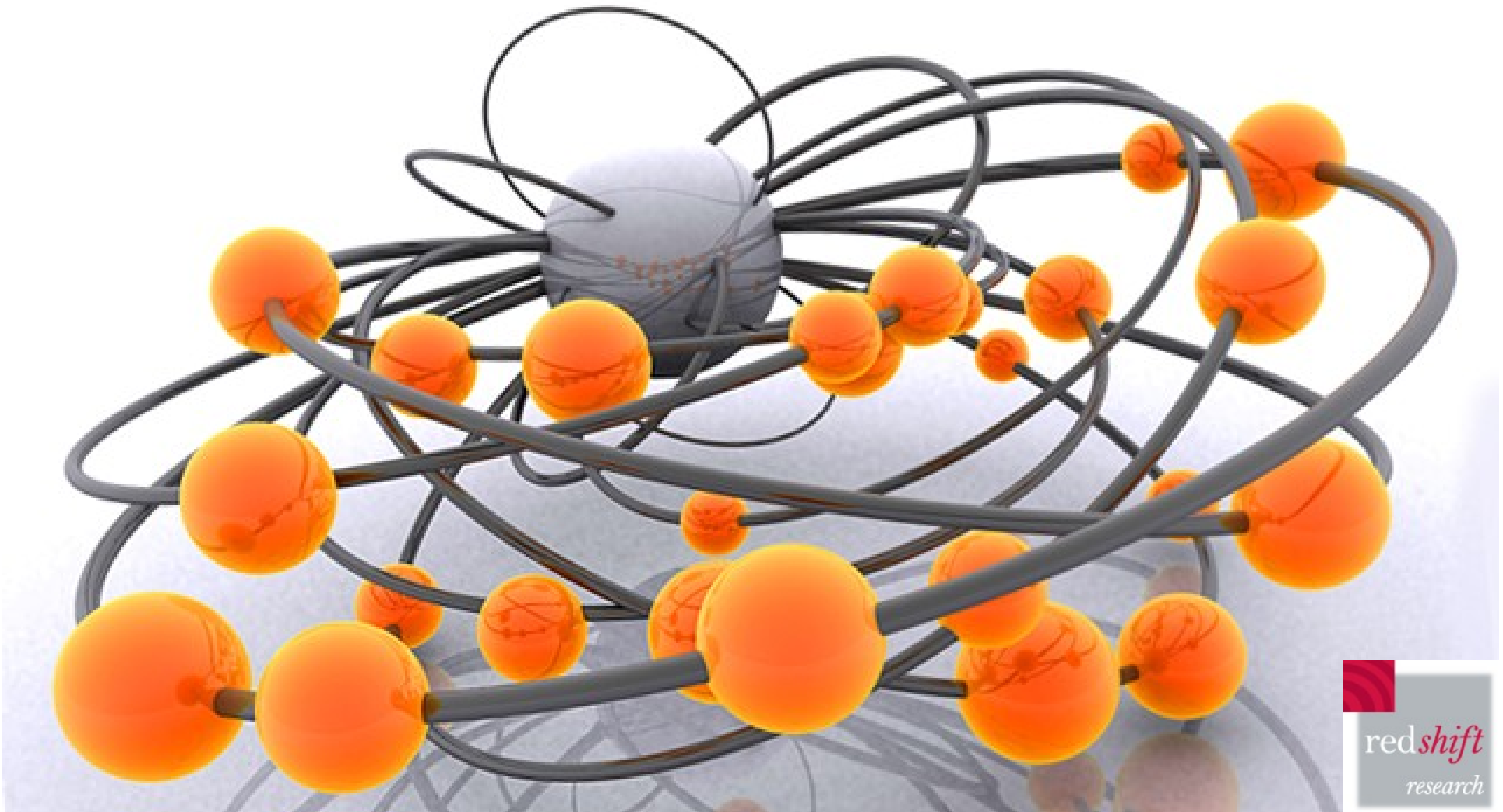
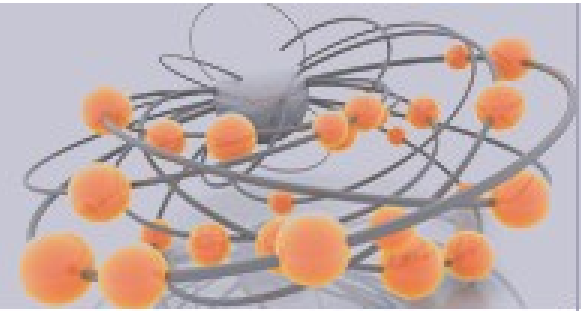


Branding Research

Brand Mapping



Brand Mapping



What is a brand map?

- Brand mapping allows large amounts of data to be simply represented in a two dimensional map

Why use a brand map?

- Its easy to interpret, is visually appealing and helps identify clear differences between brands

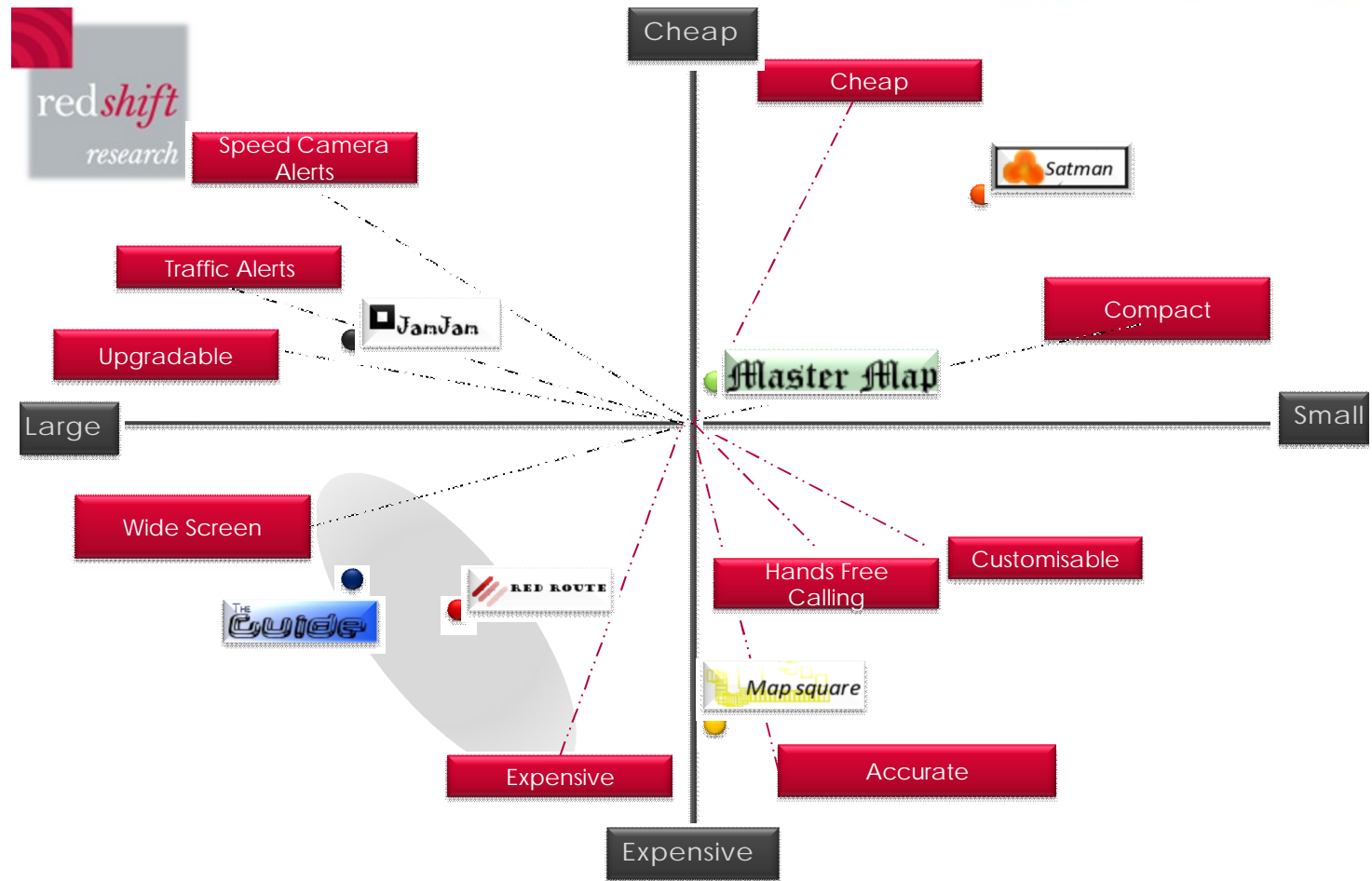
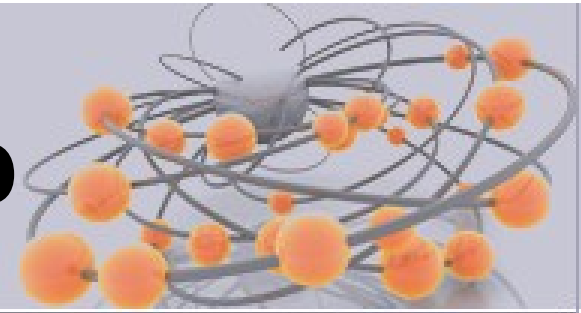
What is a correspondence map?

- The most commonly used brand mapping technique is called a correspondence map, sometimes referred to as a perceptual map.

How are they used?

- Researchers use them to explore brand image and associations (e.g. which brand is a market leader, relative strengths and weaknesses. The map provides a simple view of which characteristics are most associated with competitor brands.

Example Perceptual Map



Satellite Navigation Brand Map