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Rosetta Stone

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Tom,

I got the results from the survey. About 3,500 people responded. The results are representative for the US population 18-65 years that has Internet and emails. Some interesting first results.

13% (561 respondents) of the population recognize the name Rosetta Stone when they see it. I think that this is great news. We are the second most recognizable brand after Berlitz.
About 2% (74 respondents) can actually recall it in the unaided recall question. 74/561 is 13% which means that we have about 87% graveyard statistics: people who can recognize the name but don't have it readily available in their consideration set. For Berlitz these numbers are 257 unaided recall and 955 recognition. Their graveyard statistics is 73%.
Half of the respondents can't recall any language brands.

When people are asked to assess the effectiveness of the different ways to study a foreign language, they rank private tutor and language classes way ahead of computer software and audio-tapes. We have a lot of educational work to do about the product category.

59% of the people who recognize RS have seen or heard an advertisement. Still 41% of the people who recognize the name have learned about RS through alternative ways: word of mouth, Kiosks, web searches, etc.

12.5% of the respondents have seen Svetlana. This makes tens of millions of people out there. We turn this girl into a national phenomenon. I have Dogwalk tests this week in Fairfax and won't be able to present the results from the survey until August 30th.

Nino