

Research and Analysis

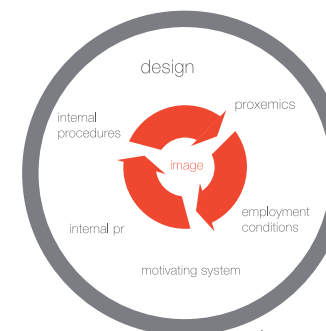
Follow provides specialised brand research modules, which in full, reconstructs the situation and positioning of the brand. The research findings, supported by in dept analysis, points to the required areas for follow up activities.

Search For The Image

Search For The Image is an analytical research module, which enables the identification of the brand's present status. Information gathered from external and internal opinion groups are precisely analyzed and interpreted. Researching and analyzing the internal image of the brand, permits not only to establish the brand's real condition, but allows for the identification of the factors, which in the opinion of employees, have the most significant influence, in the process of creating its image and evaluation.

Analogical research conducted amongst clients and representatives of other external opinion groups, allows for the definition of the real correlation between the brand's real image and the strategic aims. Information gathered in this process, also defines which elements of the brand's identity requires revitalization.

As a result of these activities, the real image of the emerges, and the answer to the question, of its present status in regards to the strategic objectives, and in which direction should modifications be pursued. This product also permits effective evaluation of the image creating activities up to present, its quality as reflected in all researched dimensions.



brand



image

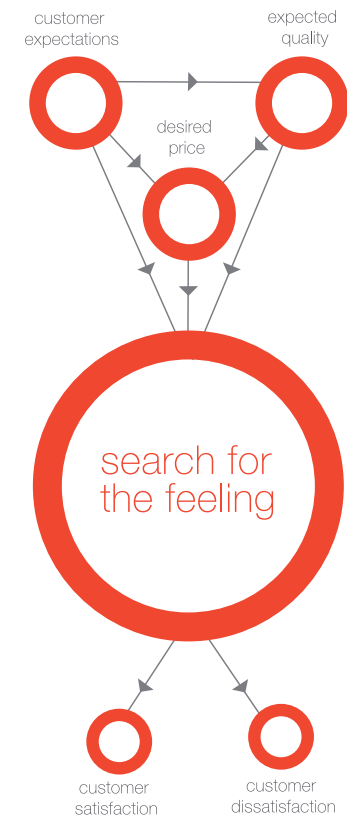
- definition of research's goals and methodology overview
- employees research results presentation (brand's image survey, semantic differential, possibly implicit associations tests and focus group interviews)
- results interpretation
- definition and characteristics of external target groups
- definition of external groups research's goals and methodology overview
- external groups research results presentation (brand's image survey, semantic differential, possibly association tests, focus group interviews, mysterious shopper, etc.)
- results interpretation
- current fundamentals of brand's image policy reminder
- compliance between current brand image and strategic foundings estimation
- summary

Search For The Feeling

Search For The Feeling is a research module, which enables the establishment of the brand's consumer satisfaction degree. This data is analysed and as a result, a general evaluation of the brand is presented, and the factors, which builds the brand's composition. The hierarchy of importance of these elements for the consumer is also reflected.

This builds the foundation to define the direction of expected modifications, to increase brand loyalty. The statistical analysis is also supported by complex consumer research. Due to the real time spontaneous response of the customers, permits the effective description of the emotions and feelings associated with the product or services. The global presentation of this material will answer the question, of how satisfied are customers with the quality offered by the brand, and what factors have influence on this evaluation. This enables the establishment of activities to be implemented to improve its status.

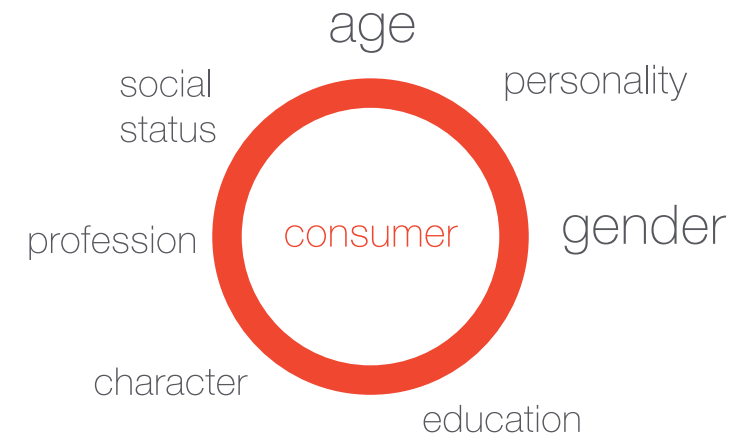
- definition of research's goals and methodology overview
- branch characteristics description
- description of a brand's target group(s)
- branch products buyers short characteristics
- customer expectations research description and methodology
- importance of revealed buying decision criteria (ranking)
- results presentation and interpretation
- brand's customer expectations quantitative research methodologics description
- brand's customers buying motivation factors research description
- results interpretation
- methodology of qualitative comparison research description
- results interpretation
- summary



Search For The Reflection

Search For The Reflection is an innovative analytical product, which delivers complete information on the subject, of how consumers of a given product are seen by society. In some branches of business, quality differences are insignificant, and therefore the choice of a product is based on solely emotional factors. Among those factors the societal image of the purchaser is one of the most significant. Products bearing a well known and appreciated logo are perceived as more attractive, as related to the status and character, which is associated with its owner. Societal perception of a strong brand, can attract consumers more than any given rational arguments. Search For The Reflection establishes the link between the brand's market communication, and the perception of the brand by consumers, this enables the evaluation of how the image's clarity and attractiveness to consumers.

Results gathered are imputed material to implement changes in the communication, if the brand exploits the link with the user, to boost the value of its offer.

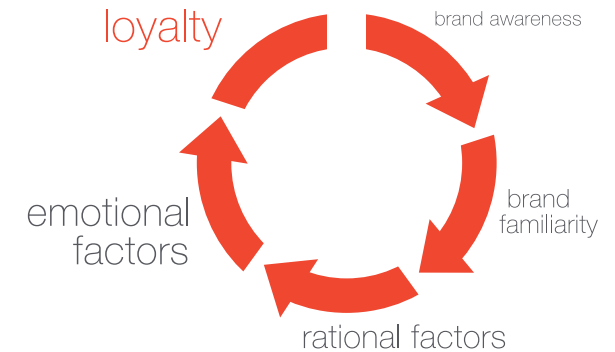


- definition of brand's target group
- fundamentals of brand's current image policy reminder
- quantitative and qualitative research of spontaneous associations about typical brand's product buyer description
- results presentation and interpretation
- creative regulations verification with research results (comparison, conclusions)
- methodology of qualitative research of most important image factors of buying decisions description („what people will think about me and how my image will change if I buy this brand's product?“)
- results presentation and interpretation
- summary

Search For The Key

Search For The Key is a research product, which reconstructs the most popular purchasing models of given categories alongside the factors, which are taken into consideration by consumers when choosing.

The hierarchy of importance of specific factors and the strength of their influence in the case of a given brand will also be established. This data will be further analysed, which will reveal the link between the psycho graphical profile of the consumer and its influence on evaluating the product's attractiveness. As a result Search For The Key is the real key to understand consumer purchasing decisions and points in which direction changes should be pursued and implemented, as to boost the value of sales.

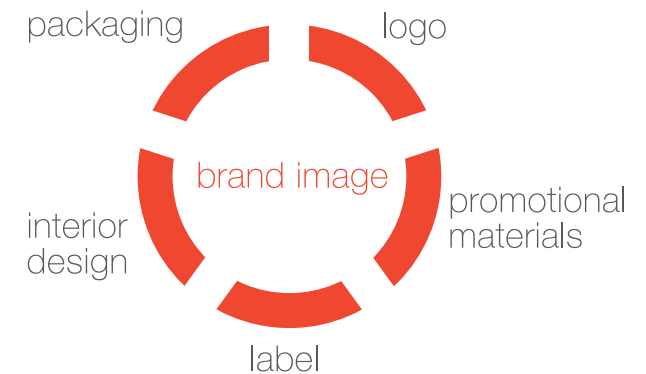


- brand's target group description
- whole group of similar products target group description
- analysis of popular buying factors of that products group, exposed in mass media
- analysis of other opinions on this topic, exposed in specialistic media and channels (consumer portals, internet forums, fan clubs, etc.)
- methodology of qualitative research reconstructing most popular buying factors on product group consumer description
- results presentation and interpretation
- methodology of neuromarketing checking research description
- presentation results from two series of researches
- analysis of results with avowed connections with psychographic models of consumers
- identification of key buying factor criteria for every avowed psychographic model
- summary

Search For The Idea

Search For The Idea is a complete research of the visual communication of the brand. All elements of the brand's identity, which visually influences the consumer, is thoroughly researched within the target group in regards to quality and strength of association. This is the pathway to evaluate effectiveness and compatibility of the non verbal communication. This provides the answer to the question of which colour schemes, shapes, proportion and composition arouses the most desired association for the brand.

Search For The Idea also enables the evaluation of the effectiveness of the implemented visual brand identity and present internal standards of publications. This product can be applied in the case of redesigning the brand', indicating objectively, which of the previous solutions fulfilled their expectations.

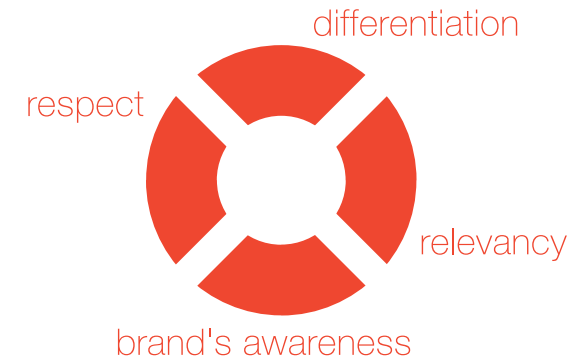


- brand's image policy reminder
- results of qualitative and quantitative analysis of texts, used by a brand and its competitors
- methodology of quantitative and qualitative research reconstructing impressions texts made on members of a brand's target group description
- results presentation and interpretation
- analysis of coherence between impressions made by brand's visual material, its strategic foundations and publishing styles
- methodology of quantitative comparison research, reconstructing importance of specific elements of visual messages in building desired brand image
- results presentation and interpretation
- summary

Search For The Power

Search For The Power is an integrated research module, measuring the real strength of the brand. This is measured in four dimensions, which allows for a precise measure of the brand's strengths and weaknesses in numerical form and furthermore permits a comparison of the brand's position to competitors.

All data and information processed in the researches are gathered on a representative sample of consumers, its also verified and compared to the results achieved from similar research conducted on other representatives of opinion groups. Data gathered in this manner reveals the true condition of the brand and allows for further suitable action to actual needs and underlines their advantages.



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- brand's target group definition and description
 - methodology of quantitative and qualitative research measuring brand's power in 4 specific dimensions description
 - results of research made on a members of brand's target group presentation
 - results of research made outside of a brand's target group
 - results interpretation and comparison analysis
 - evaluation for a result in every dimension
 - identifying key factors for a brand's power degree in every four dimensions
 - summary
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