

5 Tips for Successful Brand Positioning Using Quantitative Market Research

Quantitative research should be a key tool used before finalizing and investing in your brand's positioning.

It gives you the opportunity to quantify, with scale, what will resonate most with consumers. Here are 5 tips to help ensure you design the best possible quantitative study:

#1

Write Benefits Using Consumer Language

Before fielding any quantitative research, be sure you've done your homework and use focus groups or in-depth interviews to capture benefit statements in real consumer language.



#2

Avoid Testing "Shades of Grey"

Make sure your survey includes unique benefit statements instead of subtly different versions of the same benefit



#3

Build in Perspective

Always include a control benefit statement in your survey. Consider using your current statement or a competitor's.



#4

Get the "Why" as well as the "What"

Get detailed with your data and don't forget to build in diagnostics to understand the drivers and detractors of your benefit statements.



#5

Agree On What Success Looks Like

Everyone needs to agree on what success looks like, so make sure to set success criteria with your team before analyzing the data.

