



# Uncover Your Competitive Edge

NEW Interactive Market Research from American Animal Hospital Association

AAHA Brand Research is a cutting-edge new market research solution from AAHA that allows your brand to truly understand your customers' preferences and perceptions.

## Key Benefits:

- Get actionable insights into product/service features and benefits that motivate your customers and understand their priorities and preferences of your brand, as compared to other brands
- Understand how your brand is perceived and identify positioning opportunities
- Track trends over time with ongoing market research events\*
- Choose the research opportunity that fits your budget

## How it Works:

Using the most contemporary qualitative and quantitative methodologies available, AAHA Brand Research uncovers those product and service brand attributes that matter most to your customers. The results allow you to hone your messaging, and evolve your product to maximize its success in the market.

You get access to an online portal with interactive data visualizations and reporting.

## Available Research Topics

- Pet Insurance
- Nutrition/Pet Food

## Future Research Topics Coming Soon

- PIMS
- Telehealth
- Customer Communication Tools/Companies
- Academia/Veterinary Medical Schools
- Pharmacy Services

\* Gold Package Only

## PACKAGE LEVELS

### BRONZE \$7,500

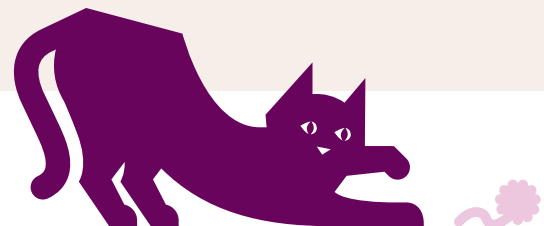
- Research on your brand only
- One research event included
- Executive summary included

### SILVER \$12,500

- Your brand compared to 2 key competitors
- One research event included
- Interpretive written analysis of results
- Optional add-on research waves available at an additional cost

### GOLD \$25,000/YEAR *2-year subscription minimum*

- Your brand compared to 15-20 competitors
- Multiple research waves during subscription term
- Track trends over time
- In-depth 45-minute presentation of findings for your team



Don't wait to contact us to pick a package that suits your organization's goals!

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