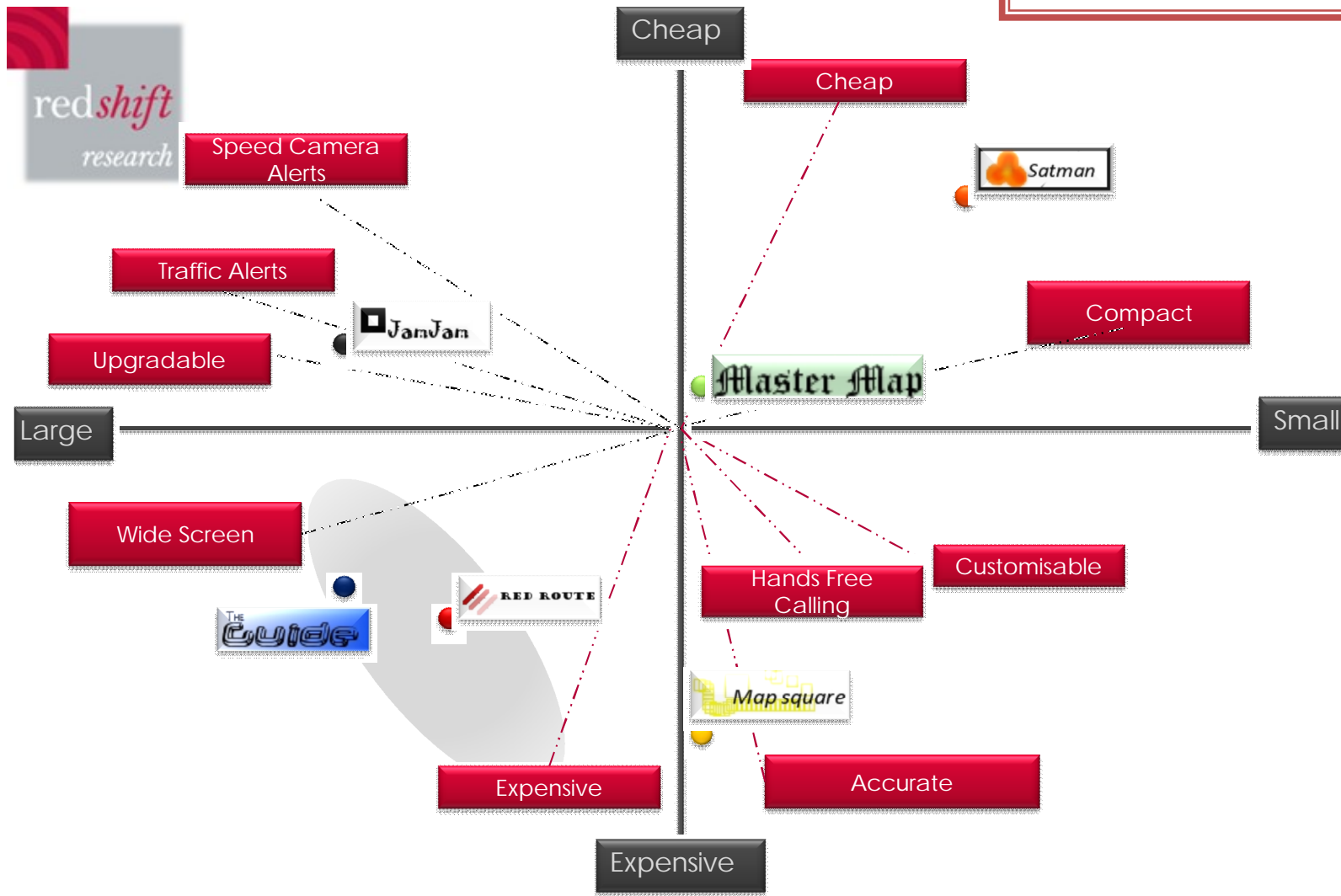


# Brand Mapping

Our maps use perceptual and preference mapping techniques show visually how customers perceive competing brands



*Satellite Navigation Brand Map*

## Reading the Map

Firstly, we look at how close the brands are to each other. In the Example above, 'The Guide' & 'Red Route' are very close to each other. This pairwise distance tells us how close these products sit in the mind of customers. Both brands are seen as quite similar. 'The Guide' & 'SatMan' are on opposite sides of the map, and customers see them as very different brands.

Next we look at the attributes (red boxes) the length of the line between the middle point and the attribute indicates the magnitude and intensity of the attribute, attributes further away from the middle are stronger differentiators in the mind of customers. Looking at the chart above, 'Accuracy' is something customers pay a lot more attention to than 'Hands Free' calling. This should however not be confused with importance. An attribute may have a strong association in a consumers' mind, but that may not be important to them in the buying process.

The grey axis suggests the main ways in which customers differentiate between brands. In this case the cost of the sat nav and the size of the unit.

The distance between an attribute line and a brand shows the strength of association. 'Red Route' & 'Map Square' are equally associated with expensive, but 'Red Route' sits closer to wide screen, whereas 'Map Square' would be seen as Expensive and accurate.

To check the distances draw a perpendicular line  between the attribute line  and the Brand



'MasterMaps' position, while extremely close to the cheap attribute is also very close to the middle, showing this is not a very strong association. 'Mastermap' does not have a clear brand position in consumers' minds. Neither large nor small and neither cheap nor expensive.

'JamJam' sits alone in the Northwest quadrant, with no real completion as large, reasonably priced unit focusing on traffic & speed camera alerts. This shows a possible opportunity in the market for another brand. On the cost axis 'JamJam' sits Just inside the cheap quadrant, if a new brand placed higher on this axis, and therefore was seen as slightly cheaper, it could have a good potential market share.