



TOOLKIT

# Brand Resonance Snapshot

**Learn how your brand is connecting with audiences**

We write a survey to identify how your brand is resonating with your audience and map its performance against competitors. After analysing the results, we provide recommendations on how to increase your brand's impact.

**Great for:**

Brand positioning  
Communication strategies

**Starting cost:**

£15,750 / \$22,000

n=1000 general population in 1x English speaking market

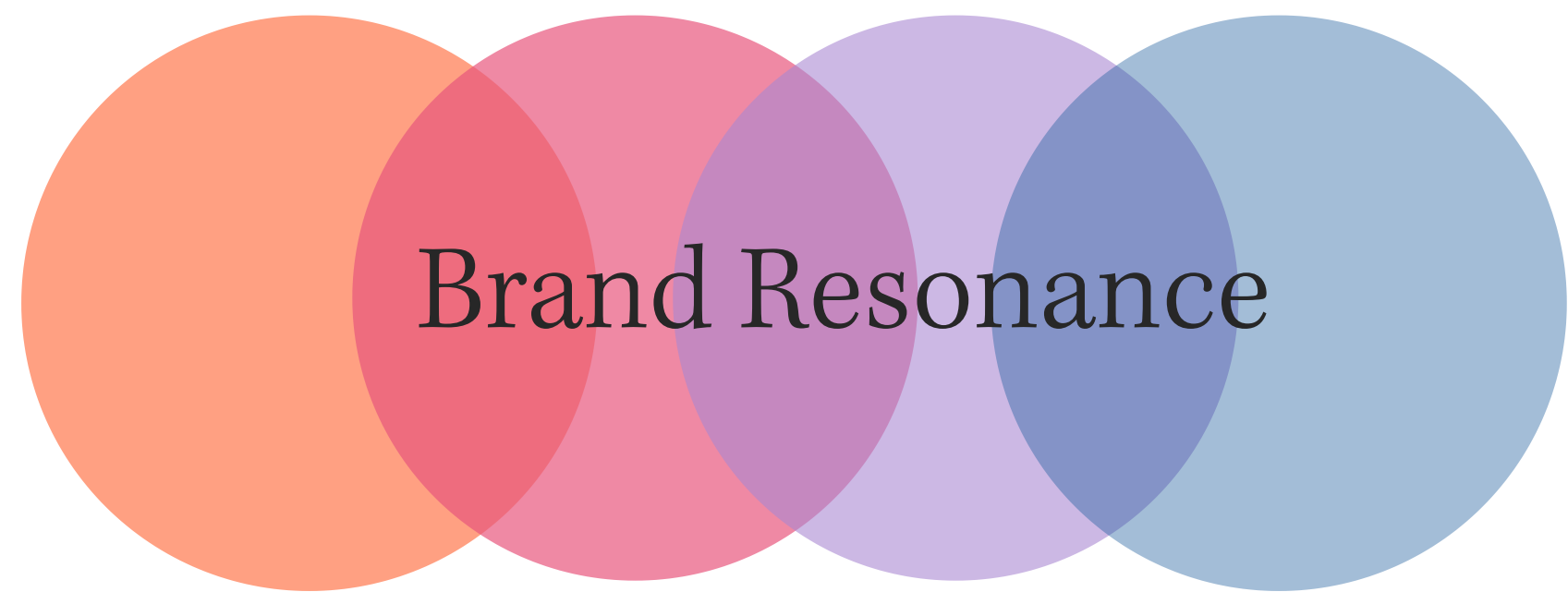
Pricing for other audiences available on request

**Min turnaround:**

4 weeks



METHODOLOGY



RESEARCH

Desk Research

Researching the Canvas8 Library and secondary sources such as news articles, books, and opinion pieces.

RESEARCH

Brand Resonance Survey

A 12-minute templated survey of the general population, measuring brand resonance against key criteria from Keller's brand equity model versus that of competitors. Includes tailored brand and attribute lists, plus two bespoke questions.

ANALYSE

Thematic Clustering

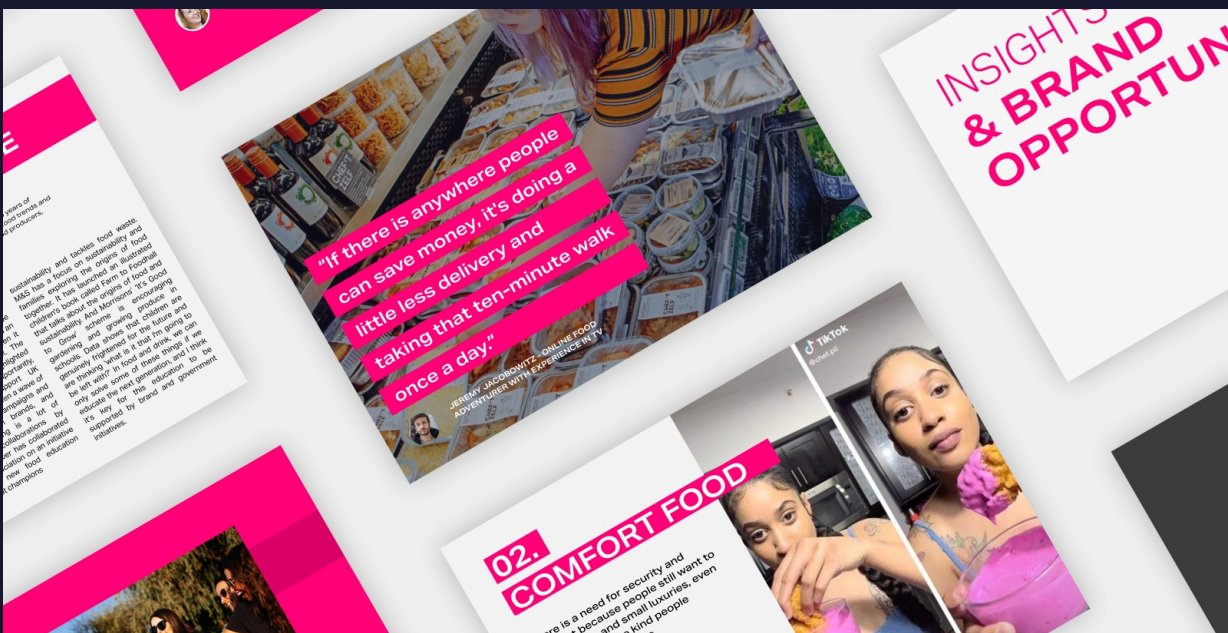
An approach that surfaces the most important and prevalent themes from social research.

NARRATIVE

Strategic Playbook

A synthesis of concise and action-oriented key findings.

WHAT WE DELIVER



Behaviour Snapshot:

A 15- to 30-slide deck to communicate the most important findings from the project.

Raw data:

Quantitative data from the research delivered in tables. Raw data can be provided in a flat-file (e.g. CSV or Excel) or formats compatible with the likes of SPSS (e.g. .sav).

USE CASES

I want to... find out if my brand's values align with my audience.

I want to... uncover how to reconnect with my audience.

I want to... learn how my performance compares against the competitors.



Canvas8 are a leading behavioural insights practice. Working across media, communication and product design, we harness a range of research methods to reveal practical insights into what audiences really think and do.

Get in touch with your account manager to learn more.