

VERSION _____

DATE _____

replace with
LOGO

MESSAGE ANALYSIS QUESTIONNAIRE

[DOCUMENT SUBTITLE]

PRESENTED BY: [YOUR NAME]

[COMPANY NAME]

[COMPANY ADDRESS]

PURPOSE

[List the purpose of your business.]

POSITION IN THE MARKETPLACE

MARKET SIZE

[Determine the number or value of the products you sell in a year.]

MARKET SHARE

[Determine your share of the products sold or your share of the revenue earned in a year.]

MARKET PENETRATION

[Determine what percentage of your target market purchases your product instead of a competitor's product.]

MARKET SATURATION

[Determine the number of units of your product that exist in the market. Include historical and secondhand purchases, if applicable.]

AUDIENCE

TARGET MARKET

[Describe the target audience you are selling to.]

CUSTOMER ATTITUDES

[List the questions that help you determine your customers' attitudes about your company's messages, such as: Are you familiar with our message? Does this message satisfy your needs?]

CUSTOMER MOTIVATION

[List questions that help you determine the top five attributes of your product and your brand that drive customers to purchase your product and to remain loyal to your brand.]

CUSTOMER SATISFACTION

[List questions that help you determine the level of customers' satisfaction with your product, such as: Did our product perform as you expected? Do you feel it is a good value for the cost?]

PRODUCT

VISION

[Develop a statement of the direction in which your company wants to move. Rate your company's current overall marketing effort in getting to that goal.]

PRODUCT USAGE

[List questions that assess how people use your product and how often they use your product.]

COST

[Describe the time and labor necessary to produce each unit of your product.]

SHELF LIFE

[Identify the useful life of your product or service.]

TESTING

[List questions that you can use to evaluate the responses of customers who have tested your product or service, such as: Was this product easy to use? Would you use it again?]

BRANDING

BRAND IMAGE

[List questions that you can use to assess the associations that customers have between your brand and your image-based messages, such as: When you see this brand, what does it make you think of? How does using this product make you feel?]

BRAND AWARENESS

[List questions that can help you determine the percentage of your target audience that can identify your brand, such as: Where have you seen this brand? What are the products you think of when you see it?]

MARKETING AWARENESS

[List questions that can help you determine the percentage of customers in a market who claim to have seen your advertising and where they have seen it, such as: Where did you hear about our product or service?]

ANALYSIS

SWOT ANALYSIS

[Analyze the strengths and weaknesses of your product against your competitors' product. Describe the opportunities for your product to gain future customers and improve its revenue stream. Describe the threats to your product or service from your competitors or from the marketplace.]

Strengths

- [Strong product branding]
- [Good cash position]
- [Low debt]

Weaknesses

- [Lack of strong management]
- [High distribution costs]

Opportunities

- [Proseware, Inc. buyout]
- [West Coast distributors]
- [Potential Contoso, Ltd. orders]

Threats

- [Competition stronghold in the market]
- [Supplier assets frozen]

MARKET TESTING

[Analyze the data you gathered from product market testing with such questions as: Would you improve this product? What did you like about it?]

SAMPLE QUESTIONNAIRES

YES/NO

Sample Questionnaires	Yes/No answers
Have you seen this brand before?	Choose an item.
Is this message easy to understand?	Choose an item.
Is red your favorite color?	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.

ESSAY

What do you like best about this company? Why?

Where do you plan to go on your next family vacation?

[Essay Question]

QUANTITATIVE

	Rate questions 1-5
This message makes me think of using the product on a sunny beach.	Choose an item.
This product is environmentally safe.	Choose an item.
This product is unique.	Choose an item.
I need this product to do my job.	Choose an item.
This company is active in this community.	Choose an item.
I would buy this product more than 3 times per year.	Choose an item.
This company cares about kids.	Choose an item.
This product makes my life easier.	Choose an item.
This product is a great value.	Choose an item.
I prefer this message over the competitor's message	Choose an item.
I would order this product over the Internet.	Choose an item.
I read the local newspaper regularly.	Choose an item.
[Quantitative question]	Choose an item.

date

Message Analysis Questionnaire

4

	Rate questions 1-5
[Quantitative question]	Choose an item.
[Quantitative question]	Choose an item.

QUALITATIVE

	Multiple choice
I would buy this product for my:	Choose an item.
I have an annual household income of:	Choose an item.
This product is environmentally:	Choose an item.
This product is:	Choose an item.
I would use this product to:	Choose an item.
This company is (mark all that apply):	<input type="checkbox"/> Active in this community <input type="checkbox"/> Concerned with product safety <input type="checkbox"/> A quality manufacturer
This product would:	Choose an item.
This product is:	Choose an item.
I would purchase this product:	Choose an item.
I heard about this product:	Choose an item.