

SAMPLE CONTENT



BRAND PERCEPTION

Valmont Utilities



Introduction & Methodology

OVERVIEW

Methodology, data collection and analysis by Endeavor Business Media.

Pre-Program data collected February 13, through February 24, 20xx

Post-Program data collected December 10, 20xx, through January 16, 20xx

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

PRIMARY OBJECTIVES

Assess both unaided and aided awareness of Company A among utility professionals.

Asses targeted brand perception via key attributes (e.g., price for value, breadth of product line)

Identify differences over time.

METHODOLOGY

Pre-Program Study:

- On February 13, 20xx, Endeavor Business Media emailed invitations to participate in an online survey to a net 47,333 subscribers.
- By February 24, 20xx, Endeavor Business Media had received 1,085 completed surveys, for an effective response rate of 2.3%.

Post-Program Study:

- On December 10, 20xx, Endeavor Business Media emailed invitations to participate in an online survey to a net 46,798 subscribers.
- By January 16, 20xx, Endeavor Business Media had received 1,524 completed surveys, for an effective response rate of 3.3%.

RESPONSIVE MOTIVATION

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

Reminder emails were sent to non-respondents.

The invitations and survey were branded with the relevant property name and logo, in order to capitalize on brand affinity.

Each respondent was afforded the opportunity to enter a drawing for one of four \$50 Visa gift cards.

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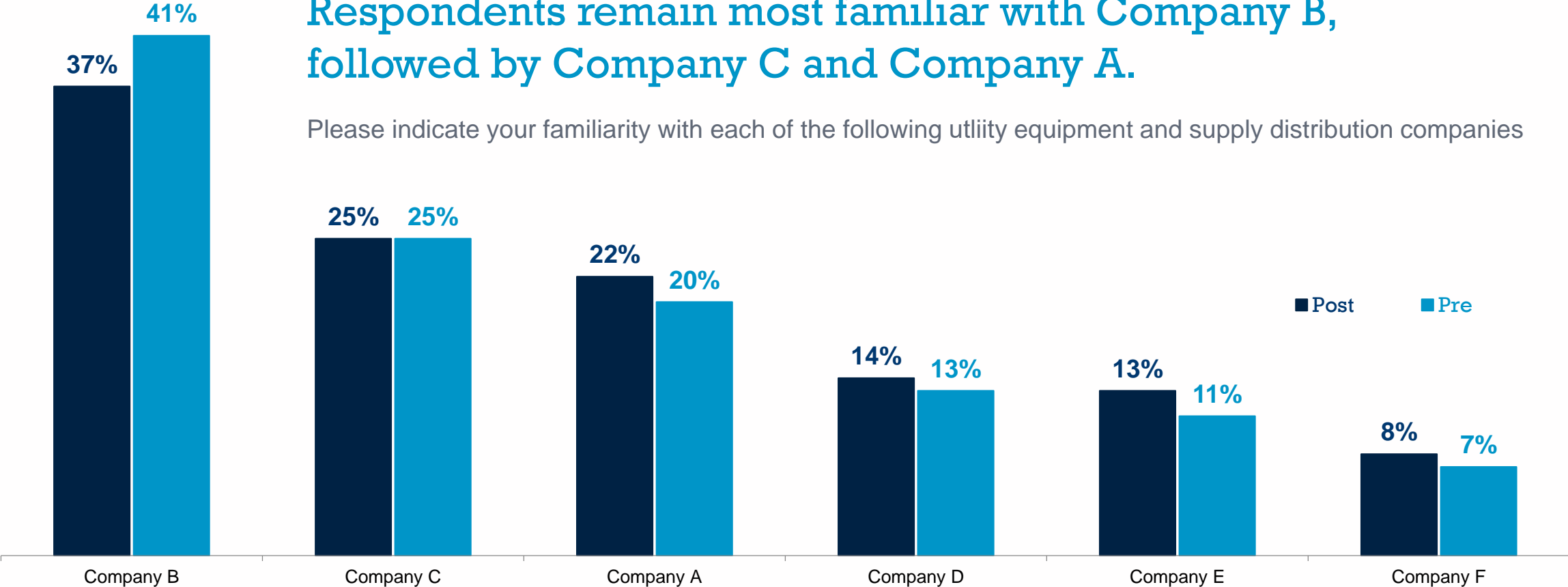
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Company Familiarity

Respondents remain most familiar with Company B, followed by Company C and Company A.

Please indicate your familiarity with each of the following utility equipment and supply distribution companies

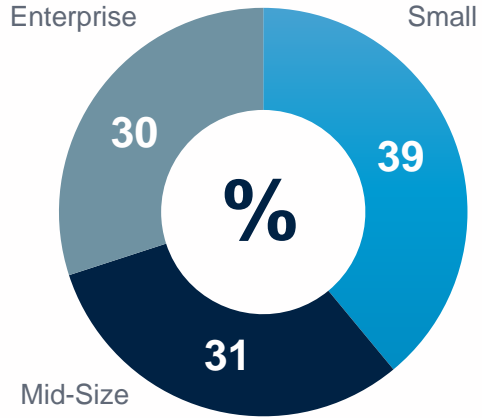


All respondents: Pre Survey n=695; Post Survey n=999

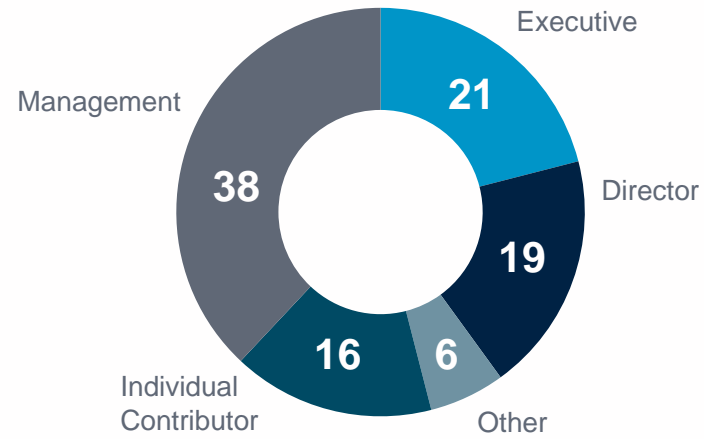
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Total Respondent Profile

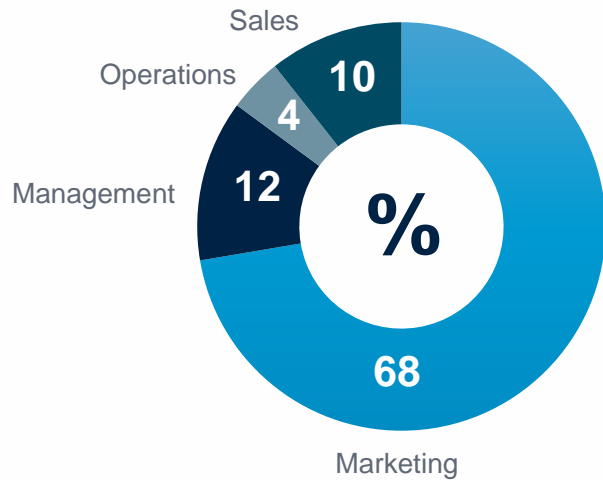
Company Size



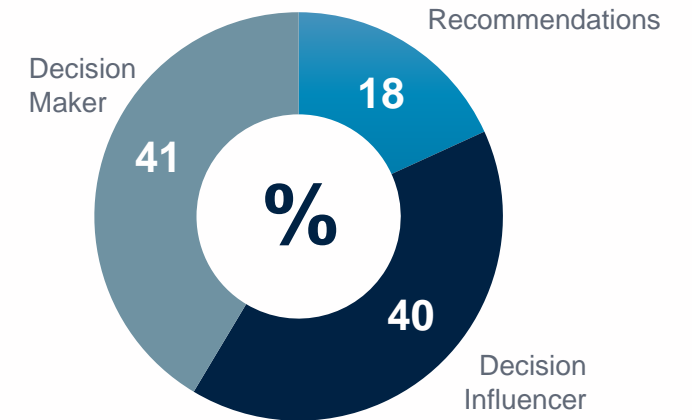
Primary Job Level



Primary Job Responsibility



Marketing Decision Involvement



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