THE CHALLENGE

Decluttering communications effectiveness

CASE STUDY

Brand Mapping Communications Success

It is difficult to identify strong and weak brand associations based on volume analysis alone, especially when data from the multiple marques tends to converge.

Correspondence Analysis

Correspondence analyses is applied to tease out the real difference between brands

Identify Associations

The ‘normalized’ or smoothened scores for each brand are calculated. This highlights the top three ‘strengths and weaknesses’ for each brand

Map Associations

The data is translated to a brand map which shows the positioning of the brands in a particular market in relation to associated car characteristics

Benchmark Brands

The strategic strengths and weaknesses for each brand are defined, allowing for easy benchmarking between brands or models

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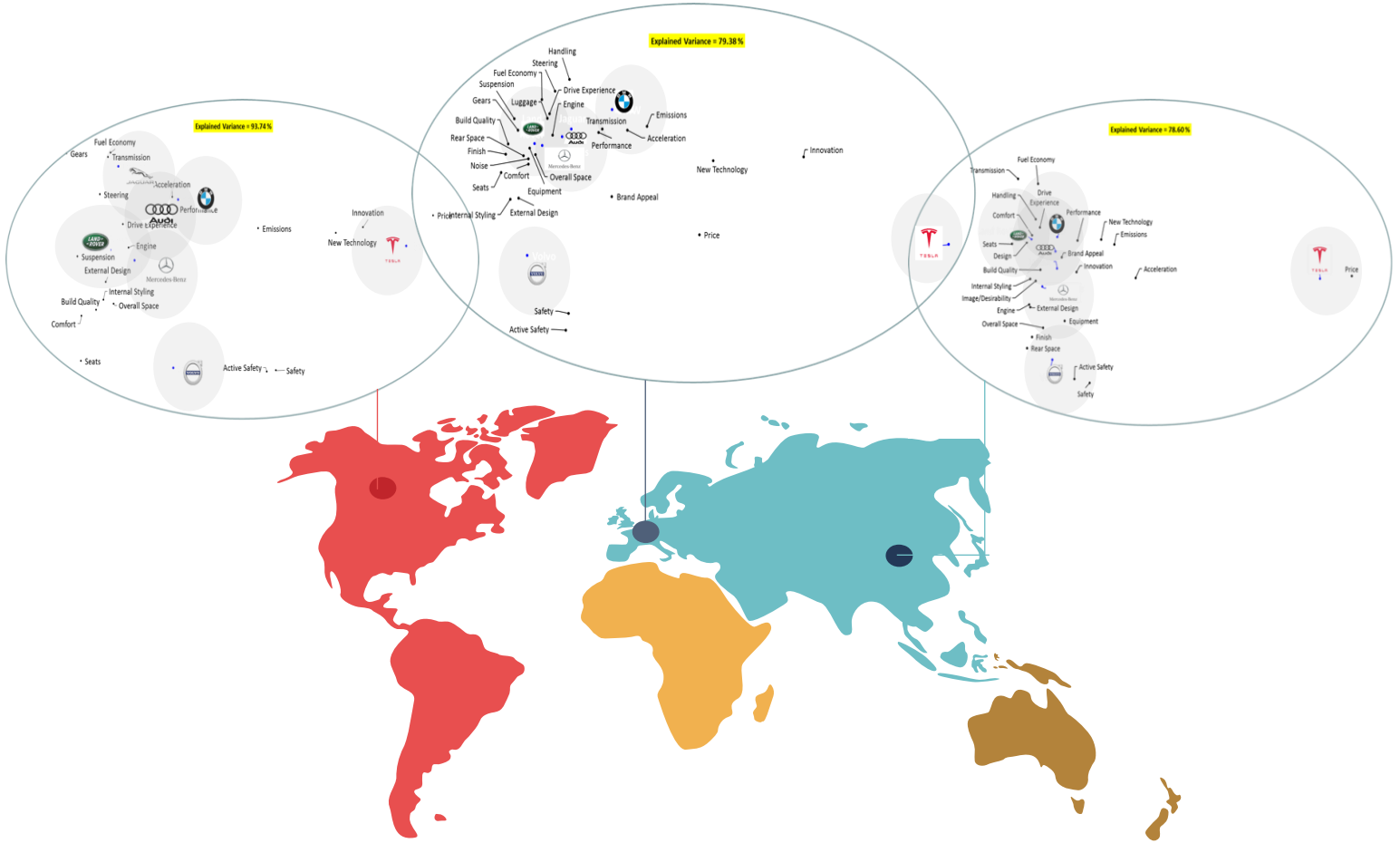
Brand Mapping Communications Success

Brand Mapping Comparison



CASE STUDY
Brand Mapping Communications Success

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Strategic Strengths and Weaknesses