

Interpreting Brand Image Survey Results

This activity highlights the top-level results from an attitudes/image market research study, comparing four different fast-food chains.

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
Lots of locations	5	15	50	30
Good menu range	70	50	20	10
I like their food	65	50	30	10
Great value	20	30	50	30
Eat there weekly or more	15	10	30	10
Never go there	25	10	40	10
Good corporate citizen	10	20	70	10
My preferred choice	50	20	20	10

Student Discussion Questions

1. Based on these results, which brand appears to be performing best?
2. Review the results and highlight a positive and a negative aspect of the results for each brand.
3. What top-level recommendation/s would you have for each brand?