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REPORT OVERVIEW



Life Science Instrumentation: Brand Performance

JUNE 2013



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■ STUDY SCOPE

This report will help you to:

- Assess the degree of brand recognition, familiarity with and usage of life science instrumentation and equipment brands.
- Evaluate the brand equity of the life science instrumentation and equipment brands in terms of differentiation, relevance, quality, popularity and advantages.
- Determine whether a brand's performance across these factors has improved or worsened over the past 18 to 24 months.
- Establish the most/least important factors considered when purchasing instruments and equipment from different brands.
- Measure level of satisfaction with a brand's instrument and equipment offering across multiple attributes.
- Correlate the likelihood of customers to recommend a brand of life science instrumentation and equipment with satisfaction.
- Analyze degree of differentiation across brands on price, quality and innovation.
- Present a customer profile for multiple brands of life science instrumentation and equipment that features the key demographics of each brand's most loyal and satisfied customers.



■ BRANDS PROFILED IN THE REPORT:

We conducted strategic brand assessments on the following life science suppliers:

AB Sciex (Danaher)

Affymetrix

Agilent Technologies

BD Biosciences

Beckman Coulter (Danaher)

Bio-Rad Laboratories

Bruker Daltonics

EMD Millipore

Eppendorf

GE Healthcare Life Sciences

Illumina

Leica Microsystems (Danaher)

Life Technologies

Molecular Devices (Danaher)

PerkinElmer

QIAGEN

Roche Applied Science

Thermo Scientific.

Zeiss

A detailed brand profile on each of these companies is included in the report.



■ REPORT HIGHLIGHTS

Brand Awareness and Usage

- Brands that immediately come to mind when thinking about instruments/equipment for life science research
- Association with certain brands of instruments/equipment

Brand Experience

- Uniqueness of instruments/equipment used from certain suppliers
- Awareness of changes in supplier instrument/equipment offerings compared to 18-24 months ago
- How often suppliers have the instruments/equipment needed
- How well instruments/equipment from certain suppliers perform
- Changes in performance of instruments/equipment compared to 18-24 months ago
- Which brands of supplier instruments/equipment are liked/disliked
- Responsiveness to change in brands used 18-24 months ago
- How often instruments/equipment from certain suppliers offer critical advantages over other brands that do not
- Changes in critical advantages compared to 18-24 months ago



■ REPORT HIGHLIGHTS (continued)

- How often user experience lives up to brand expectations
- Changes in user expectations for certain brands compared to 18-24 months ago

Satisfaction with a Brand's Products

- Which attributes are the most and least important when considering the purchase of instruments/equipment
- Satisfaction with certain attributes of instruments/equipment
- Satisfaction with certain brands based on experience with instruments/equipment
- Likelihood to recommend certain brands to a colleague based on experience with instruments/equipment

Brand Comparisons

- Similarities and differences between brands with respect to price
- Similarities and differences between brands with respect to quality
- Similarities and differences between brands with respect to innovation

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■ OVERVIEW

BioInformatics LLC's June 2013 report, **Life Science Instrumentation: Brand Performance**, is designed to help suppliers identify brand strengths and weaknesses and to provide direction as to how to differentiate instrumentation offerings. This report offers suppliers an unbiased assessment of how major brands are performing compared to their closest competitors. Based on the opinions of 1,367 life scientists worldwide, these insights can help create a "halo" effect surrounding a company's products—creating excitement, allowing for premium pricing and generating goodwill that translates into future sales.



■ OVERVIEW (continued)

From the perspective of scientific consumers who use, recommend and/or buy instruments, this study analyzes how brands are perceived throughout the industry. Attributes such as brand recognition, popularity, relevance and differentiation are measured, along with the degree of loyalty scientists have toward specific brands of instruments—and why. Purchasing criteria is established, likelihood of recommending a brand to colleagues is explored and brands are compared side-by-side with regards to price, innovation and quality. Additionally, this study provides trending research about how major suppliers' brands have been performing over the past 18-24 months.

Invest in the most direct source of information from the scientists who buy your products and the expert team that has been monitoring your customers since 1994.



Life Science Instrumentation: Brand Performance

BUY THE
REPORT 

■ OVERVIEW (continued)

Suppliers can use **Life Science Instrumentation: Brand Performance** to power up their brand strategies, to inform more accurate competitive analyses and to identify segments that are vulnerable to switching as a result of brand confusion or lack of differentiation. Plus, included in the report are detailed profiles of major suppliers' brands. Not only do these profiles report on brand health, they also present the key demographics of each brand's most loyal and satisfied customers. **Life Science Instrumentation: Brand Performance** contains the most current, comprehensive market research on life science instrumentation brands, and will help suppliers understand how their brands are ranked and how to position their offerings so that they can more aggressively capture market share.

FREE data set through July 31, 2013 with purchase of the report. Regularly a \$1,200 value.



Life Science Instrumentation: Brand Performance



OVERVIEW (continued)

In addition to individual brand health profiles, each major supplier included in the report will be assigned a “Brand Strength Scorecard” to include the following attributes:

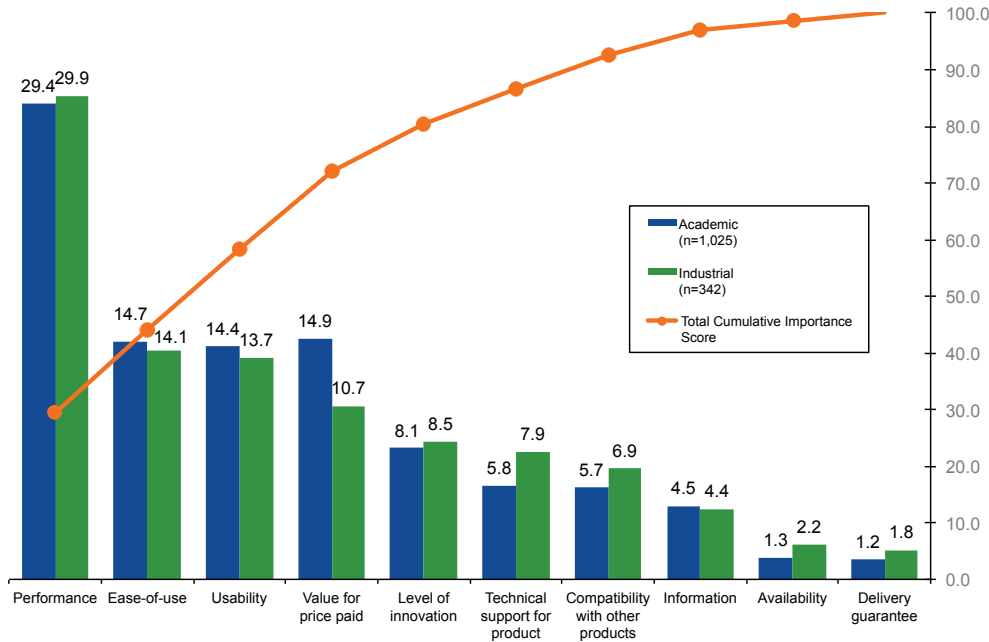
Metric	Score Methodology
Unaided Awareness	Percent of respondents aware of the brand (Question 1) who were able to recall the brand without assistance (Question 2.1); weighted 1/5th of total score (20 points total)
Aided Awareness	Percent of respondents indicating awareness of the brand when presented in a list (Question 2.1); weighted 1/5th of total score (20 points total)
Usage	Percent of respondents aware of the brand (Question 1) who use the brand's products (Question 2.4); weighted 1/5th of total score (20 points total)
Primary Usage	Percent of respondents currently using the brand (Question 1) who were able to recall the brand without assistance (Question 2.5); weighted 1/5th of total score (20 points total)
Recommendation	Percent of respondents currently using the brand (Question 2.4) who would recommend the brand to their colleagues/co-workers; weighted 1/5th of total score (20 points total)
Total Score	Cumulative sum of all metrics, total possible score = 100 points

Life Science Instrumentation: Brand Performance

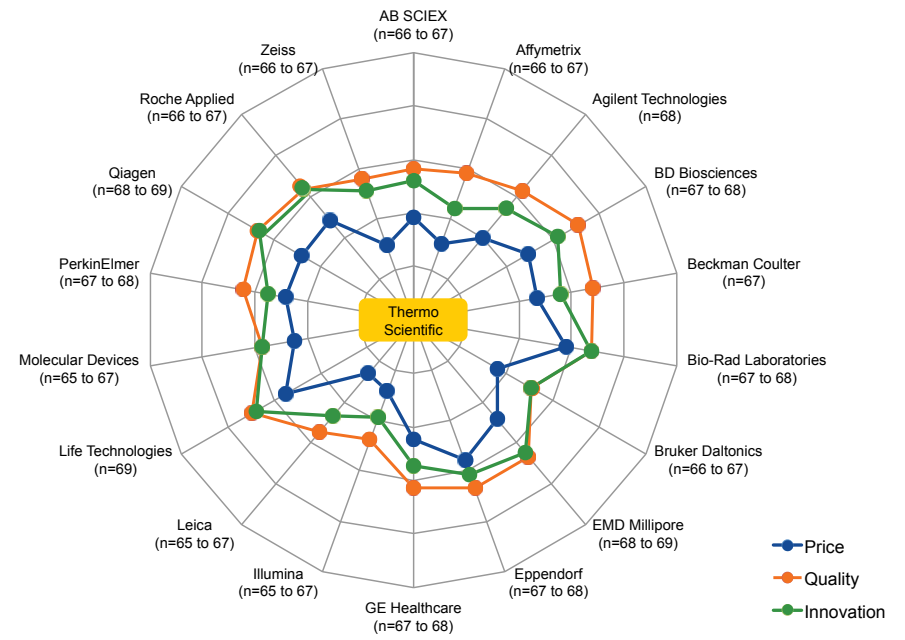


SAMPLE DATA

IMPORTANCE OF KEY DRIVERS IN THE INSTRUMENTATION PURCHASE DECISION PROCESS BY MARKET SEGMENT AND TOTAL IMPORTANCE SCORE



COMPETITOR DIFFERENTIATION MAP



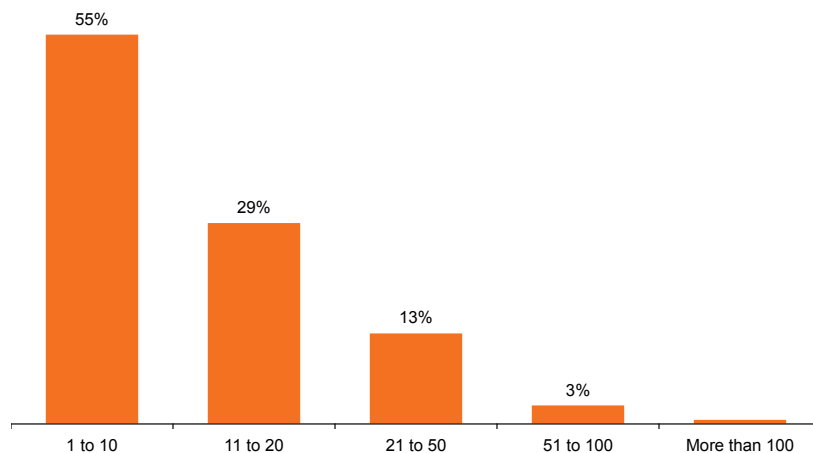
Life Science Instrumentation: Brand Performance



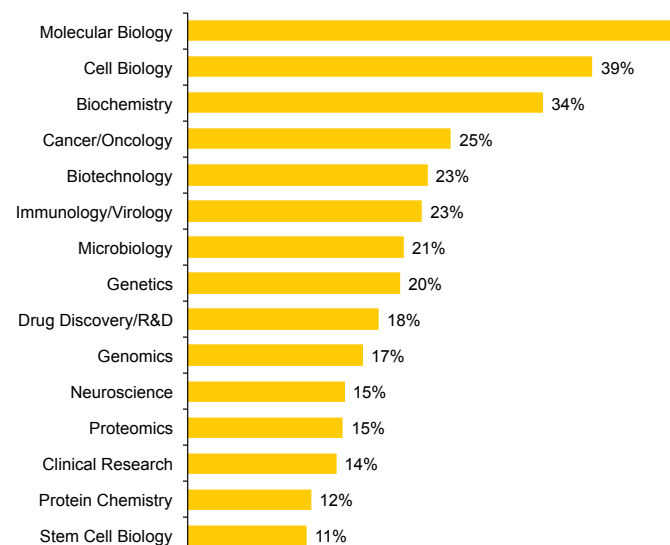
METHODOLOGY

Life Science Instruments: Brand Performance, is based on responses to a 30-question online survey for life scientists conducted by BioInformatics, LLC (Arlington, Virginia, USA). 1,367 life scientists participated in the survey between April 24 and May 8, 2013.

LAB SIZE

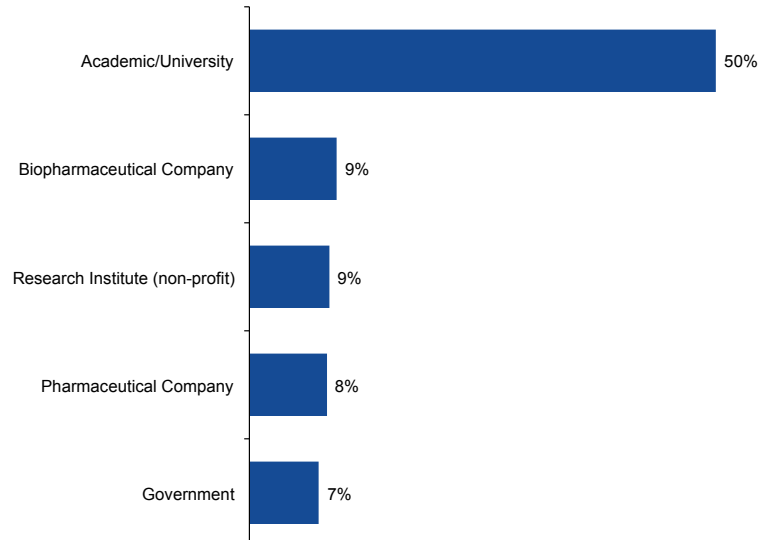


TOP AREAS OF RESEARCH

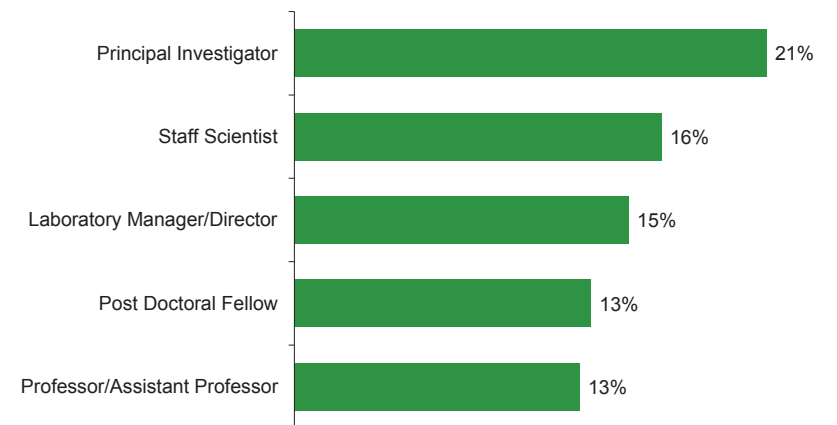


Life Science Instrumentation: Brand Performance

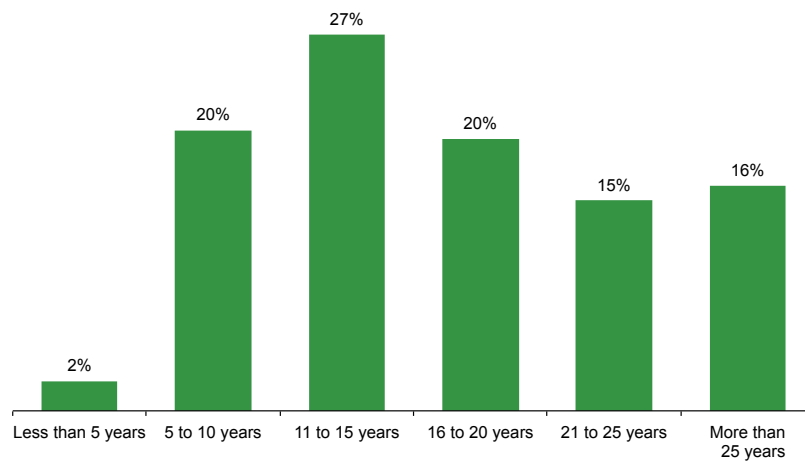
TOP MARKET SEGMENTS



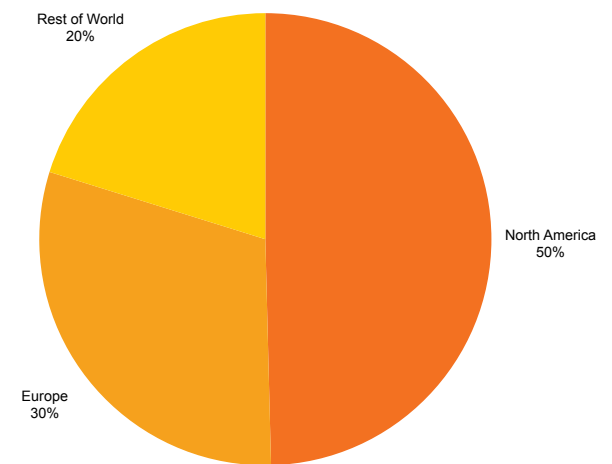
LEADING JOB POSITIONS



YEARS OF EXPERIENCE



REGION





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With your purchase of this report, we also invite you to set up a meeting with our report team of scientific and business analysts. We can answer any questions you may have about the survey results, and we can also share what we believe to be the significant trends affecting your market.

Recent report titles:

The Market for Primary Cells & Stem Cell –Derived Cells	May 2013
Enhancing the Customer Experience	March 2013
Best Practices for Advertising to Life Scientists	February 2013



■ ABOUT BIOINFORMATICS LLC

Since our inception in 1994, BioInformatics LLC has provided critical market intelligence to leading companies serving the life science, medical and pharmaceutical industries. We support clients across the entire market spectrum—from scientific research to diagnostics and therapeutics—providing high-level management with market insights.

Our published reports allow marketing professionals to share in the results of broad-based market studies that provide access to high-quality research at an affordable price. Our custom research is tailored to the specific needs of the companies' executive management.

For more information about BioInformatics' product and service offerings, please visit our website at www.gene2drug.com, call **703.778.3080 x13**, or email m.follin@gene2drug.com

