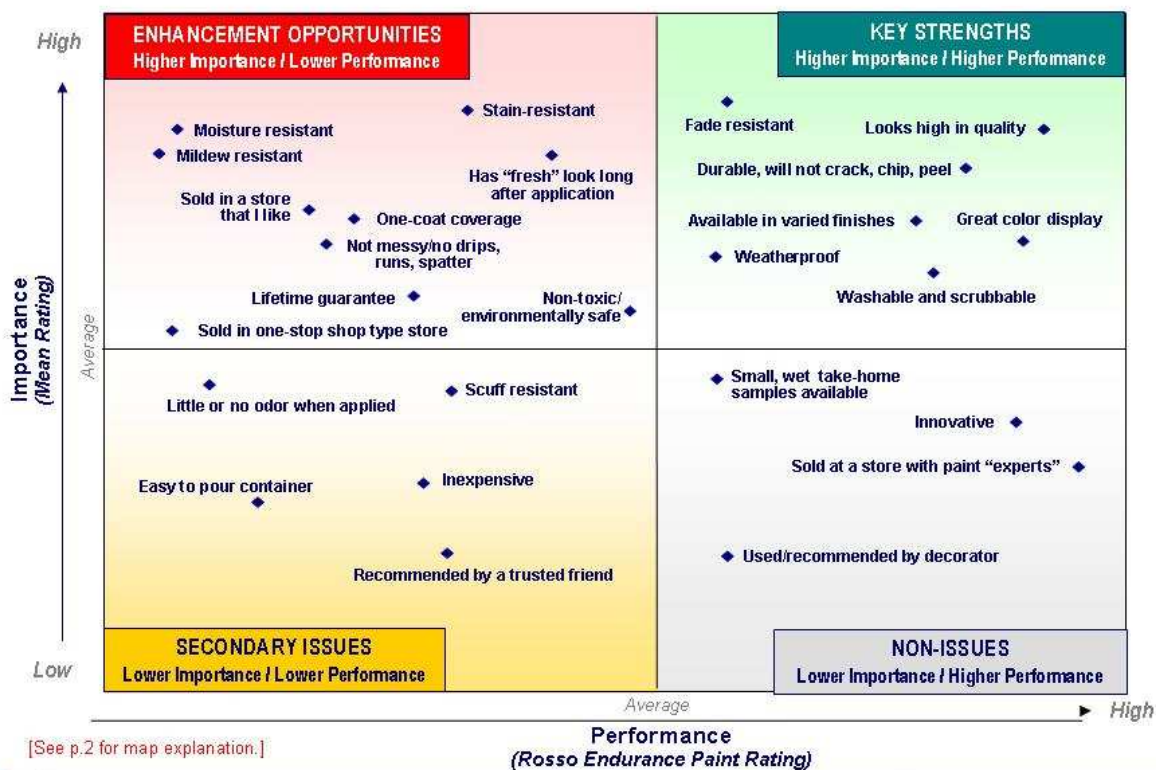


– Understanding Image Strengths & Weaknesses –

This type of research examines both imagery or feature importance (usually derived importance via regression) and perceived performance together, to better understand strategic opportunities for a brand.

A prioritization of actions is possible in terms of strengths to maintain and areas to enhance, in order to more optimally position the brand.

Strategic Opportunity Map - Endurance Brand



[See p.2 for map explanation.]



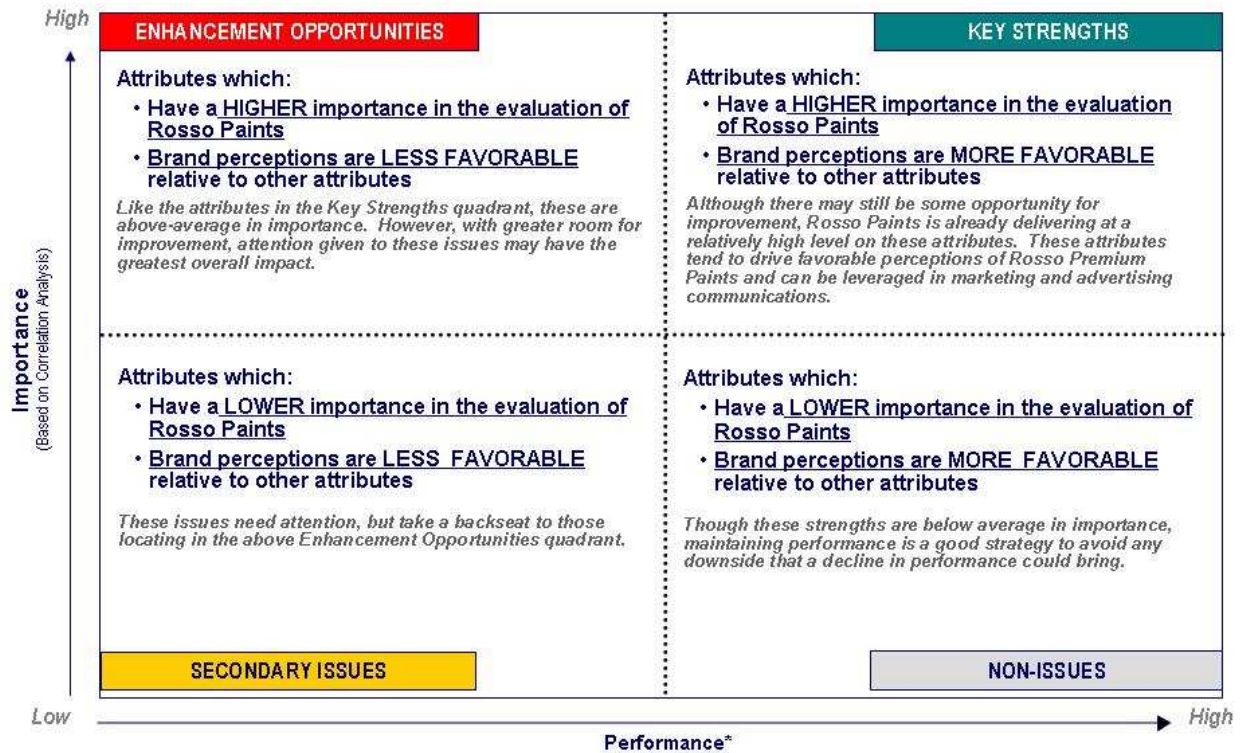
NOTE: Fictional brand and data.

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Strategic Opportunity Map

Explanation



* Mean attribute rating, based on a 7-point scale where '1' = extremely poor and '7' = excellent.

