



Painter Insight Monitor 2022

BRAND FUNNEL SCANS

Apr-2022

A product by **USP** Marketing Consultancy

THE BRAND FUNNEL SCAN

SCAN OF BRAND PERFORMANCE AMONG PROFESSIONAL PAINTERS

THE BRAND FUNNEL

A frequently used marketing tool has been reported for each country: 'the brand funnel'. This model shows the level of spontaneous brand awareness, brand usage and being the 'most used brand'. As such, this model gives a detailed overview of the key players per country, for specific products used by professional painters.

For any relevant manufacturer, it is key to first create (spontaneous) awareness among painters. Once a painter knows the brand, it should be used. The final step is that when a painter uses several brands, there will always be one predominant brand that is used more than others. The painter is more likely to buy this brand again next time.

In this report the brand funnel has been constructed for the top-7 brands per product group in each country. One important point for interpretation is that all questions have been asked unprompted; the painter was not prompted to name any specific brand. Instead, the painter could only spontaneously mention the brands that came to his mind.

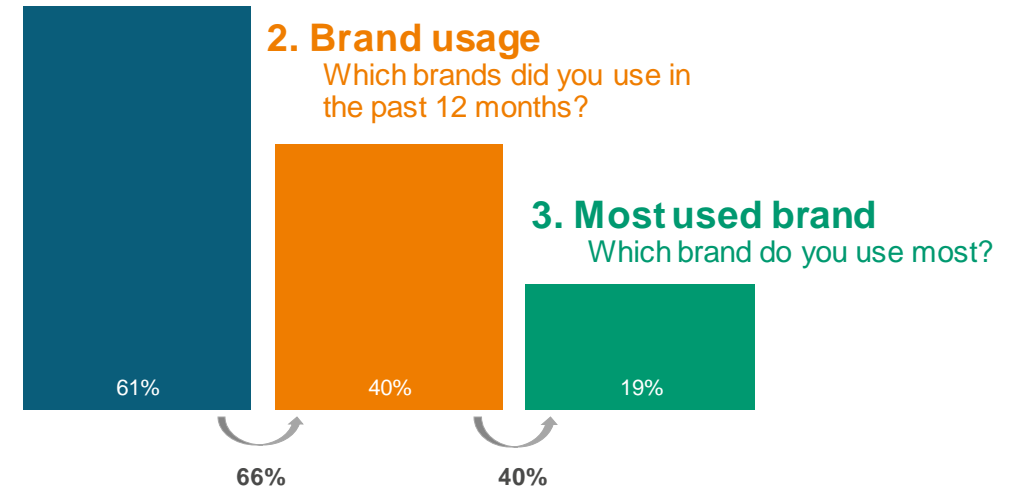
PRODUCT GROUPS INCLUDED

- | | |
|-------------------------|------------------------|
| 1. Interior wall paints | 6. Brushes and rollers |
| 2. Exterior wall paints | 7. Wall fillers |
| 3. Lacquers/wood care | 8. Sanding machines |
| 4. Sealants | |
| 5. Tapes | |

HOW TO READ THE RESULTS

1. Spontaneous awareness

Which brands do you know?



Conversions

The ratios below the graph indicate the conversion; which share of the painters that know a brand also uses that brand? A low percentage indicates a major drop out, and that action is required.

PAINTER INSIGHT MONITOR 2022

BRAND FUNNELS

INTERIOR WALL PAINTS

In Belgium, Czech Republic, Denmark, France, Germany, Italy, Poland, Spain, Sweden, The Netherlands, United Kingdom

Interior Wall Paints IN Belgium

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METHODOLOGY

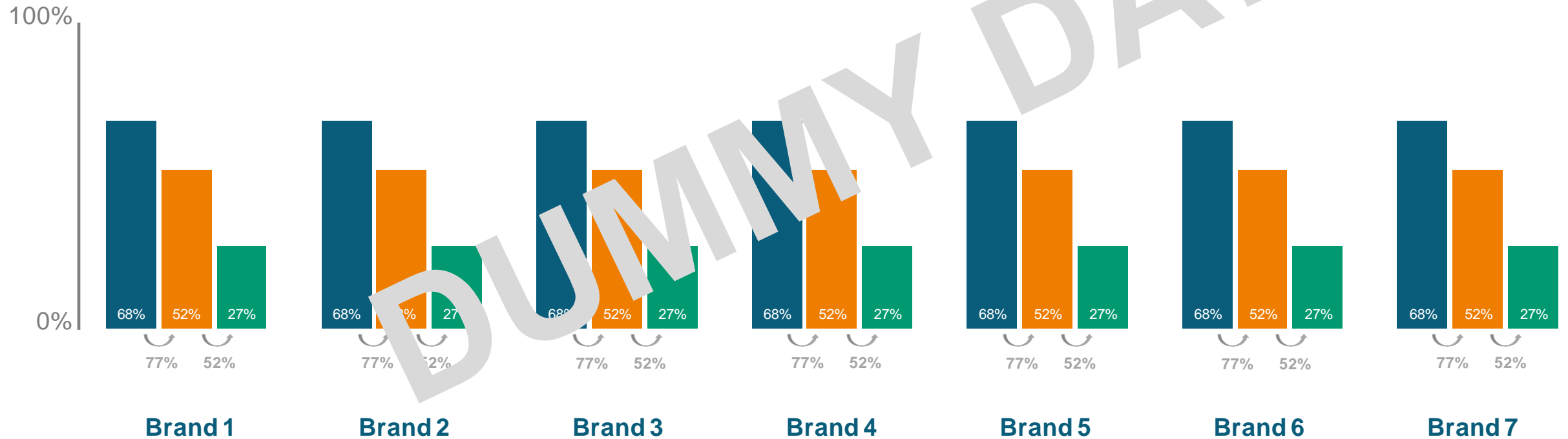
3 QUESTIONS WERE ASKED TO PROFESSIONAL PAINTERS ...

1. Spontaneous awareness
Which brands do you know?

2. Brand usage
Which brands did you use in the past 12 months?

3. Most used brand
Which brand do you use most?

RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN Czech Republic

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METHODOLOGY

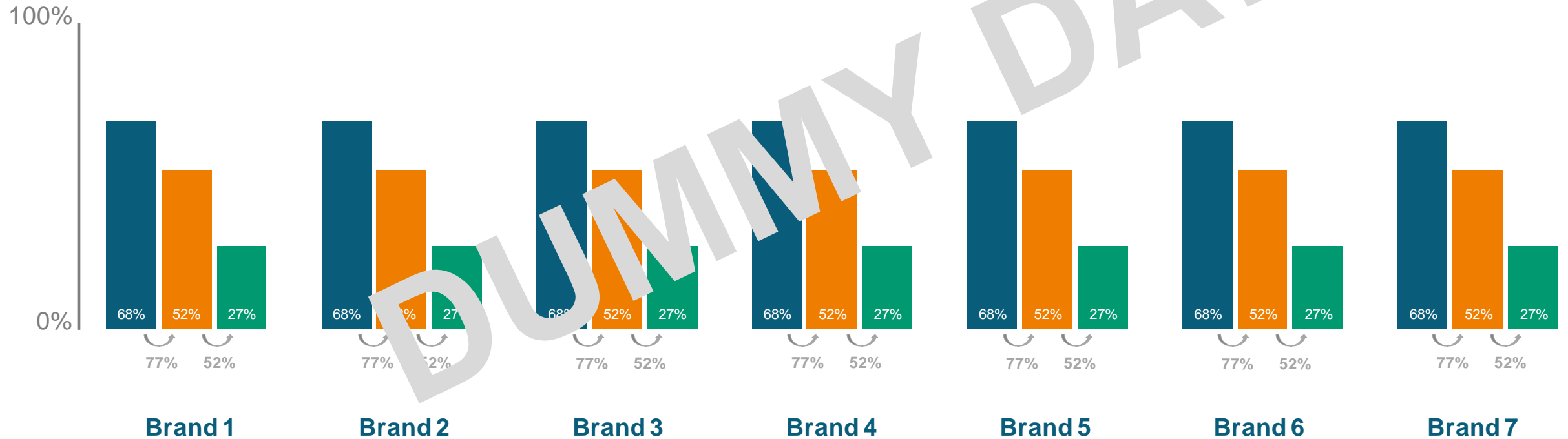
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN Denmark

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METHODOLOGY

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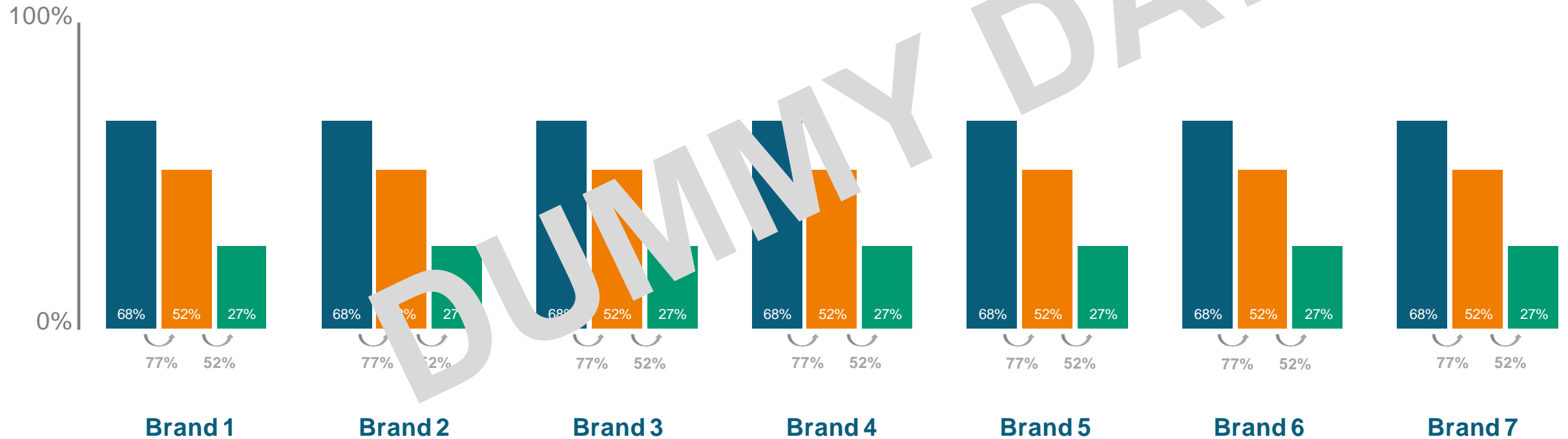
2. Brand usage

Which brands did you use in the past 12 months?

3. Most used brand

Which brand do you use most?

RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN France

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METHODOLOGY

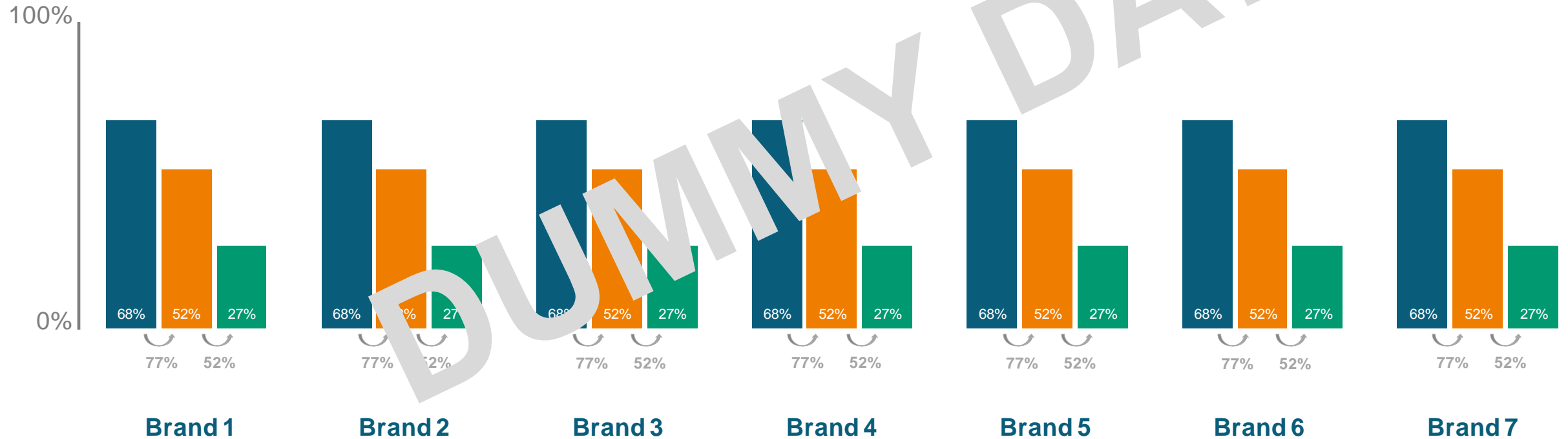
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN Germany

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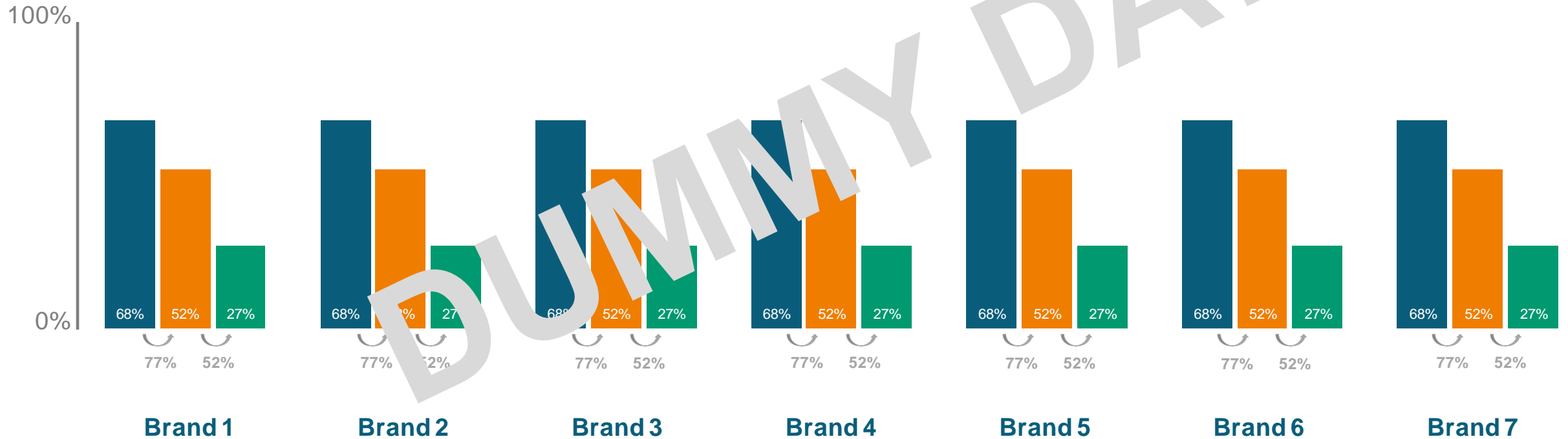
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Interior Wall Paints IN Italy

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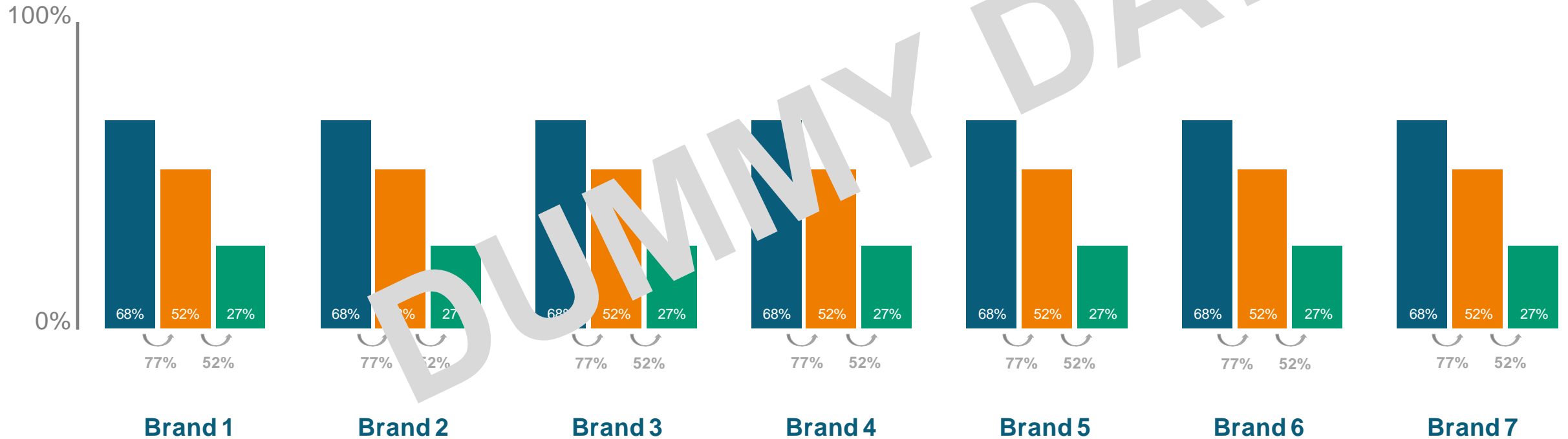
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Interior Wall Paints IN Poland

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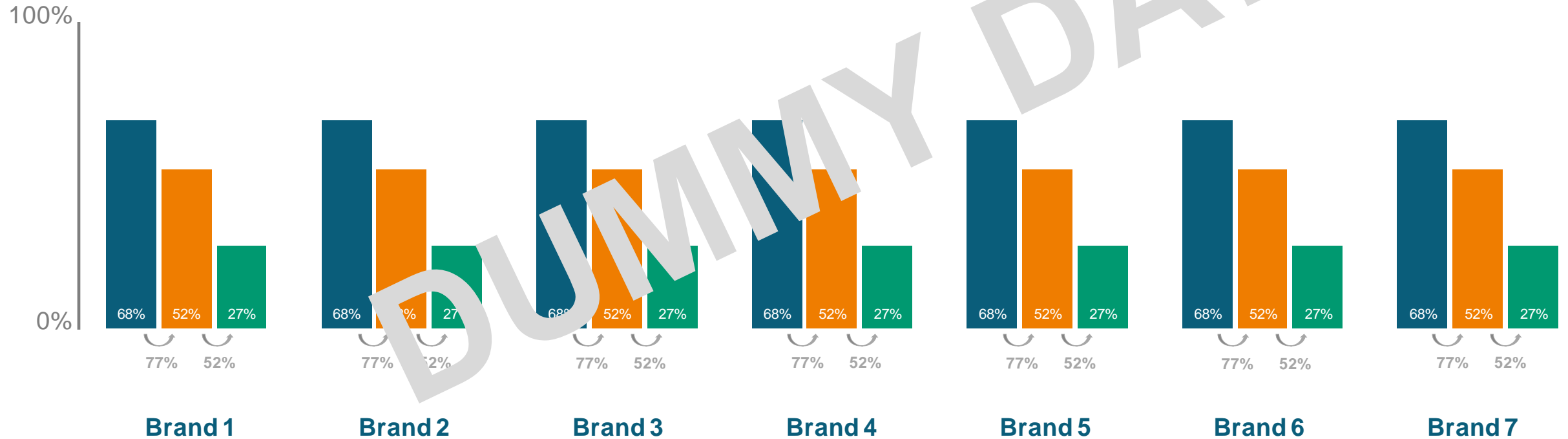
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN Spain

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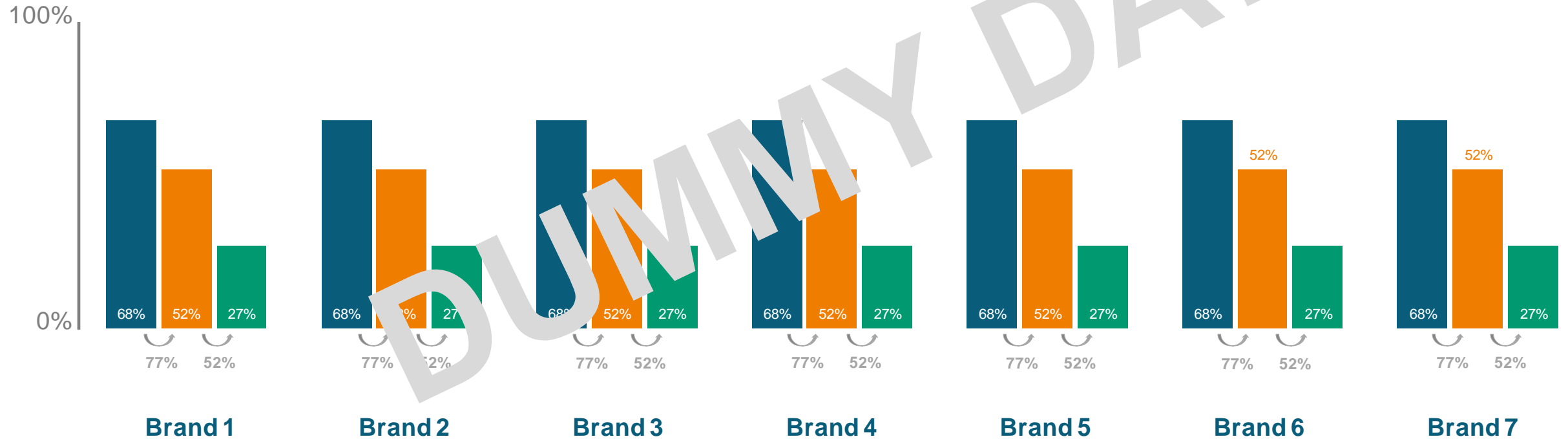
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN Sweden

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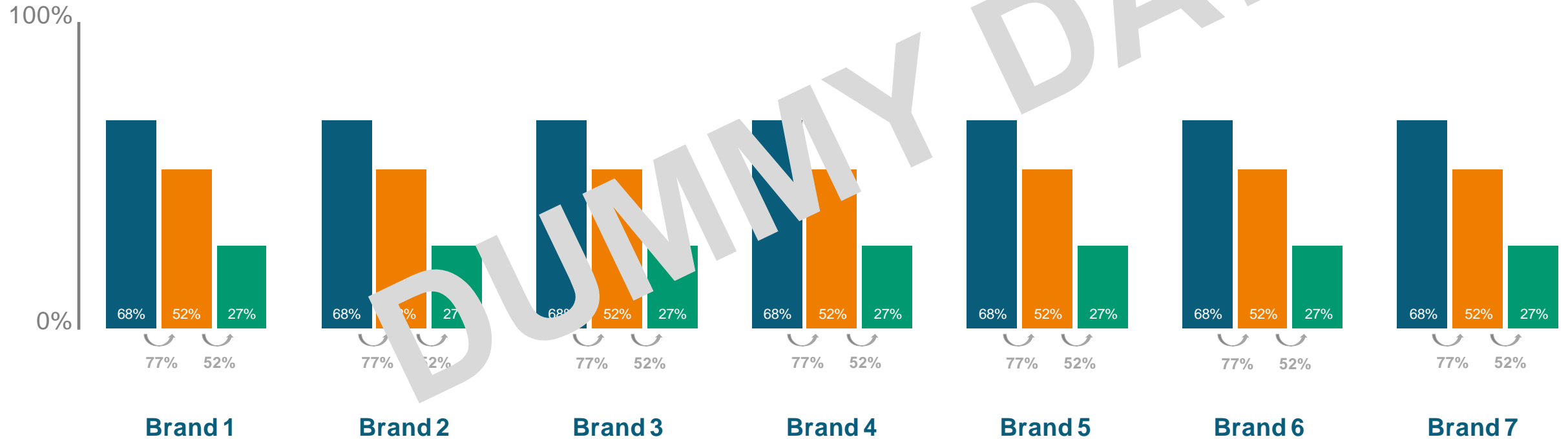
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN The Netherlands

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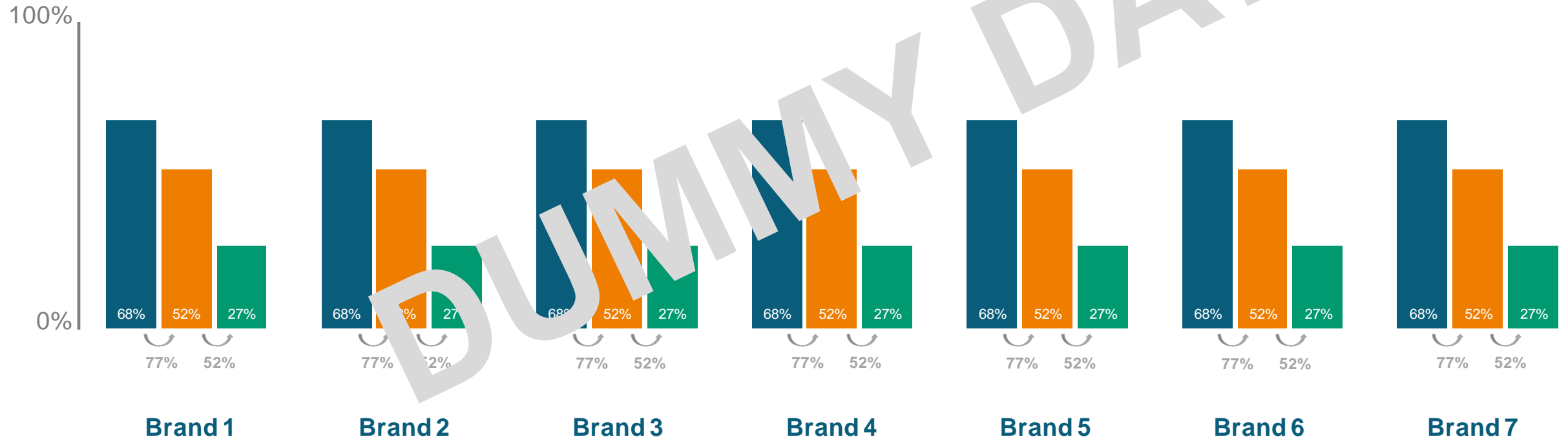
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RESULTS FOR THE MOST MENTIONED BRANDS



Interior Wall Paints IN United Kingdom

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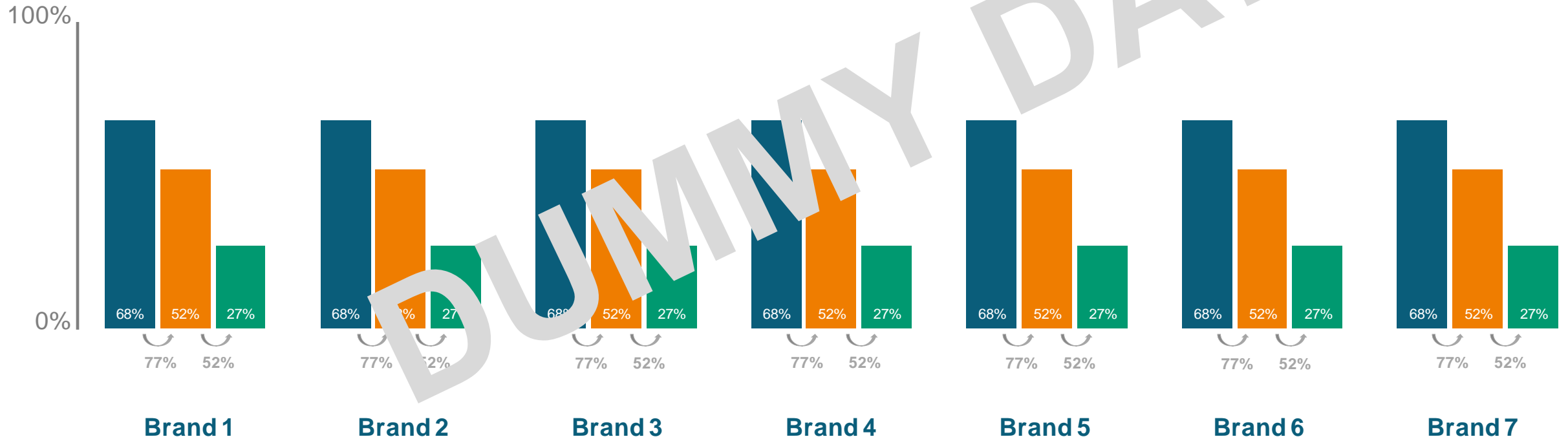
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RESULTS FOR THE MOST MENTIONED BRANDS



Sanding Machines IN United Kingdom

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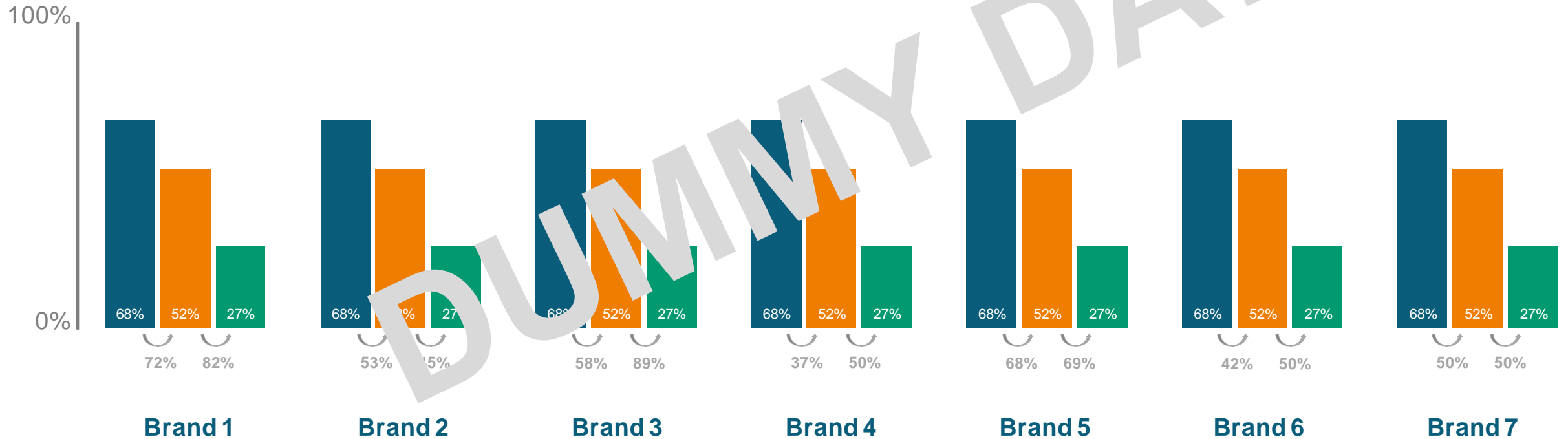
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USP Marketing Consultancy

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