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For more information, contact:
Sue Garrison, 847-358-4848

GROUND-BREAKING SURVEY INDICATES ARCHITECTS' COMMERCIAL BRAND PREFERENCES BY NAME

PALATINE, IL – A completely unaided recall survey of architects' preferences for specific commercial product brands has given manufacturers a first-ever, totally objective look at how their brands compare in the marketplace. Moreover, once results from this survey—conducted by Accountability Information Management—are compared to a repeat of this survey to be completed later this year, manufacturers will have an invaluable and indisputable resource for proving how well their brands have grown.

“Manufacturers have never before been able to state definitively that architects prefer their brand over others as part of a totally unaided recall survey,” states James Nowakowski, president of Accountability Information Management. “An unaided survey of brand preference carries a lot more weight and is much more accurate than a survey that lists possible answers, which skews the results.”

“More importantly,” adds Nowakowski, “Accountability will repeat this brand preference survey. When manufacturers can compare results of both surveys, they will have a critical benchmark for measuring the effectiveness of their marketing. Manufacturers will be able to prove how architects' brand preferences have changed over time.”

Using open-ended questions, the survey asked architects to provide the top three brands they specify or recommend. No brand names were provided. Respondents also indicated whether they were involved in specifying or selecting brands for particular subcategories within each overall product category.

The study covered commercial product categories, including: Lighting, Security, Fire Protection, Plumbing, HVAC Systems and Control, Concrete/Metal, Doors, Windows, Floor Coverings, Wall Finishes, Ceiling Products, Roofing, and Siding/Masonry.

ACCOUNTABILITY INFORMATION MANAGEMENT INC., located in Palatine, Illinois, is a marketing research and marketing communications company with extensive knowledge in branding strategies and print advertising behavior through database management and technologies. Clients of Accountability include magazine publishers, associations, and public and private companies in manufacturing, construction and other industrial markets.

To access Accountability articles and white papers, visit www.a-i-m.com.

For more information about the survey, contact: Sue Garrison, Interline Creative Group, 847-358-4848, fax: 847-358-8089, or e-mail: sueg@interlinegroup.com.

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