








Brand Awareness & Image Survey 2010 (Flanders)

- Highlights -

In collaboration with  **Market Probe**



Research methodology

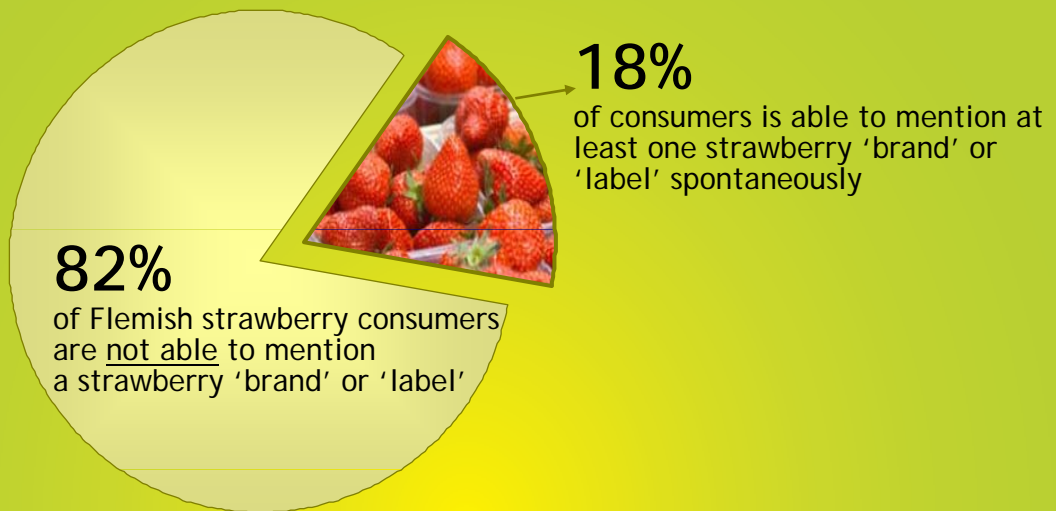
-  n=440 telephone interviews with strawberry buyers/consumers in Flanders
-  Contact person = responsible for purchase decision on fruit & veges in household
-  Representative sample in Flanders across gender / age / province
-  Interview duration: 10 minutes
-  Research Topics:
 - Brand Awareness (top-of-mind / spontaneous / aided)
 - Consumer expectations for strawberries
 - Brand Image & Brand Performance
 - Other ad-hoc subjects

Source: Brand Awareness & Image Survey 2010 (MARKET PROBE)





The Spontaneous Awareness of strawberry brands/labels is still rather low in Flanders.

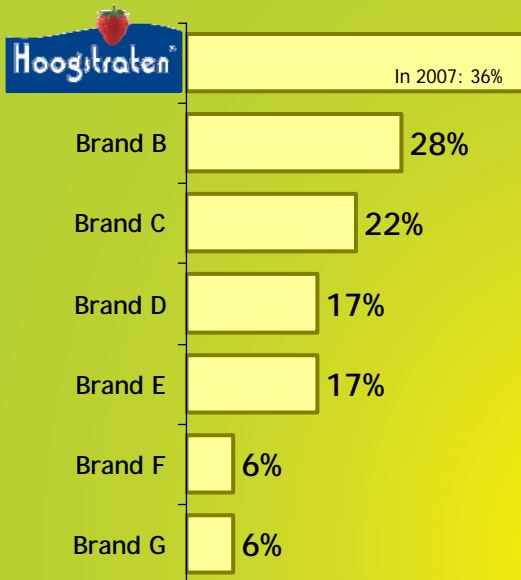


Source: Brand Awareness & Image Survey 2010 (MARKET PROBE)





Relatively speaking, Hoogstraten is the strongest strawberry brand/label in Flanders.



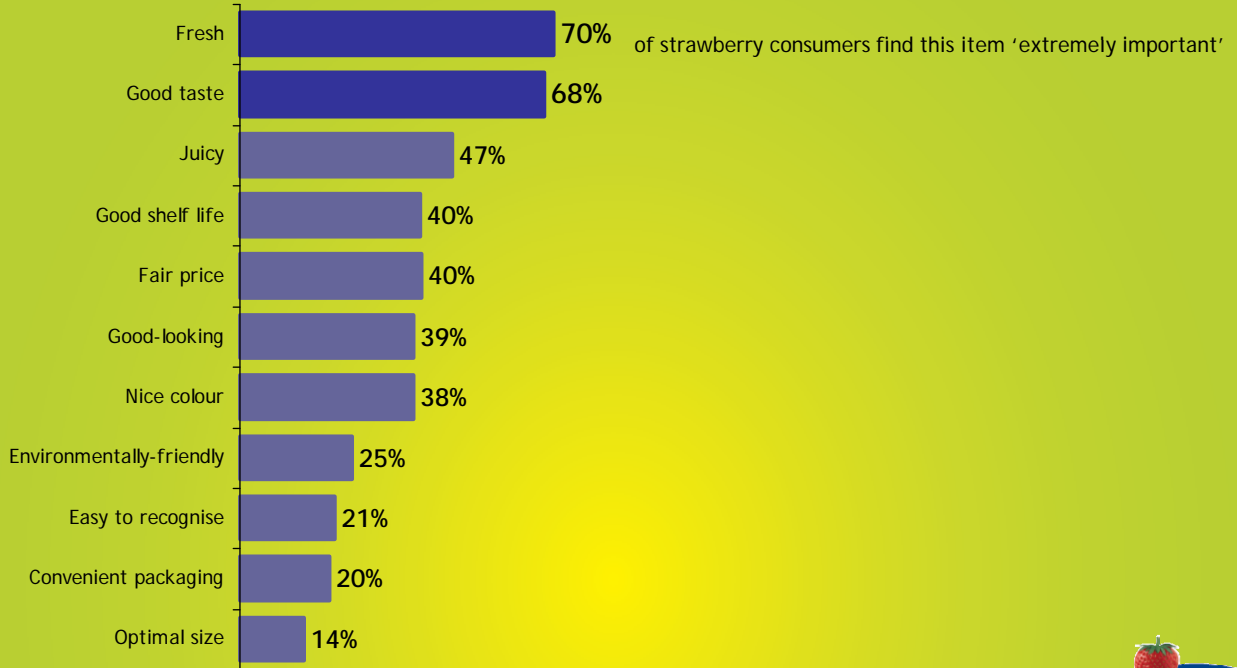
44% of Flemish strawberry consumers that are able to mention a strawberry brand/label, mention **Hoogstraten** spontaneously (usually as the first or only brand)

Source: Brand Awareness & Image Survey 2010 (MARKET PROBE)



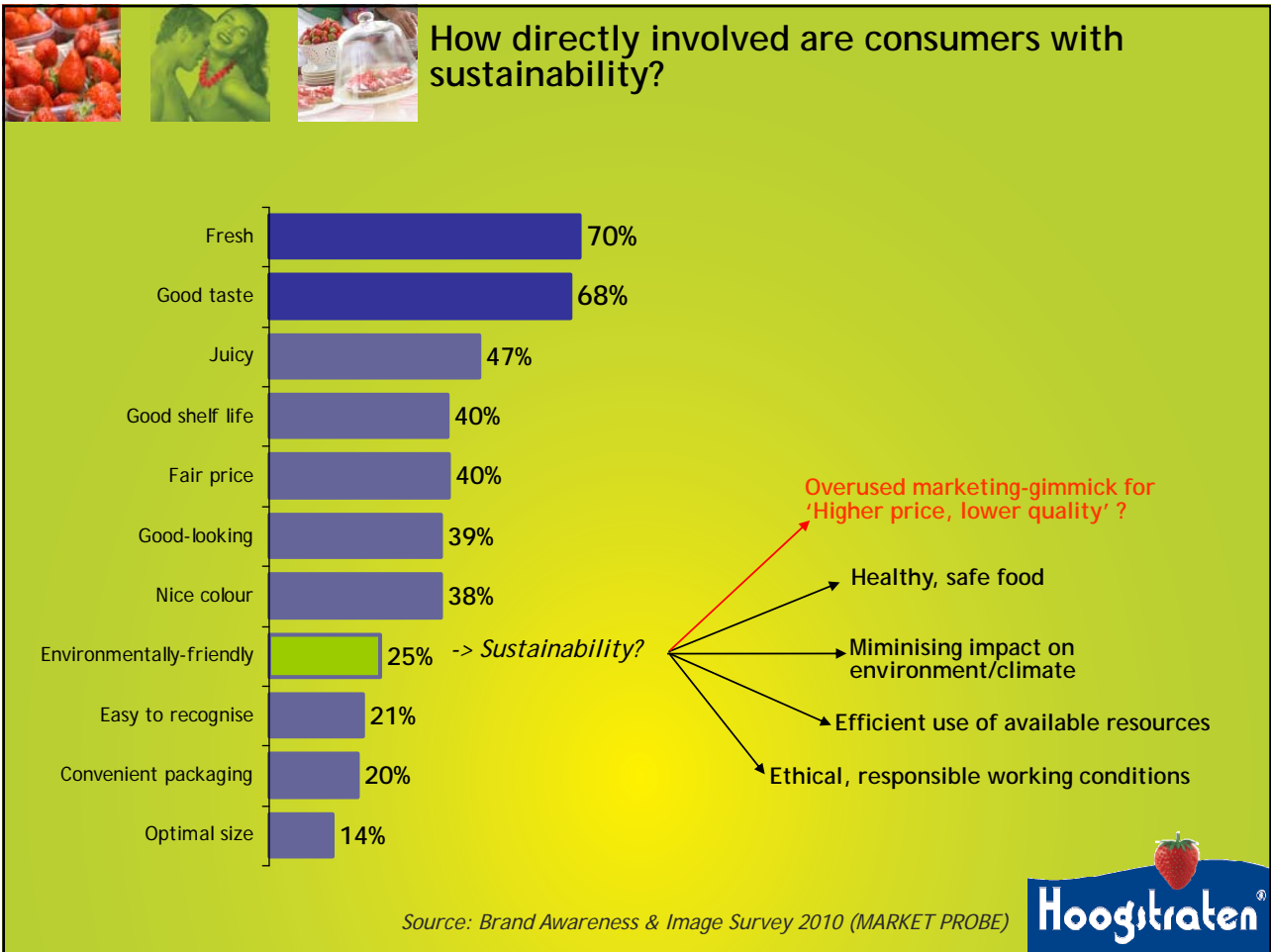


Consumers primarily expect freshness and a good taste from their strawberries.



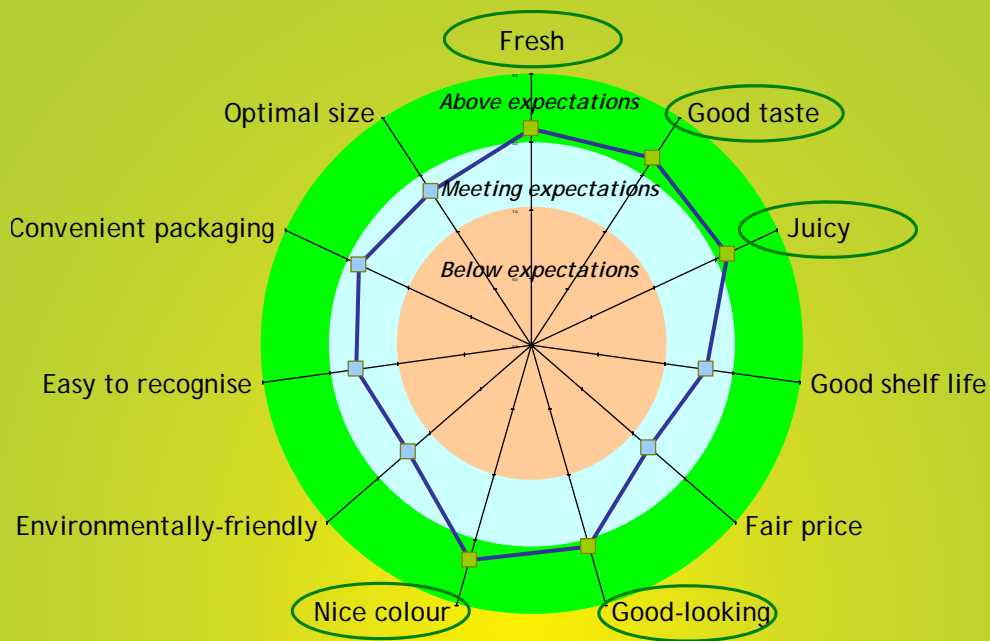
Source: Brand Awareness & Image Survey 2010 (MARKET PROBE)







The Hoogstraten brand performance is above expectations on the key aspects.



Source: Brand Awareness & Image Survey 2010 (MARKET PROBE)





Fruit & Veges in general: Different levels of brand development



