

10 TOP BRAND/IMAGE RESEARCH COMPANIES



What comes to consumers' minds when they think of your brand? Developing a positive – and accurate – brand image can ensure repeat customers and attract new ones, while a negative or misleading image can undermine your business.

The following companies understand the importance of brand and image research and specialize in helping clients from consumer to B2B conduct the research necessary to navigate their market and develop a winning brand strategy. From quantitative to qualitative, the following companies offer an array of innovative products and services, whether your research needs require DIY solutions or full-service assistance.



Discuss.io

Founded 2012 | 57 employees
Simon Glass, CEO

Discuss.io is helping the world's largest companies turn experiences into insights. As the go-to purpose-built qualitative research platform, CX, UX and insights teams, enterprise-level brands and agencies trust Discuss.io to enable deep, purposeful connections with their key

