

SPECIFICATIONS FOR BRAND SURVEY FOR WWF-VIETNAM

WWF-Vietnam would like to conduct a face-to-face brand survey, to be completed by late **June 2013**.

Objectives

The objectives of the survey are to:

- Understand the **awareness level** and **depth of knowledge** of WWF through brand familiarity measure.
- Insights into **environmental awareness and sustainable living**.
- Build understanding on how the **public relates to their natural environment and wildlife**, and environmental issues of key concern to them.
- Understand WWF's **brand consideration**.
- Evaluate WWF's **credibility** in the areas that we work.
- Understand if people recognise WWF's brand personality.

Sample Specification and methodology

Sample definition

- Non-rejecters of charities
- Non-rejecters of environmental issues
- Nationally representative quotas on age, gender and race

NB: the sample is not targeted towards any particular subgroup of the population (i.e. businesses, government etc. But we would propose a target audience that is largely urban, gender mix, aged between 18 and 65.

Sample size

An appropriate sample size in the key cities.

Fieldwork dates

To be discussed to fit the timeline.

Interview length

30 minutes.

Methodology

Face-to-face interviews

Deliverables

Questions will be provided (please see attached questionnaire). The successful survey company is required to:

- Develop the face-to-face version of the questionnaire
- Ensure proper method and time line to conduct the survey
- Analyse the survey results.
Interpret the analysis into the written report, and a power point presentation outlining key findings and recommendations