprise a third tier of brand performance.
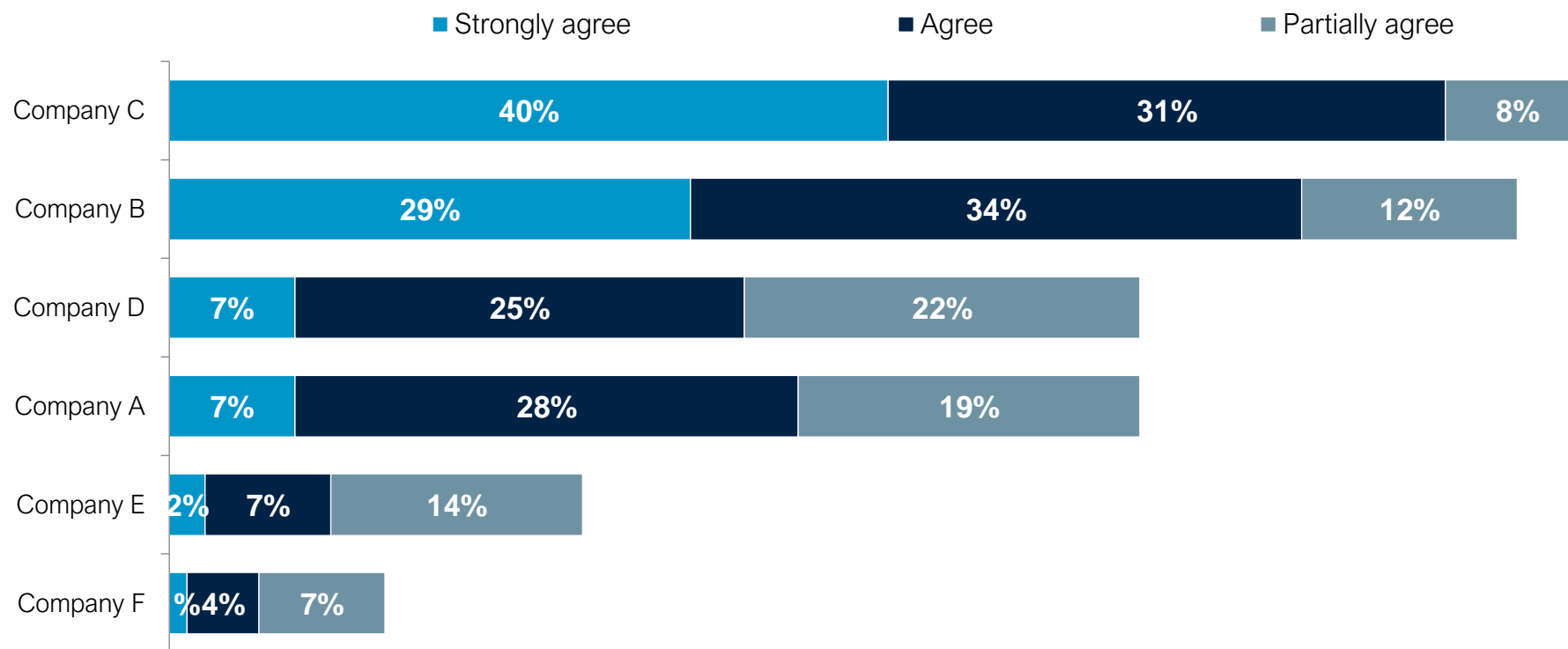
Legend: ■ Strongly agree   ■ Agree   ■ Partially agree

Company	Strongly agree	Agree	Partially agree
Company C	45%	32%	9%
Company B	39%	35%	11%
Company D	21%	36%	15%
Company A	20%	38%	14%
Company E	6%	18%	11%
Company F	4%	10%	11%

Question: To what extent do you agree that Attribute4 describes each company?
Base = All respondents (n=263).

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Attribute 5 Rating

With regard to Attribute 5, Company C again emerges as a clear front-runner, followed by Company D.

Legend: ■ Strongly agree ■ Agree ■ Partially agree

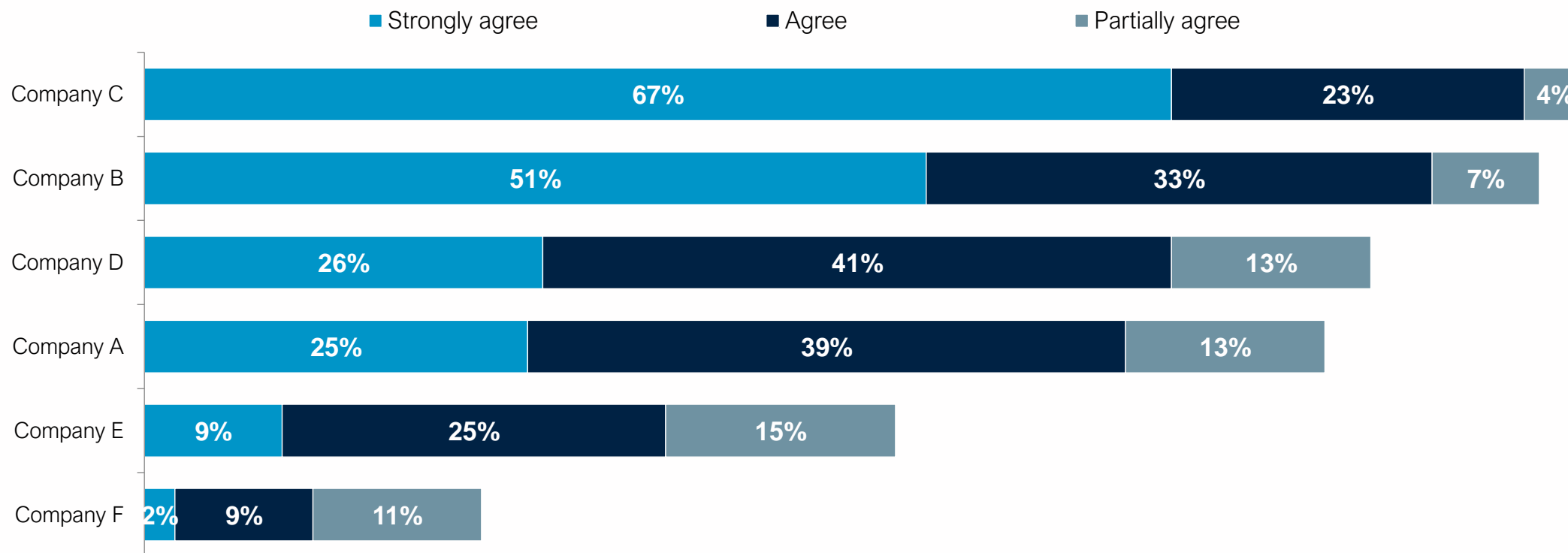| Company	Strongly agree	Agree	Partially agree
Company C	40%	31%	8%
Company B	29%	34%	12%
Company D	7%	25%	22%
Company A	7%	28%	19%
Company E	2%	7%	14%
Company F	%4%		7%

Question: To what extent do you agree that Attribute 5 describes each company?
Base = All respondents (n=263).

Attribute 6 Rating

Company C performs especially well on Attribute 6, with two in three respondents in agreement that Attribute 6 is descriptive of that company.
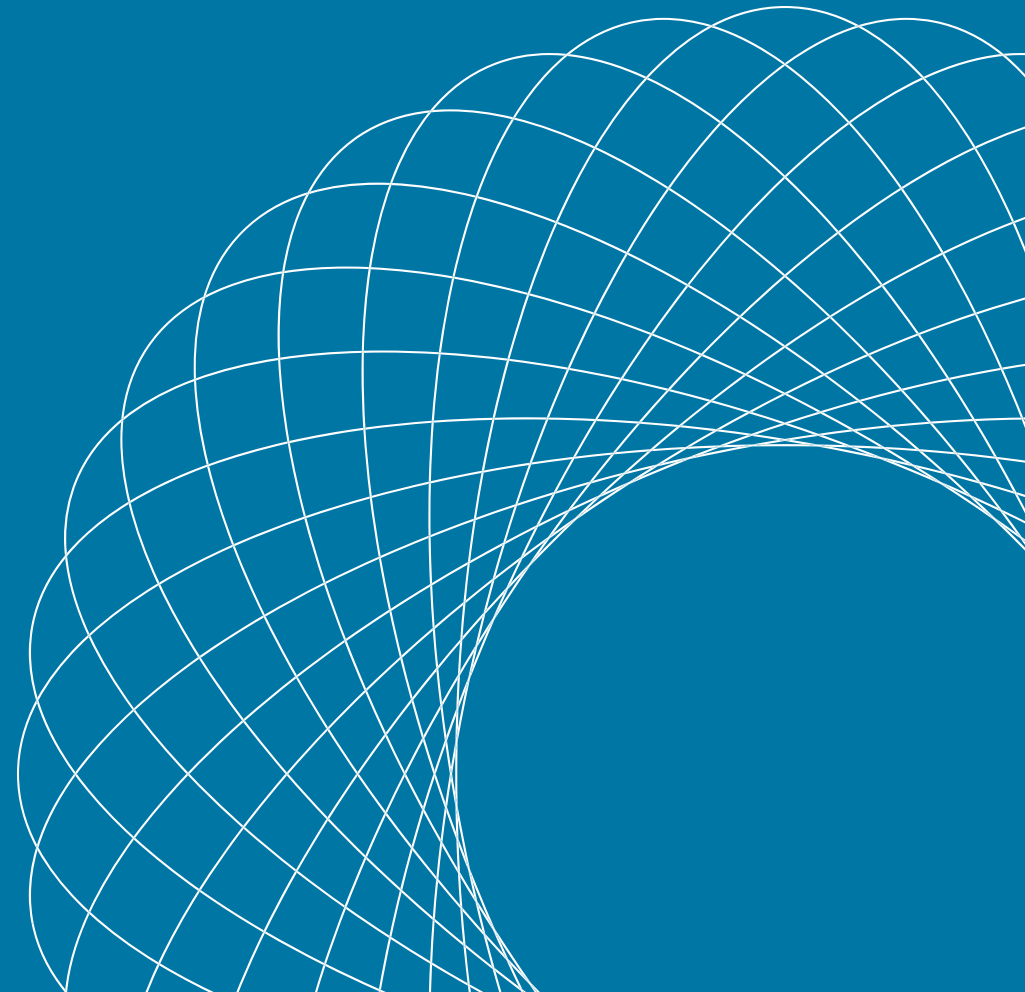

■ Strongly agree   ■ Agree   ■ Partially agree

Company	Strongly agree	Agree	Partially agree
Company C	67%	23%	4%
Company B	51%	33%	7%
Company D	26%	41%	13%
Company A	25%	39%	13%
Company E	9%	25%	15%
Company F	2%	9%	11%

Question: To what extent do you agree that Attribute6 describes each company?
Base = All respondents (n=263).

About Informa Engage

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Informa Engage is the marketing services powerhouse behind Informa's trusted brands. We provide B2B marketers with unrivaled specialist audiences, deep knowledge of vertical markets, sophisticated data and content marketing expertise. Through our deep understanding of our customer's behaviors and changing needs, Informa Engage connects marketers to customers as they move from discovering a problem to identifying features and functionality of a solution to selecting a provider and making a purchase.

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Meet Our Research Leadership Team

The Informa Engage Market Research team adheres to the highest standards in market research, conducting over 300 custom research studies each year for B2B clients in a wide variety of industries. Each member of the Research Leadership Team has over 20 years of research experience.

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