

Certification Brand Assessment

Use the following questions to help guide the assessment of your certification brand and identify topics for future market research.

Brand Associations

Associations are anything that is linked in the customer's mind to a brand. The strength of the links is enhanced through experience with the brand or exposure to communication about the brand. Greater exposure = a stronger link. A brand image is a set of associations.

- What image does the certification brand bring to mind?
- Is the image distinctive and competitive?
- What associations are linked to our competitor's brand?
- How relevant are our existing certification program brand associations to our customers?
- What are the strongest associations?
- Which associations represent strong reasons to buy?

Name Awareness

- What is our level of name awareness?
- What is our competitor's level of name awareness?
- Is our name awareness increasing or decreasing?

Perceived Quality

- What drives perceived quality?
- What are the important quality signals to our customers?
- How does our perceived quality differ from that of our competitors?

Brand Loyalty

- What are our recertification rates and how do these compare with our competitors?
- How much repeat business do we receive from employers of certificants?
- What is the level of customer satisfaction with the credential? How about customer satisfaction with our organization and staff?
- To what degree do our customers "like" our credential?
- To what degree do our customers "like" our competitor's credential?
- How committed are our customers to the credential?
- Does our certification brand exceed customers' expectations?