

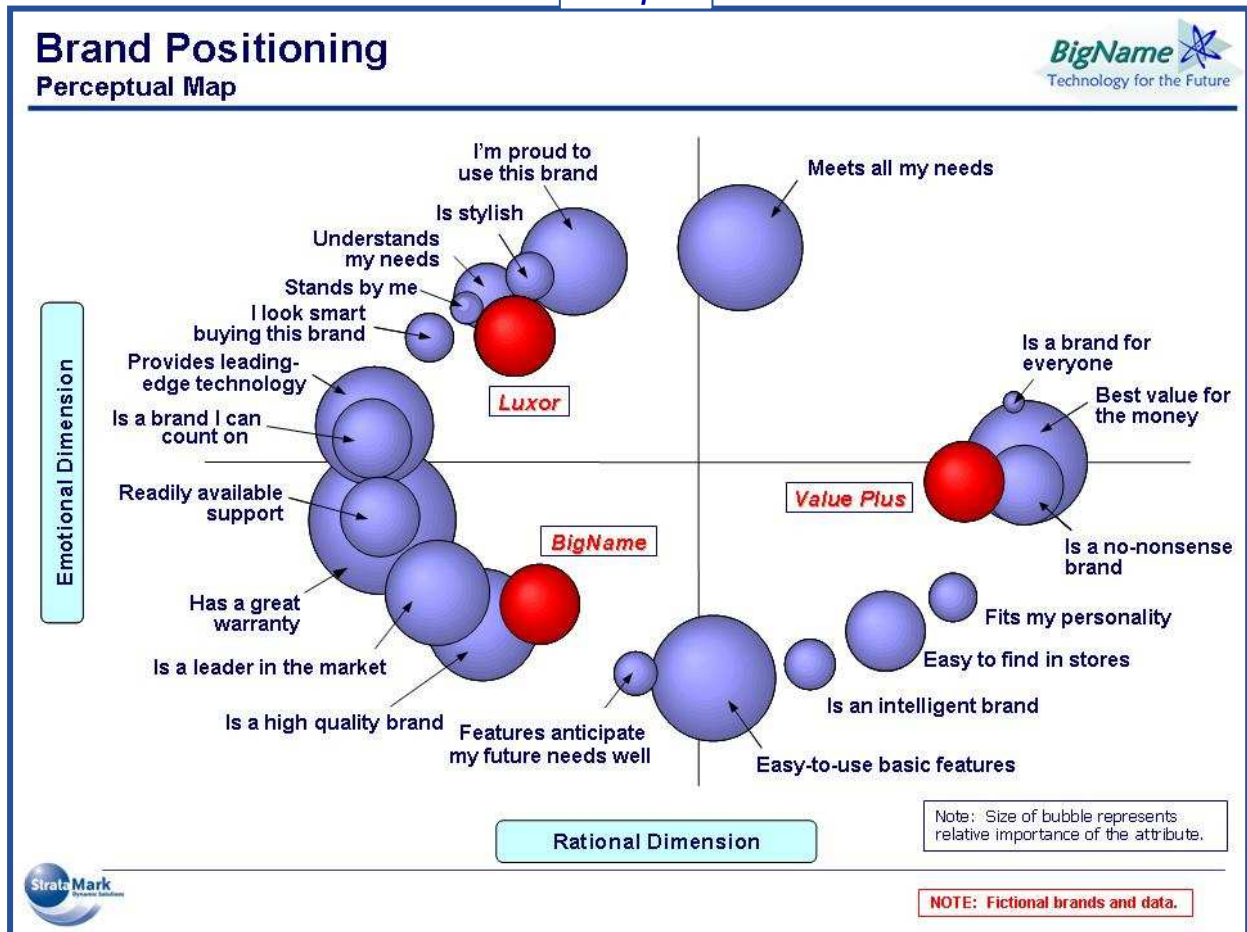
Perceptual Mapping To See The Big Picture – Often it can be illuminating to include a visual summary in the analysis which readily communicates your brand positioning on imagery and performance relative to other competitors.

Specifically, this vantage point often yields macro-learning for the category that might not otherwise be evident and reveals the key ways that brands are differentiated in the minds of consumers.

– Vector Mapping –

Depending on your specific needs, another mainstay for mapping brand imagery employs multidimensional scaling to plot brands among vectors, where the vectors represent imagery dimensions. While more is involved with interpreting this type of map as compared to those rendered from correspondence analysis, at times the vector map can be more precise in portraying the underlying data.

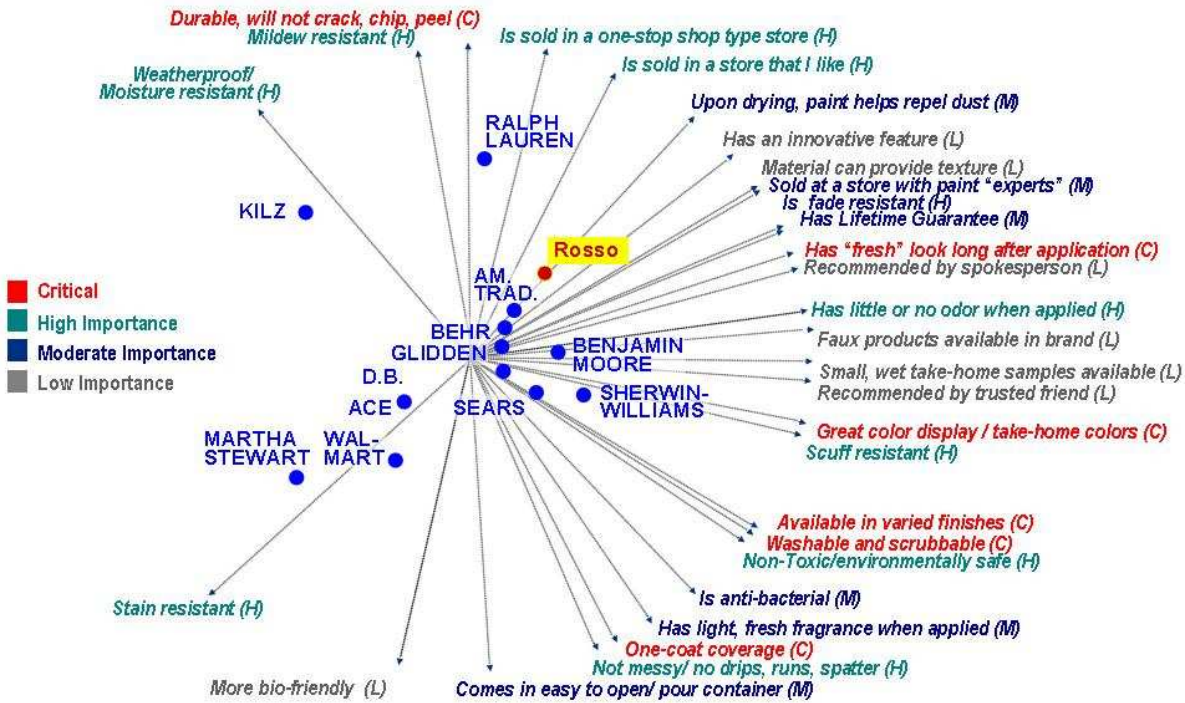
Example 1



Example 2

Category Perceptual Map – Interior Paint

[See p. 2 for Map Explanation]



Note: Key indicates importance of each attribute relative to the others.

NOTE: Fictional brand and data.

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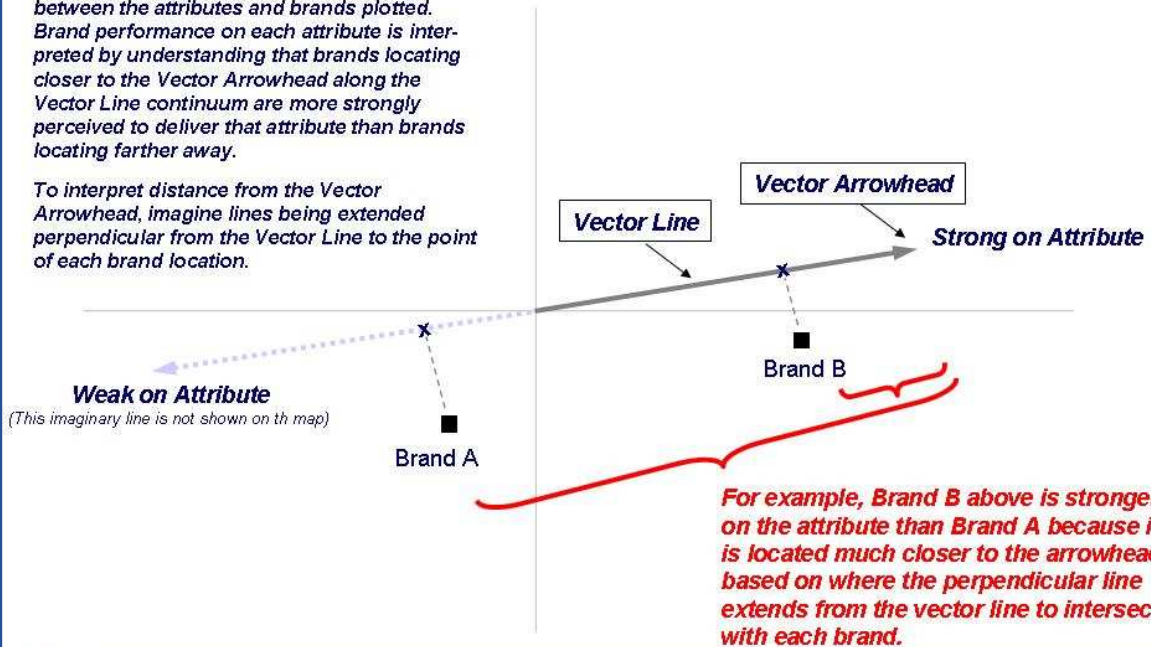
Category Perceptual Map

How To Interpret



This map utilizes points and vectors in two-dimensional space to show relationships between the attributes and brands plotted. Brand performance on each attribute is interpreted by understanding that brands locating closer to the Vector Arrowhead along the Vector Line continuum are more strongly perceived to deliver that attribute than brands locating farther away.

To interpret distance from the Vector Arrowhead, imagine lines being extended perpendicular from the Vector Line to the point of each brand location.



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