

Kaspersky Anti Virus Software

Objective Determine the option of featuring the founder (Kaspersky) in U.S. advertising.

Data Source Surveys among potential U.S. customers.

Question *“What’s your reaction to these ads featuring the founder?”*



VERBATIMS

Kaspersky
believable
respected

ThoughtScan Frequency

51
39
34

ThoughtTalk *“Progress provides computing independence
“You want computing portability from system to system”
“It’s portable.”*

Results Reaction to the founder’s use in advertising was considered very appealing. Kaspersky Anti Virus Software was successfully introduced to the U.S.
www.wallacewashburn.com