

# CASE STUDY 2: Brand Perception in Home Goods Market

## Study Overview

In September 2013, SIS measured brand awareness and other drivers of strong brand equity and compared findings to prior study conducted in October 2010. Total ending sample included nearly 2,000 responses (200 being national sample). SIS provide an econometric analysis of each key location as part of the larger brand analysis.

Case Study Overview	
<b>Date</b>	September 2013
<b>Sector</b>	Home Goods
<b>Geography</b>	7 US cities
<b>Methodologies Employed</b>	Primary (N = 244)
<b>Time</b>	14 days

## Drivers Under Study

Awareness	Relevant differentiation	Value	Accessibility	Emotional connection
Without awareness, nothing else matters. There is no brand and there are few sales.	Is your brand unique in ways that are compelling to the customer?	Do people shopping your brand’s category perceive your brand to deliver a good or excellent value for the price paid?	Do people perceive your brand to be easy to find and purchase?	Are people emotionally connected to your brand in some way? Most purchase decisions are driven by emotions.

## Key Findings and Recommendations

- Findings of our study revealed that the client’s furniture brand perception among respondents was of high quality, specifically in terms of “value for price” and “quality” (e.g., relieves back pressure, range in materials such as leather and other product characteristics).
- However, awareness of the brand was still low relative to competition, and that the company underperforms competition within similar price range.
- Given these and other findings, SIS recommended that the client should continue positioning its brand at a premium, leveraging the company’s strong design and innovation culture.

# CASE STUDY 2: Brand Equity Survey in Home Goods market (cont'd)

## Example Analysis – Brand Differentiation

SIS leveraged a variety of key metrics, including brand personality, brand loyalty, brand vitality, brand differentiation, brand emotional connection and other key metrics. Below are two examples:

