

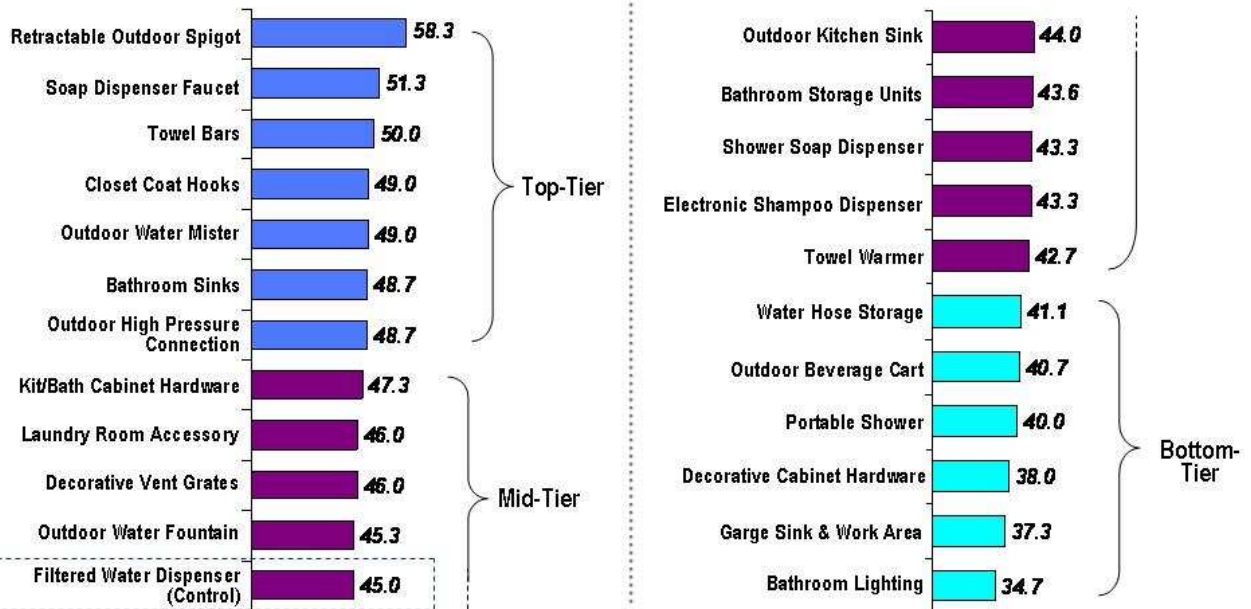
– Brand Category Extensions –

Strong brands can provide an opportunity to extend into new categories. Of course, the best opportunities are those with attractive revenue potential and strong consumer connection to your currently recognized brand equity.

StrataMark assesses the potential for category extensions using a number of metrics, including a composite score, assessing degree of competition, drilling down to understand best fit, and demographic profiling among concept acceptors.

Concept Acceptor (CA) Score Summary

Total Sample – All Concept Extensions Tested



NOTE: Fictional brand and data.



Concept Acceptor Score Summary

Top-Tier Concepts

TOTAL RESPONDENTS	Filtered Wtr. Disp (Ctrl)	Retract. Spigot	Soap Disp. Faucet	Towel Bars	Closet Coat Hooks	Outdoor Water Mister	Bthrm Sinks	Outdoor Hi. Press. Connect.
<i>Base - Total Per Group</i>	(150) B %	(150) C %	(150) D %	(150) E %	(150) F %	(150) G %	(150) H %	(150) J %
Category Acceptor Score								
Top-2 Box On Purchase Intent & Liking for Grifo as Manufacturer	45.0	58.3 B	51.3	50.0	49.0	49.0	48.7	48.7
Purchase Intent								
Definitely/ Probably Would Buy (NET)	51.0	64.2 BJ	56.7	57.2	57.0	56.3	55.3	52.7
Definitely Would Buy	14.6	23.2 BGJ	22.7 BG	19.1	15.9	11.9 D	18.0	14.7
Probably Would Buy	36.4	41.1	34.0	38.2	41.1	44.4	37.3	38.0
Liking for Grifo as Manufacturer								
Like Extremely/ Very Well (NET)	68.2	73.5 FH	70.0	65.8	63.6	70.2	62.7	69.3
Like Extremely Well	13.2	29.1 BEFGH	26.0 BF	19.1	15.2	19.2	18.0	23.3 B
Like Very Well	55.0	44.4 CDH	44.0	46.7	48.3	51.0	44.7	46.0

To facilitate review of this information, cells have been shaded to indicate maximum, near maximum, and minimum row values. (Excluding Control)

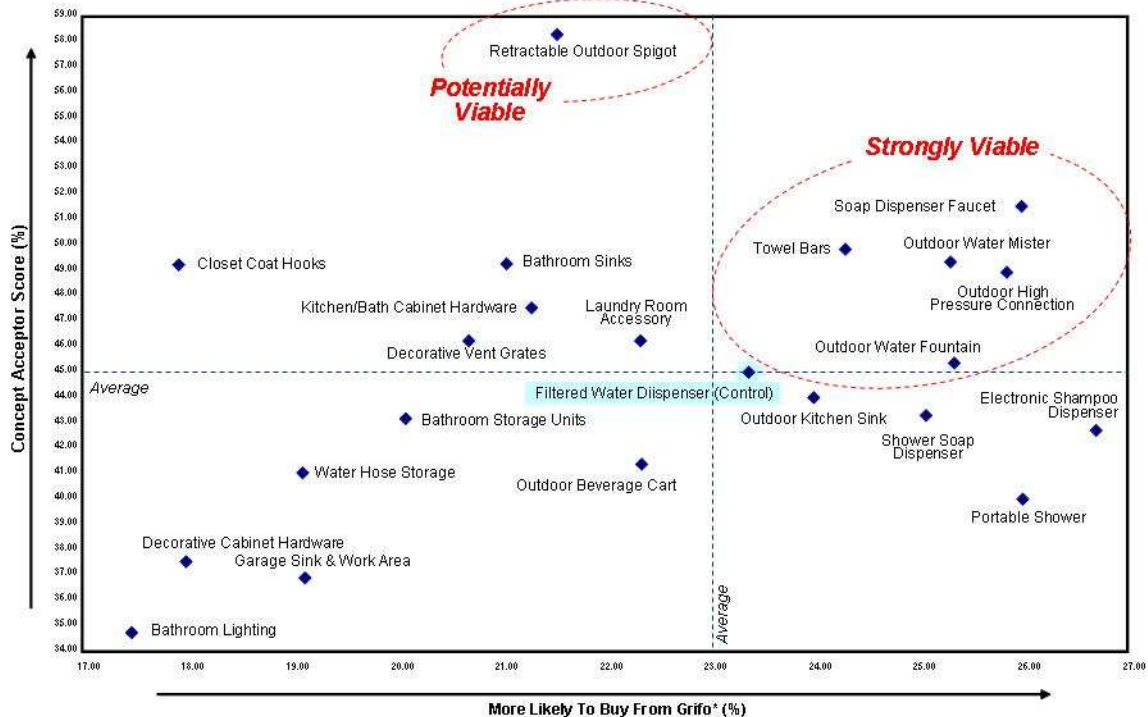
- Shading indicates maximum value for row.
- Shading indicates value is within 10% of maximum value for row.
- Shading indicates minimum value for row.

Significant differences (90% CL) are indicated by letter(s) below number corresponding to the number of designated column(s).

NOTE: Fictional brand and data.

Bi-Plot: CA Score vs. % More Likely To Buy From Grifo*

All Concepts



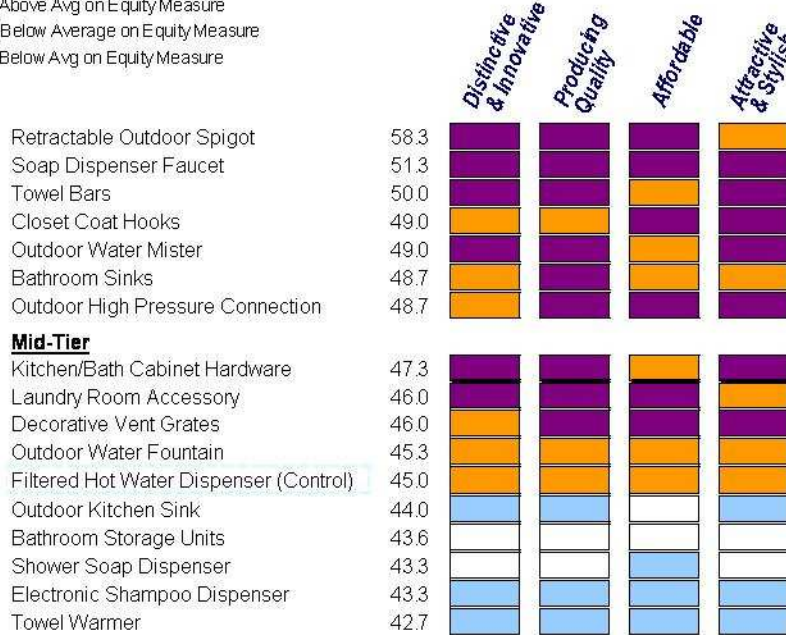
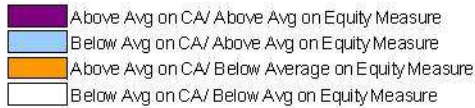
Concept Acceptor Score (CA) = % for Concept who are Top-2 Box on both *Purchase Intent* Q3 and *Liking For Grifo As Manufacturer* Q5.

* Percentage of respondents More Likely to Buy Concept from Grifo than other brands, and who are also neutral to negative about buying it from any company other than Grifo.

NOTE: Fictional brand and data.

Bi-Plot: Summary Grid**

Top-Tier and Mid-Tier Concept Extensions



** Based on top 2-box ratings.

NOTE: Fictional brand and data.

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Demographic Summary

Top-Tier Categories – Concept Acceptors vs. Rejecters

	Hot Wtr Disps. (Control)		Retract. Outdoor Spigot		Soap Dispenser Faucet		Towel Bars		Closet Coat Hooks		Outdoor Water Mister		Bathroom Sinks		Outdoor Hi. Press. Connec.	
	Acc	Rej	Acc	Rej	Acc	Rej	Acc	Rej	Acc	Rej	Acc	Rej	Acc	Rej	Acc	Rej
Base - Total Per Group	(68)	(83)	(88)	(63)	(77)	(73)	(76)	(76)	(74)	(77)	(74)	(77)	(73)	(77)	(73)	(77)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gender																
Male	38	59	51	57	43	52	49	50	49	51	45	55	52	46	48	51
Female	62	41	49	43	57	48	51	50	51	49	55	46	48	55	52	49
Age																
25 to 34	22	18	22	13	12	15	17	17	16	17	18	9	16	8	12	16
35 to 44	27	13	22	19	40	11	24	20	16	13	27	22	19	20	37	20
45 to 54	21	28	22	27	22	23	24	24	28	21	27	27	27	22	21	18
55 to 64	22	16	25	27	12	29	17	17	24	21	14	31	30	31	18	22
65 and Older	9	25	10	14	14	22	18	22	15	29	15	10	7	20	12	25
Average Age	46.4	51.2	47.6	50.6	47.2	52.7	49.1	50.3	50.0	52.6	47.6	50.7	48.7	53.0	47.6	51.6

□ Boxed number is significantly higher (90% CL) than Acc/Rej number of same Concept

Acc = Concept Acceptor -- Those who are Top-2 Box on Purchase Intent and Top-2 Box Liking for Grifo as Manufacturer
Rej = Concept Rejecter -- Those not meeting the above qualifying definition as Concept Acceptor



NOTE: Fictional brand and data.

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