

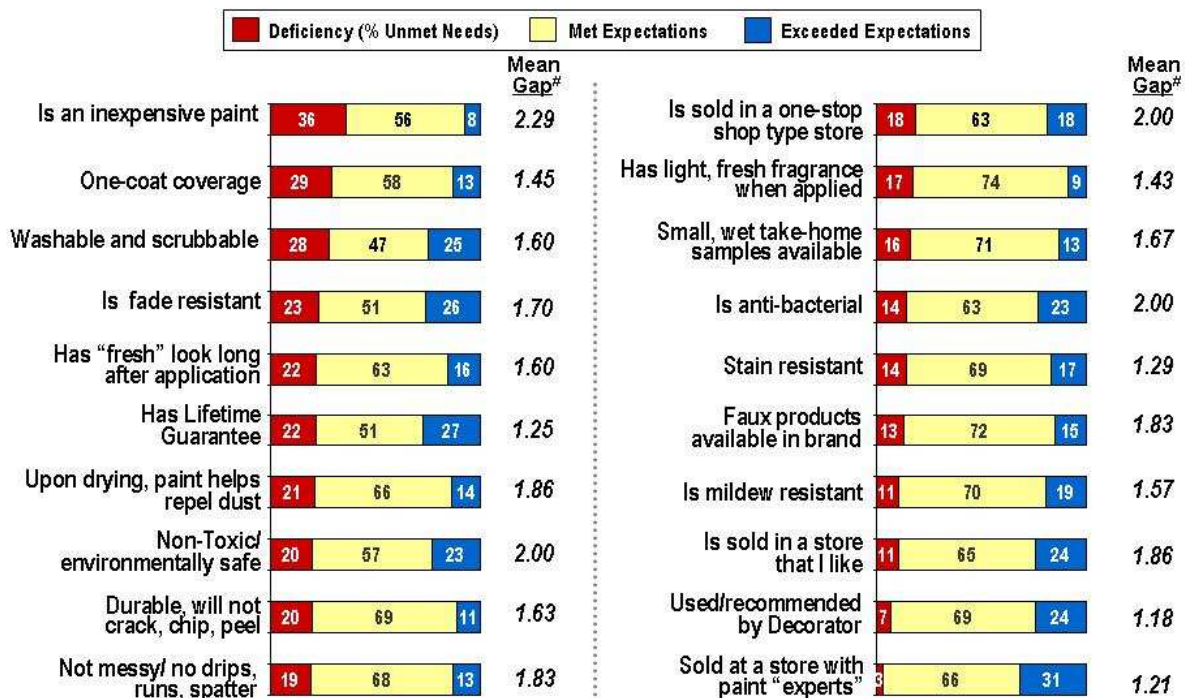
– Unmet Needs/ Gap Analysis –

There is no better an approach than an Unmet Needs Analysis (also known as Gap Analysis) when interested in determining under-delivery on imagery or features across brands in a category. By quantifying gaps in brand imagery or feature performance for key brands, as well as identifying relative strengths and enhancement opportunities, this approach yields decisive understanding for a category.

Assessment of feature or imagery importance is typically included with this analysis. StrataMark employs unique methods to efficiently gather and analyze this type of information to deliver actionable results.

Need Assessment/ Performance

Exterior Paint



[#] Average gap between respondent "want" desired from any brand and what they're getting on (ATTRIBUTE) from (brand) among those with a deficiency.



Gap analysis is calculated by comparing wants (or needs) desired on (ATTRIBUTE) for any brand to perceived performance on (ATTRIBUTE) of (brand). Computations are performed at respondent level and aggregated.

Numbers in graph are %

NOTE: Fictional brand and data.