

# **RESEARCH**

## **Brand Testing ~ Mood board**

**Dit document bestaat uit twee onderdelen.**

- 1. Wat heb ik gedaan/ waarom.**
- 2. Onderzoek + Bevindingen.**

# 1.

Wat heb ik gedaan?

Ik heb dit onderzoek opgesteld, uitgewerkt en uitgevoerd. De uitleg en resultaten bevinden zich op de volgende pagina's.

Wat heb ik geleerd?

Ik heb geleerd dat het handig is om voor dat je aan een project begint research te doen en een aantal concepten te testen bij het publiek. In dit geval Aisha's doelgroep.

Hierdoor krijg je een duidelijk beeld van welke gemaakt concepten haar doelgroep aanspreekt/ bij haar vindt passen. Hiermee konden wij vervolgens verder werken om Aisha's huisstijl te definiëren en vast te leggen in de brand guide.

## 2.

### The goal of our test:

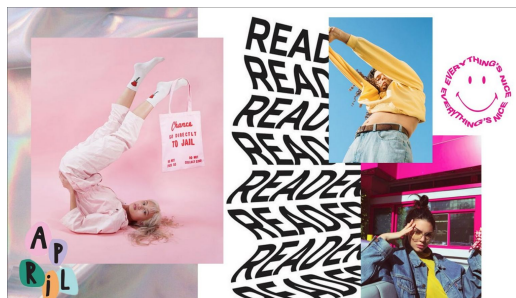
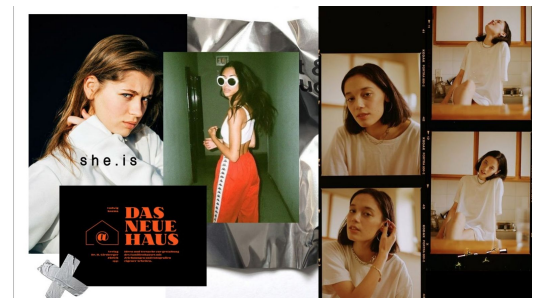
During the Artistic exploration we did a lot of research on Aisha. Based on the results, we came up with 3 mood boards to reflect Aisha's style.

So, we asked Aisha to choose a mood board she thinks fit her best.

Now we want to test what her target audience thinks fits her best if they listen to her music.

We are going to do an triad test with the moodboards we made, to see what her possible target group thinks her brand style should be.

We also want to do a keyword matching test with the result of the triad test. If those keywords overall match with what Aisha wants to radiate with her style we are on the right track.



### Test plan:

Step 1:

We are going to search for Aisha's target audience in a shopping center.

Step 2:

We ask them if they want to listen to some music.

Step 3:

They need to pick one mood board they think matches the style of the song.

Step 4:

Afterwards they get a sheet with some keywords and they need to choose some words they think of when they hear the song “Zeg Mij”

WARM ☐

FRESH ☐

CLASSIC ☐

DISTANT ☐

COLD ☐

CHILDISH ☐

PERSONAL ☐

SERIOUS ☐

COOL ☐

URBAN ☐

PLAYFUL ☐

CHIC ☐

FRIENDLY ☐

TRENDY ☐

CHEESY ☐

NEW ☐

NOW ☐

CLEAR 

MODERN ☐

SASSY ☐

INFORMAL ☐

## Results:

We asked 30 females from Aisha's target group in and around shopping centers if they want to participate in our brand test.

First of all.

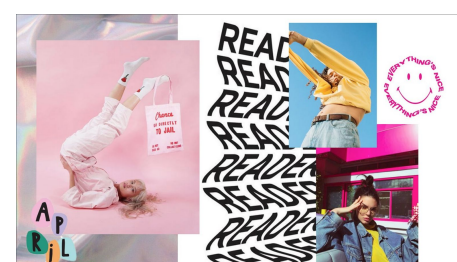
**90%** of the participants said it was a nice song to listen to.

Most chosen keywords **“Fresh” “Modern” “Trendy”**

**1 40%**

**2 20%**

**3 40%**



However mood board 1 isn't the one Aisha wanted to reflect with her music, a lot of people chose 1 when they heard the song (40%). Number 3 the one Aisha chose was also picked a lot(40%). Number 2 not as much (20%).

Aisha asked us to convince her why she should make a music video for her first song "Zeg Mij"

Although the outcome of our brand test is great. A lot of people like her music. She should definitely do a music video to brand herself as soon as her first song comes out. The difference between mood board 1 & 3 is big. So to really visualize the style she wants to reflect, a music video is the way to go.