



Brand Awareness and Perception Study

Benchmark market sentiment to guide brand strategy, refine positioning and invest for growth.

WHAT YOU GET

- **Exclusive Access** to ThinkLab’s nationwide database of active B2B specifiers
- **Market Perception Data** with clear benchmarks on how the market views your brand
- **Feedback on competitors**, key product attributes, and specification priorities
- **Actionable Insights** to guide strategy with data by geography, firm size, and experience level

HOW IT WORKS

- A **survey** is devised tailored to your brand
- Includes **~20 Qs** (8-10 min experience)
- A **unique collector link** is provided should you wish to also deploy to your database (to compare/contrast)
- Your **target audience** is captured via demographics including vertical market focus, geography, firm size, and years of experience
- **Sample size** N=100+
- ThinkLab handles all **incentives**

DELIVERABLE

- Includes up to 3 **data cuts**
- A **recorded summary + deck** is provided in advance of a 60-min, live Q&A to answer questions, provoke and prompt discussion with your **key project stakeholders**