

**These 2009 RFID Update companion reports included the most recent Top-10 rankings of the current RFID leaders and provides marketing, branding, and advertising guidance to vendors of RFID products and services.
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Alien Technology, Impinj, and Motorola were identified as top RFID industry marketing leaders in new research from RFID Update and Burnell Reports that also found RFID prospects are harder to influence than ever before.

Alien is the most widely recognized RFID product or service provider, Impinj is perceived to have the best technology, and Motorola is considered the best-marketed industry company.

These and other findings are documented in these two companion RFID Update reports, the 2009 RFID Brand Report and the 2009 Marketing Strategies Report. The reports were produced from more than 500 responses to a survey of RFID users, prospects, integrators and technology providers around the world.



It is increasingly difficult for RFID firms to stand out from the crowd and emerge as leaders. Eight of the 10 most recognized RFID leaders had their recognition rankings decline from the original industry leadership study conducted in 2006.

Survey respondents, especially end users, have become less likely to respond to or be influenced by vendor websites and other leading marketing methods, which the research documents. A strong exception are respondents from the RFID sales channel, consisting of systems integrators, value-added resellers and consultants, who are eager consumers of marketing communication content.

The first of the two reports, 2009 RFID Brand Report, documents how company brand influences purchasing and partnering decisions within the RFID industry. It presents survey results that rank the companies that are the most widely recognized, considered to have the best RFID technology and are perceived as the best marketed. The 40-page report includes 39 detailed figures (see [Executive Summary](#)).

The second report, 2009 RFID Marketing Strategies Report, includes 63 pages of in-depth analysis and more than 50 figures documenting how likely respondents are to access various marketing resources such as case studies, webinars, blogs and trade shows. It also measures how respondents value specific sources of information (e.g. vendors, consultants, media) and what types of content and messages make the most impact (see [Executive Summary](#)).

"This information is mission critical for competitors in the industry and is absolutely in line with key market message considerations ABI has been communicating with clients," said Michael Liard, RFID & Contactless Research Director for ABI Research, who previewed an advance copy. "The methodology is sound, and there is a great mix of respondents, which also increases the validity."

"There is a lot of RFID market research out there, but these findings are unique because they are the only reports that measure the impact of RFID marketing and branding," said John Burnell, principal consultant at Burnell Reports, which co-produced the research. "They give marketers the specific

insight needed to guide decisions about messaging and the marketing mix."

The purchase price of \$795 includes both reports and an RFID marketing best practices checklist.

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