



ISOPUBLIC Special Products

IMEX Image-Explorer

Based on 1000 representative face-to-face interviews, we can establish how well-known a brand is, which brands are bought most often and how appropriate seven selected image statements are on the market in question.

The ideal quick check for regular market research monitoring, which can be used as a simple and cost-effective basis for a more indepth image analysis.

GALLUP Concept Test

In order to ensure the successful launch of a new product, at least a rudimentary concept study is recommended. We ask 200 representatively selected individuals from defined target groups the following questions:

- Do they understand the product idea, the product promise?
- Is it interesting?
- Is it convincing?
- Is it of personal interest to them?
- Is it an unchangeable, one-off concept?
- Do they intend to buy the product?



IMABI

ISOPUBLIC Brand Relevance and Popularity Index

Based on 1000 face-to-face representative interviews, we establish the relevance (Top of Mind) and awareness (spontaneous and prompted) of a brand within its competitive sector.

*“Which brands of do you know, even if only from the name?” FIRST NAMED BRAND,
ALL OTHER BRANDS*

*“Please look at this list. Which of these brands of do you know, even if only from the
name?”*

ILOR ISOPUBLIC Logo Recognition Test

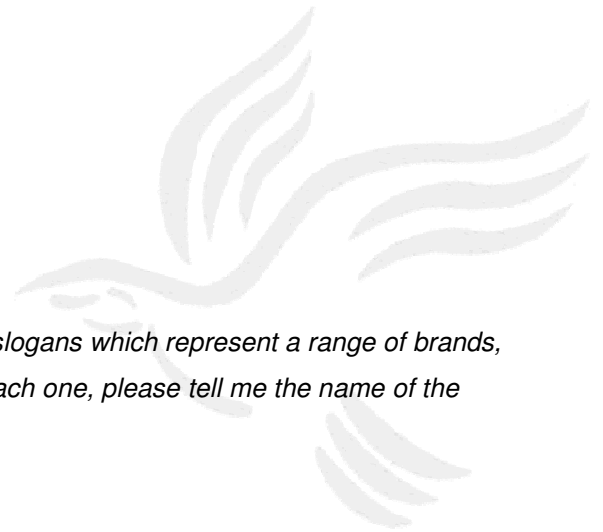
Based on 1000 representative face-to-face interviews, we determine which companies and brands are associated with a specific logo.

*“On this card you can see a row of logos which represent a range of brands, companies
and organisations.. Can you please tell me what each logo represents, which brands you
associate it with and what kind of company it is?”*

ICLAIM ISOPUBLIC Claim Recognition Test

Based on 1000 representative face-to-face interviews, we determine which companies and brands are associated with a specific advertising slogan.

“On this card you can see a row of advertising slogans which represent a range of brands, companies and organisations. Upon hearing each one, please tell me the name of the company or brand it is used for.”



PIT GALLUP Poster Impact Test

The classical question structure from the GALLUP Impact Test is used here to gauge the success of a poster campaign in the target area (based on 500 face-to-face interviews).

- Spontaneous product and brand prompted memory (Recall)
- Impact value (number of people who correctly and spontaneously name a subject-specific element)
- Recognition from a visual aid
- General acceptance of the poster

These values can be evaluated in relation to the share of advertising (poster location, format, budget), thus enabling the efficiency of the advert to be determined.



FELS Trade Magazine Audience and Readership

Based on the postal addresses given, in at least 200 interviews, the following is determined by telephone (or in person, where sample copies are provided):

- Which edition is actually received?
- How many other readers are there? (theoretical potential readership)
- Which socio-demographical structure does the readership have?
- Perception and use (contact frequency, reading time/intensity, archiving, passing on to others, article use, reader loyalty)
- View on publication (in general, practical use, interest, relevance, presentation, writing style)
- What influence does the publication have on the perception of the organisation (for staff, member and customer magazines)