

– Brand Portfolio Analysis –

Positioning research typically involves analysis of multiple brands, each with its own strategic implications.

Our insightful analysis includes thoughtful summary exhibits that boil down large amounts of information to simplify communication of results.

Brand Portfolio Summary Grid

Interior Paint – *Key attributes for users of Rosso brands vs. users of key competitors



S Key Strength (Portfolio)	Parity
E Enhancement Opportunity (Portfolio)	Parity
A Advantage To Leverage	Parity
V Vulnerable To Competitor	Parity

Attributes are sorted in order of market importance:

- Stain-resistant
- Moisture resistant
- Fade resistant
- Looks high in quality
- Durable, will not crack, chip, peel
- Has "fresh" look long after application
- Available in varied finishes
- Great color display
- Mildew resistant
- Not messy/no drips, runs, spatter
- Non-toxic, environmentally safe
- Washable and scrubbable
- Small, wet take-home samples available
- Sold at store with paint "experts"
- Little or no odor when applied
- Easy to pour container
- Sold at store with paint "experts"

*Overall Rosso Brand Portfolio	Rosso Plus vs.		Rosso Endurance vs.		Rosso Color Safe vs.		Rosso Glamour vs.		
	S.W.	B. Moore	Behr	Glidden	S.W.	Behr	Glidden	S.W.	B. Moore
Stain-resistant	S								
Moisture resistant									
Fade resistant									
Looks high in quality	S								
Durable, will not crack, chip, peel									
Has "fresh" look long after application									
Available in varied finishes									
Great color display									
Mildew resistant	S								
Not messy/no drips, runs, spatter									
Non-toxic, environmentally safe									
Washable and scrubbable									
Small, wet take-home samples available	S								
Sold at store with paint "experts"	S								
Little or no odor when applied									
Easy to pour container									
Sold at store with paint "experts"	S								



* Overall Brand Portfolio is based upon findings from the Strategic Opportunities Results Summary for interior paints.

NOTE: Fictional brands and data.