

Awareness and Advertising Recall

This activity highlights the top-level results from an awareness and advertising recall market research study.

Your task here is to review the brand's performance and see what the survey results have revealed.

Results in %'s	Brand A	Brand B	Brand C	Brand D
Top-of-mind	5	15	50	0
Unprompted – other	20	20	40	10
Total unprompted	25	35	90	10
Aided awareness	20	30	5	30
Total awareness	45	65	95	40
Unprompted advertising awareness	5	10	30	0
Aided advertising awareness	5	10	40	10
Total advertising awareness	10	20	70	10
Able to recall ad message (<i>of those aware of the ad</i>)	50	30	30	10

Student Discussion Activity

1. Based on these results, which brand appears to be performing best?
2. Each brand has at least one strength and one weakness; scan through the results and highlight a positive and a negative for each.
3. Which brand do you think is presented with the best opportunity to improve its position?
4. What other questions needed to be asked in this market research survey to help provide more insightful information?