User Guides
May 2020

LANDMARK OCCASION VISUALIZER
LOV

CORRESPONDENCE MAPS MODULE

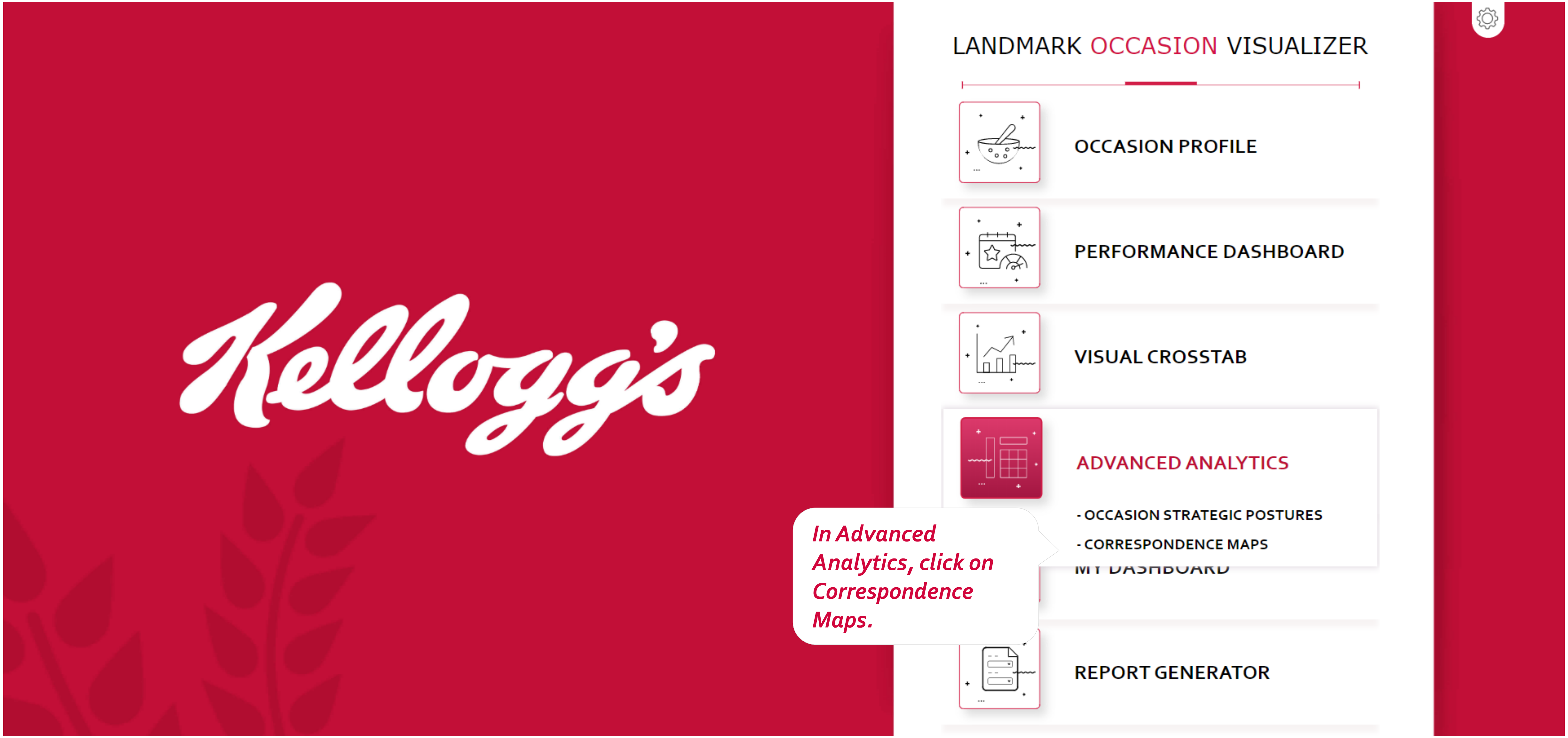
Contents

- Purpose of Correspondence Maps
- Selection Flow
- How to Read the Data and Output
- Key Features

Correspondence Maps Module

- Correspondence Maps allow users to identify relationships between two dimensions within the data.
- This module maps relations between Occasions, Category/Item/Brand, Channel/Retailer and 5Ws dimensions.
- The output displays the data on a graphical map distinguishing each dimension in different colors.
- The plotted points are inferred based on the interpretation guidelines required for Correspondence Maps.
- The Correspondence Map plots the data at an item level.

Navigation



LANDMARK OCCASION VISUALIZER

OCCASION PROFILE

PERFORMANCE DASHBOARD

VISUAL CROSSTAB

ADVANCED ANALYTICS

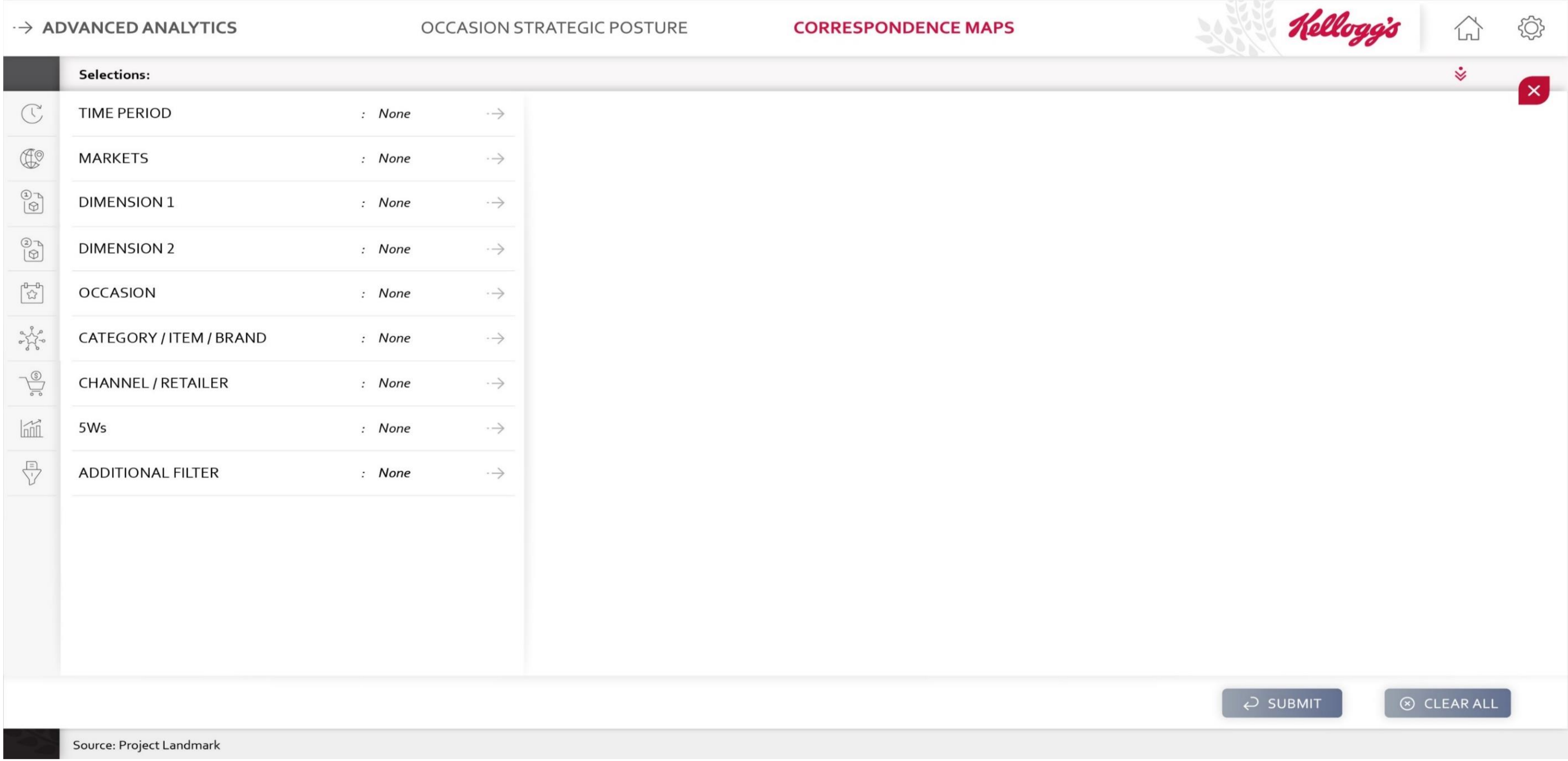
- OCCASION STRATEGIC POSTURES
- CORRESPONDENCE MAPS

MY DASHBOARD

REPORT GENERATOR

In Advanced Analytics, click on Correspondence Maps.

Left Panel Selection Flow


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

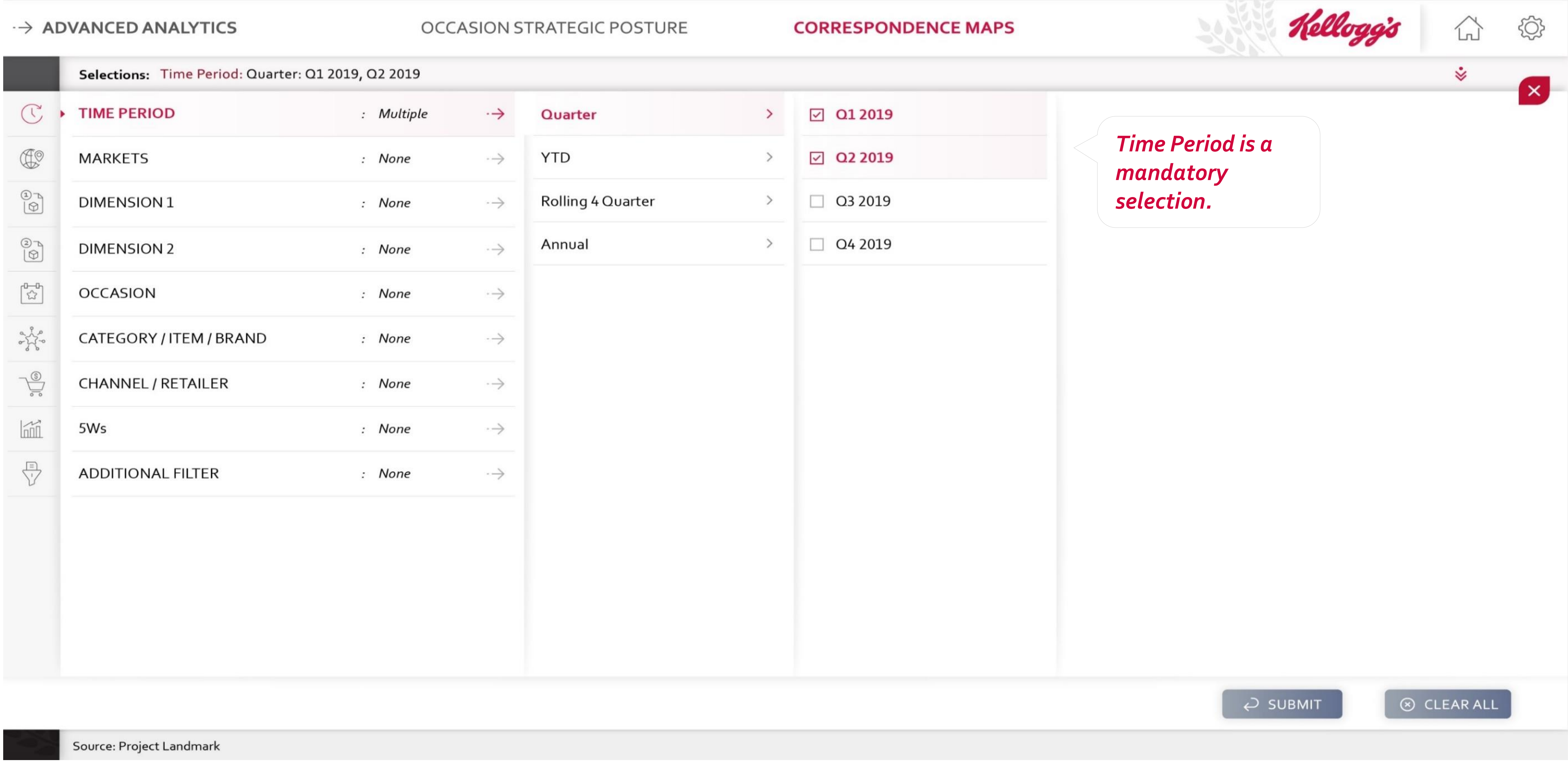
Selections:

TIME PERIOD : None
MARKETS : None
DIMENSION 1 : None
DIMENSION 2 : None
OCCASION : None
CATEGORY / ITEM / BRAND : None
CHANNEL / RETAILER : None
5Ws : None
ADDITIONAL FILTER : None

SUBMIT
CLEAR ALL

Source: Project Landmark

Time Period



ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019

TIME PERIOD	:	*Multiple*
MARKETS	:	*None*
DIMENSION 1	:	*None*
DIMENSION 2	:	*None*
OCCASION	:	*None*
CATEGORY / ITEM / BRAND	:	*None*
CHANNEL / RETAILER	:	*None*
5Ws	:	*None*
ADDITIONAL FILTER	:	*None*

- Quarter
- YTD
- Rolling 4 Quarter
- Annual

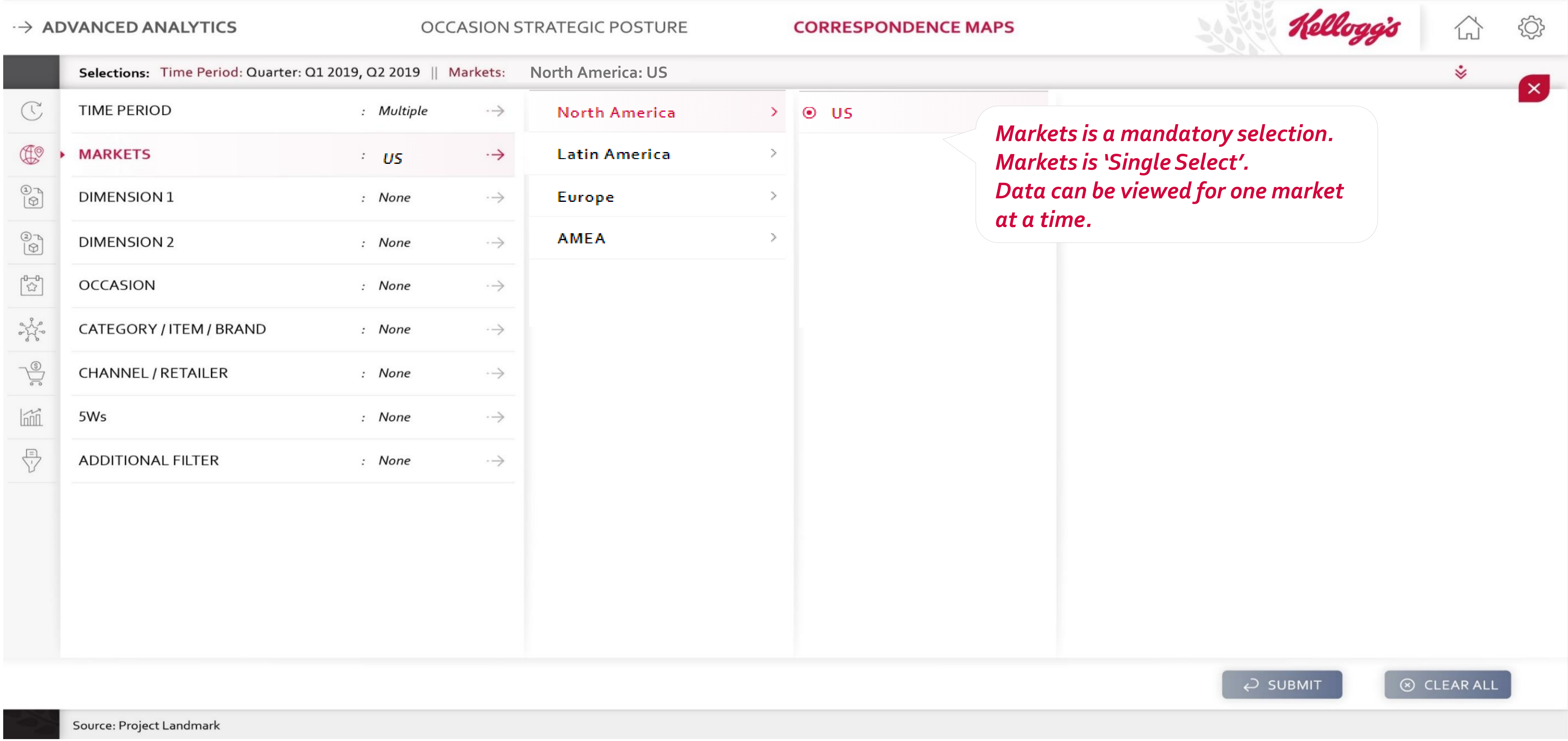
- ☑ Q1 2019
- ☑ Q2 2019
- ☐ Q3 2019
- ☐ Q4 2019

Time Period is a mandatory selection.

SUBMIT
CLEAR ALL

Source: Project Landmark

Markets


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US

TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *None*
DIMENSION 2 : *None*
OCCASION : *None*
CATEGORY / ITEM / BRAND : *None*
CHANNEL / RETAILER : *None*
5Ws : *None*
ADDITIONAL FILTER : *None*

North America >
Latin America >
Europe >
AMEA >

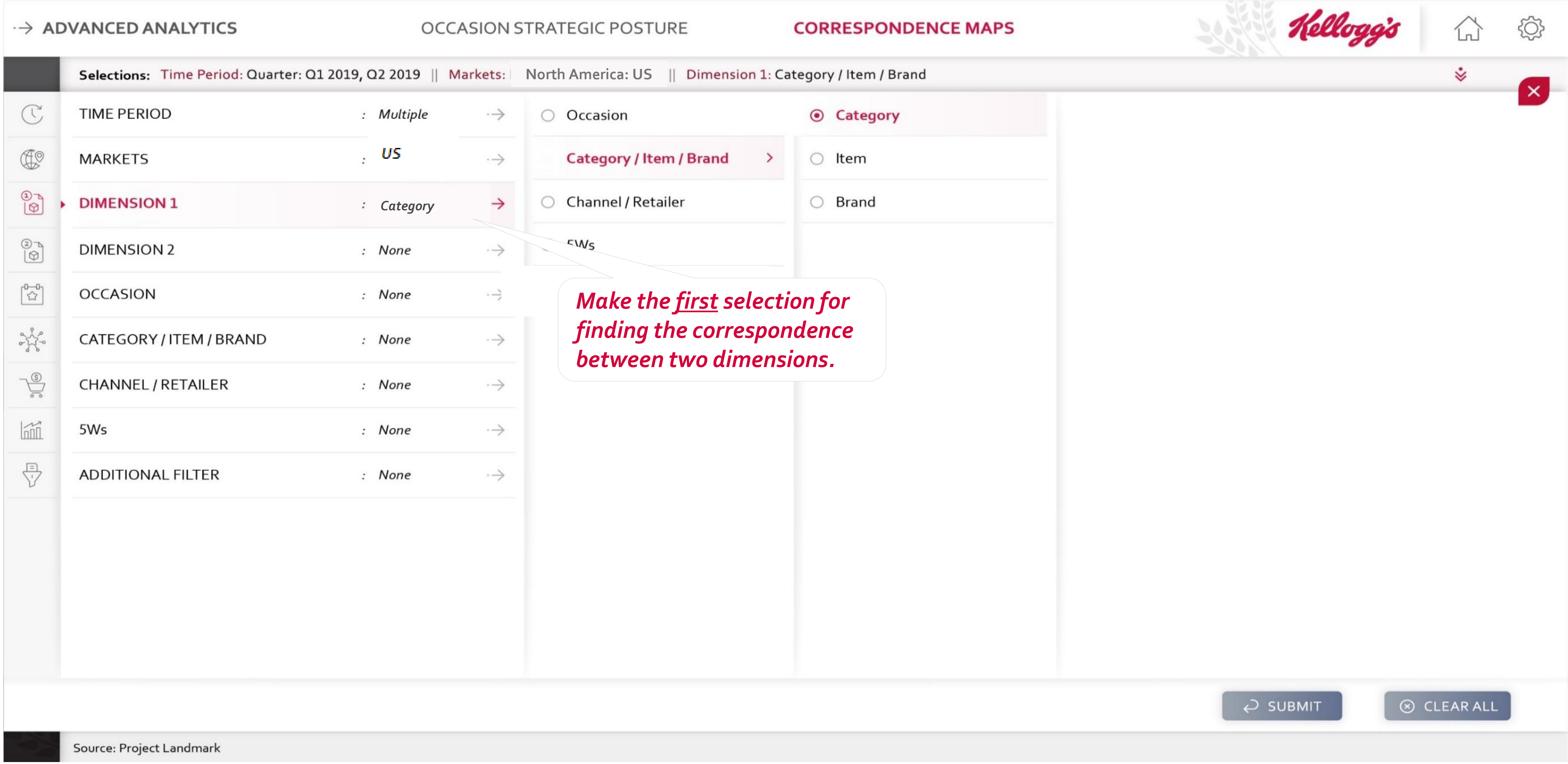
● US

Markets is a mandatory selection.
Markets is 'Single Select'.
Data can be viewed for one market at a time.

SUBMIT
CLEAR ALL

Source: Project Landmark

Dimension 1


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand

TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *Category*
DIMENSION 2 : *None*
OCCASION : *None*
CATEGORY / ITEM / BRAND : *None*
CHANNEL / RETAILER : *None*
5Ws : *None*
ADDITIONAL FILTER : *None*

○ Occasion
Category / Item / Brand >
○ Channel / Retailer
5Ws

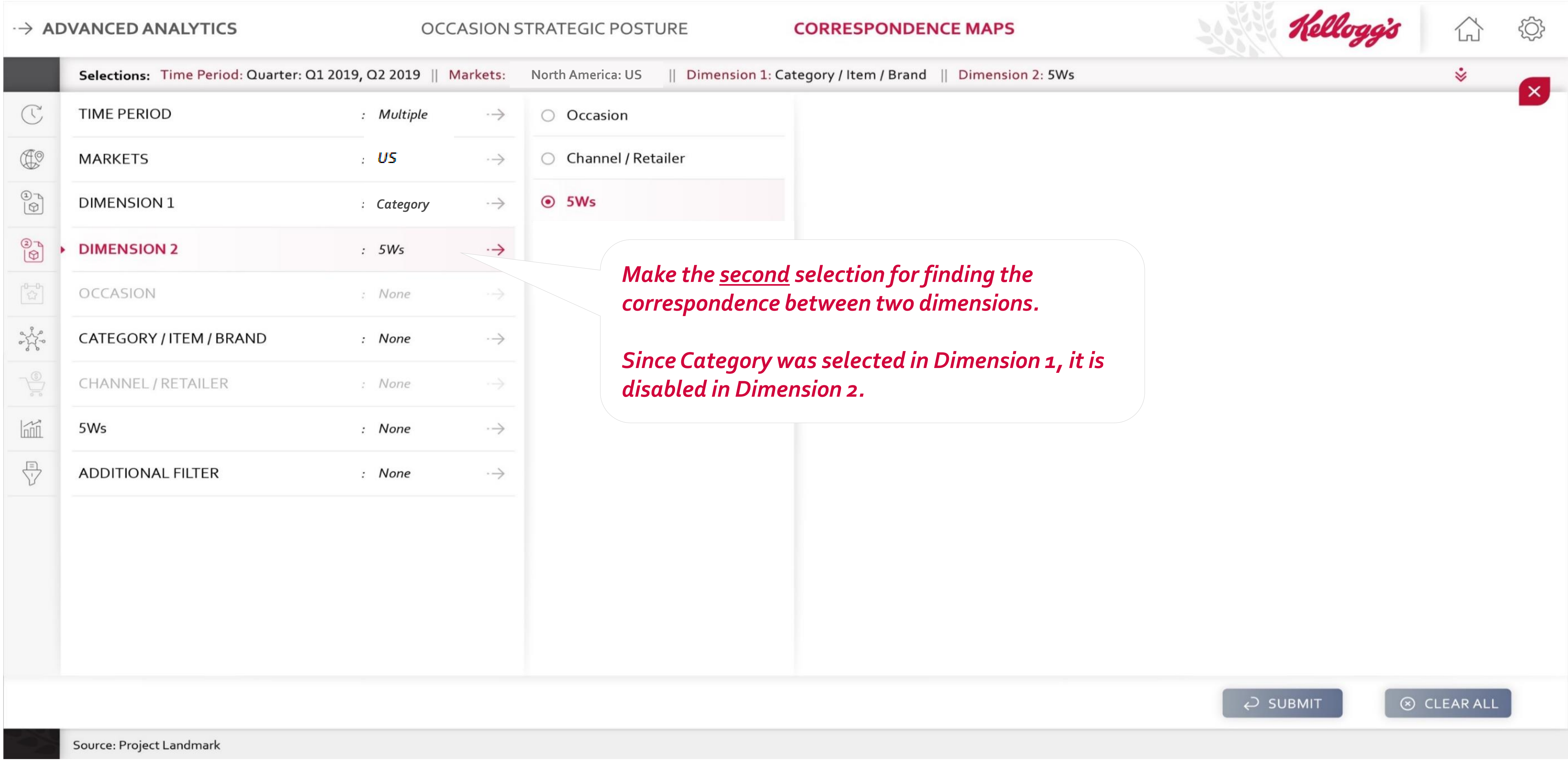
● Category
○ Item
○ Brand

SUBMIT
CLEAR ALL

Source: Project Landmark

Make the first selection for finding the correspondence between two dimensions.

Dimension 2


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's
SUBMIT
CLEAR ALL

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws

TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *Category*
DIMENSION 2 : *5Ws*
OCCASION : *None*
CATEGORY / ITEM / BRAND : *None*
CHANNEL / RETAILER : *None*
5Ws : *None*
ADDITIONAL FILTER : *None*

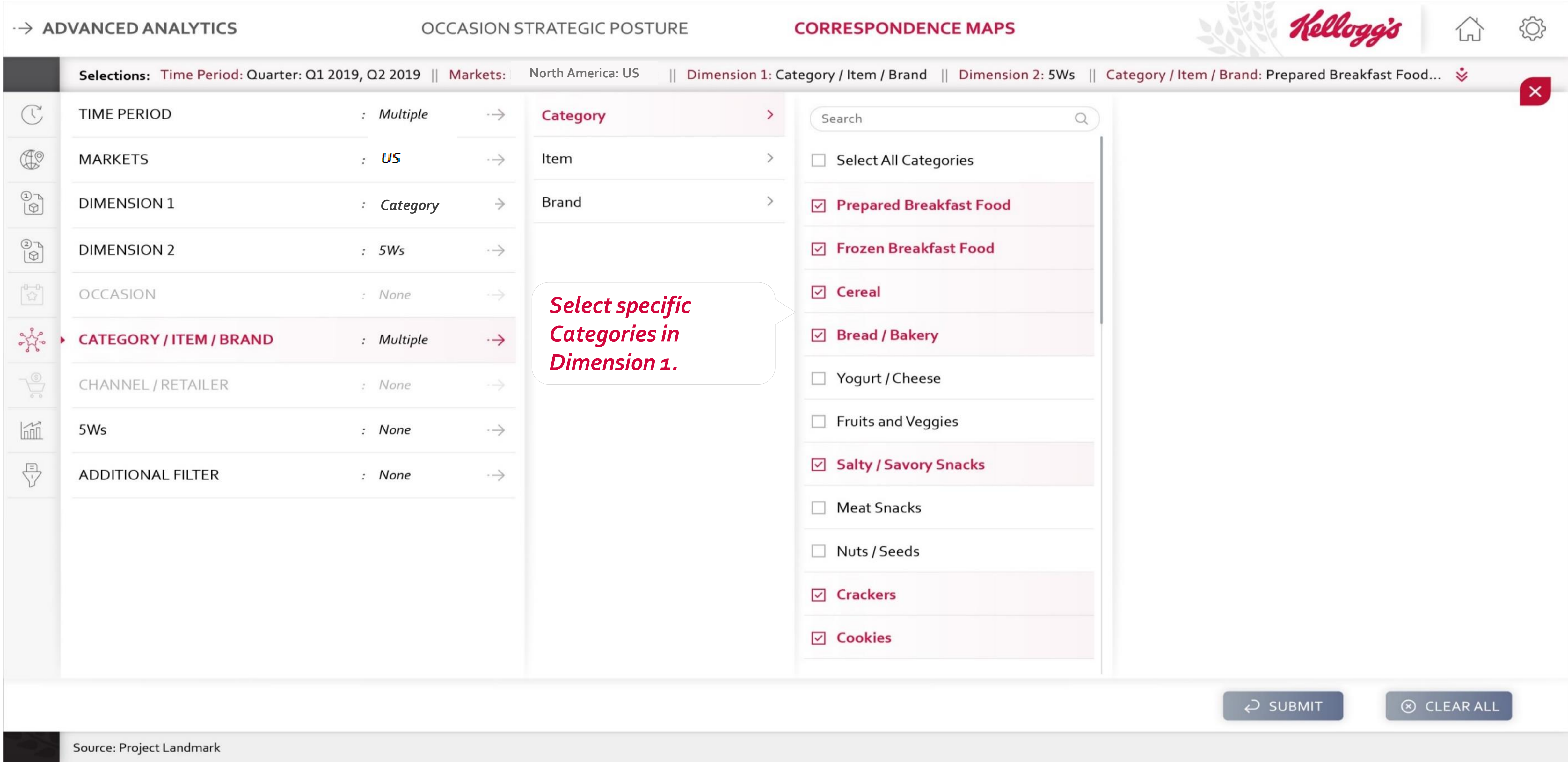
○ Occasion
○ Channel / Retailer
● 5Ws

Make the second selection for finding the correspondence between two dimensions.

Since Category was selected in Dimension 1, it is disabled in Dimension 2.

Source: Project Landmark

Category/Item/Brand


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food...

TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *Category*
DIMENSION 2 : *5Ws*
OCCASION : *None*
CATEGORY / ITEM / BRAND : *Multiple*
CHANNEL / RETAILER : *None*
5Ws : *None*
ADDITIONAL FILTER : *None*

Category
Item
Brand
Search

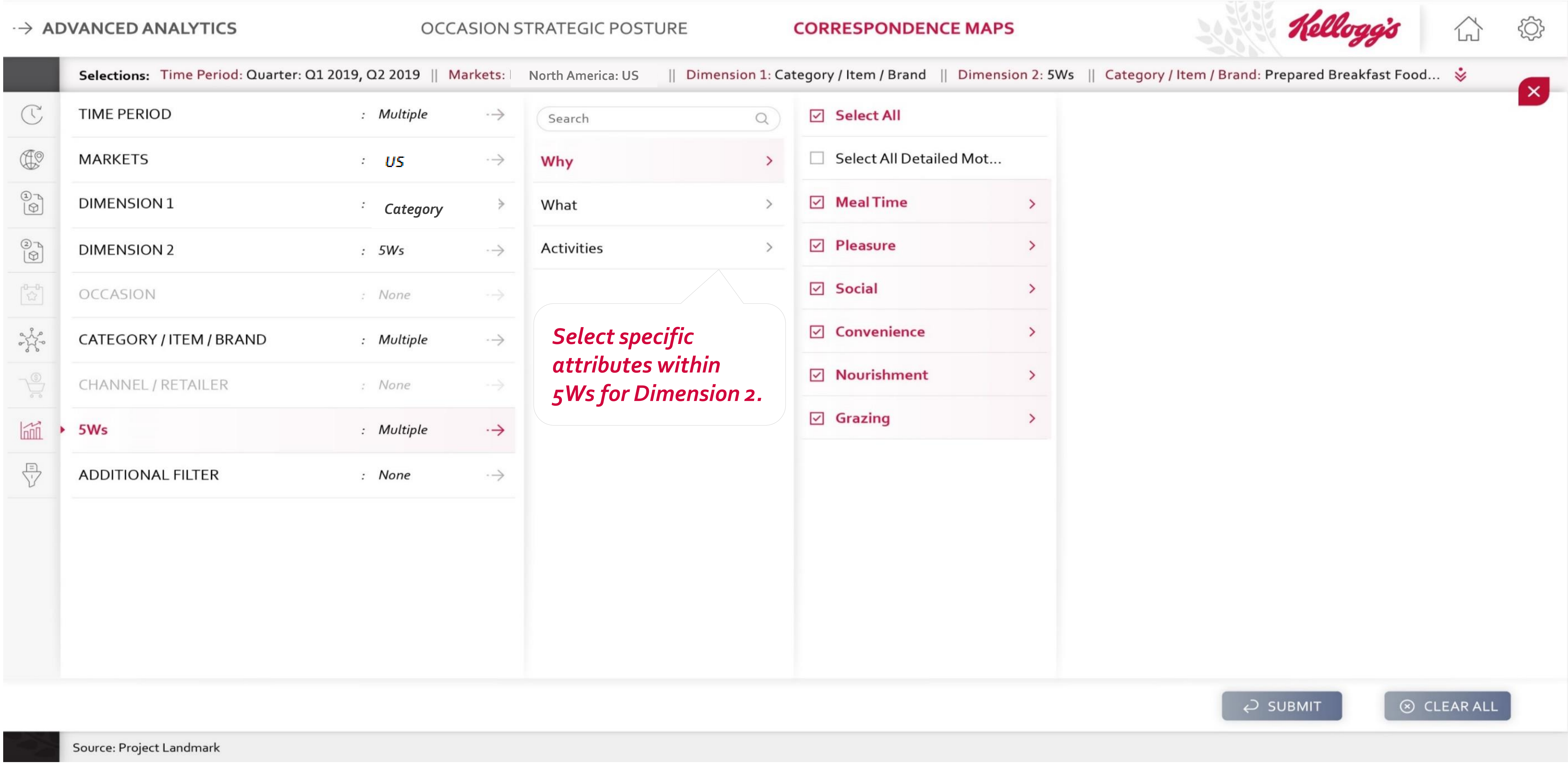
- ☐ Select All Categories
- ☑ **Prepared Breakfast Food**
- ☑ **Frozen Breakfast Food**
- ☑ **Cereal**
- ☑ **Bread / Bakery**
- ☐ Yogurt / Cheese
- ☐ Fruits and Veggies
- ☑ **Salty / Savory Snacks**
- ☐ Meat Snacks
- ☐ Nuts / Seeds
- ☑ **Crackers**
- ☑ **Cookies**

Select specific Categories in Dimension 1.

SUBMIT
CLEAR ALL

Source: Project Landmark

5Ws



ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food...

TIME PERIOD	:	*Multiple*
MARKETS	:	*US*
DIMENSION 1	:	*Category*
DIMENSION 2	:	*5Ws*
OCCASION	:	*None*
CATEGORY / ITEM / BRAND	:	*Multiple*
CHANNEL / RETAILER	:	*None*
5Ws	:	*Multiple*
ADDITIONAL FILTER	:	*None*

Search
Why >
What >
Activities >

☑ Select All

☐ Select All Detailed Mot...

☑ Meal Time

☑ Pleasure

☑ Social

☑ Convenience

☑ Nourishment

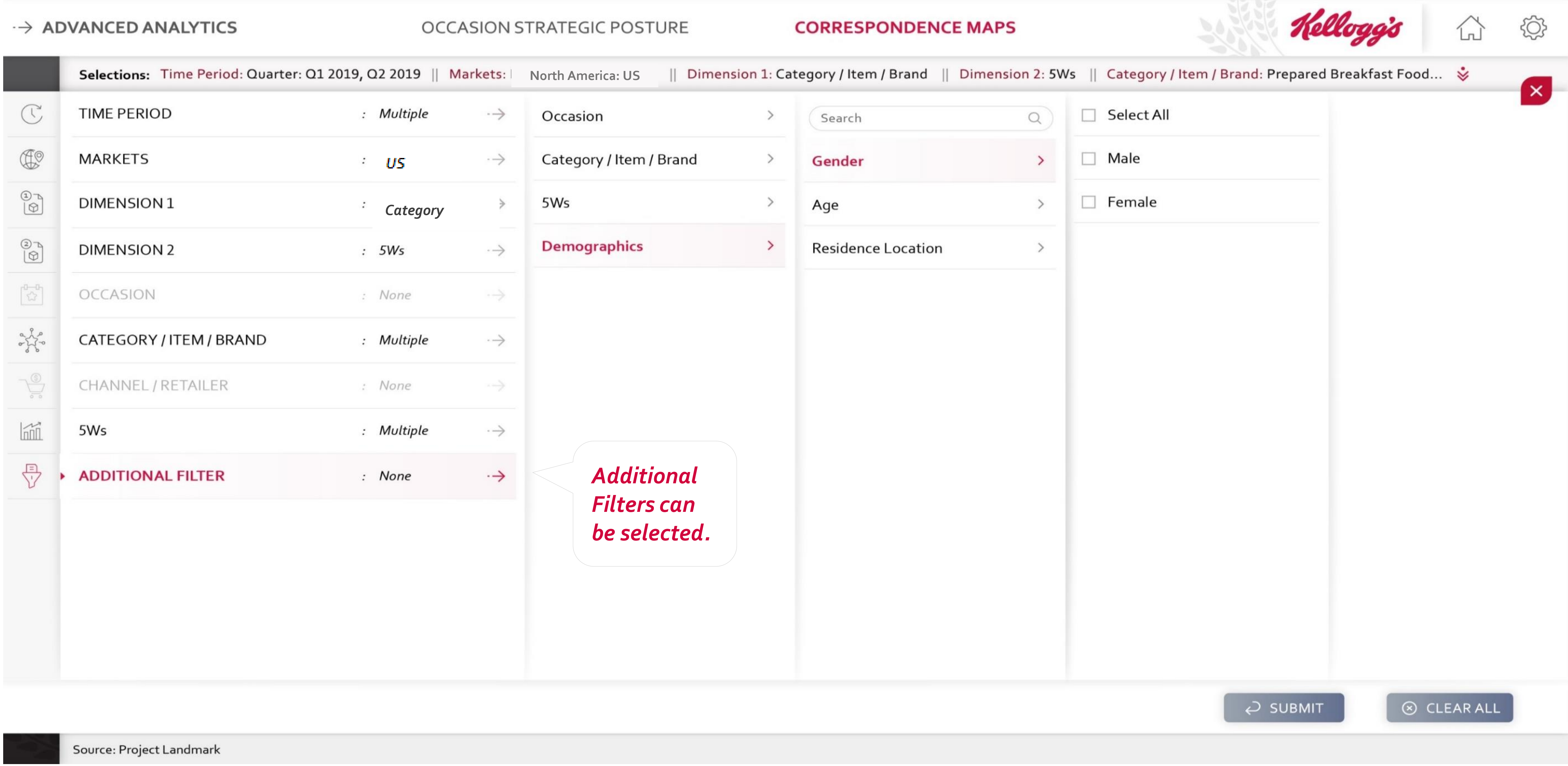
☑ Grazing

SUBMIT
CLEAR ALL

Source: Project Landmark

Select specific attributes within 5Ws for Dimension 2.

Additional Filter


ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's
Occasion
Category / Item / Brand
5Ws
Demographics
Search
Gender
Age
Residence Location
☐ Select All
☐ Male
☐ Female
SUBMIT
CLEAR ALL

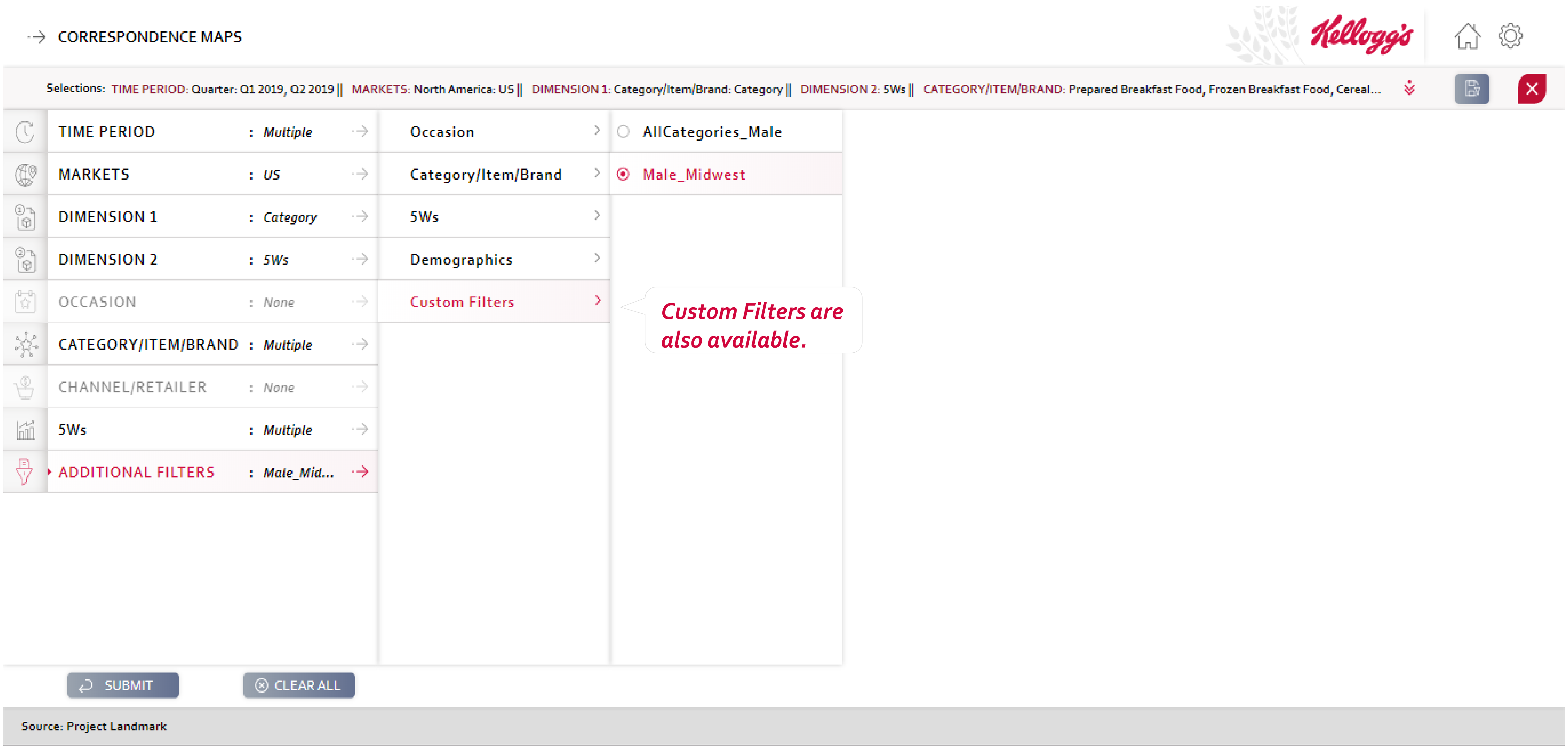
Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food...

TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *Category*
DIMENSION 2 : *5Ws*
OCCASION : *None*
CATEGORY / ITEM / BRAND : *Multiple*
CHANNEL / RETAILER : *None*
5Ws : *Multiple*
ADDITIONAL FILTER : *None*

Additional Filters can be selected.

Source: Project Landmark

Custom Filters



CORRESPONDENCE MAPS
Kellogg's

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cereal...

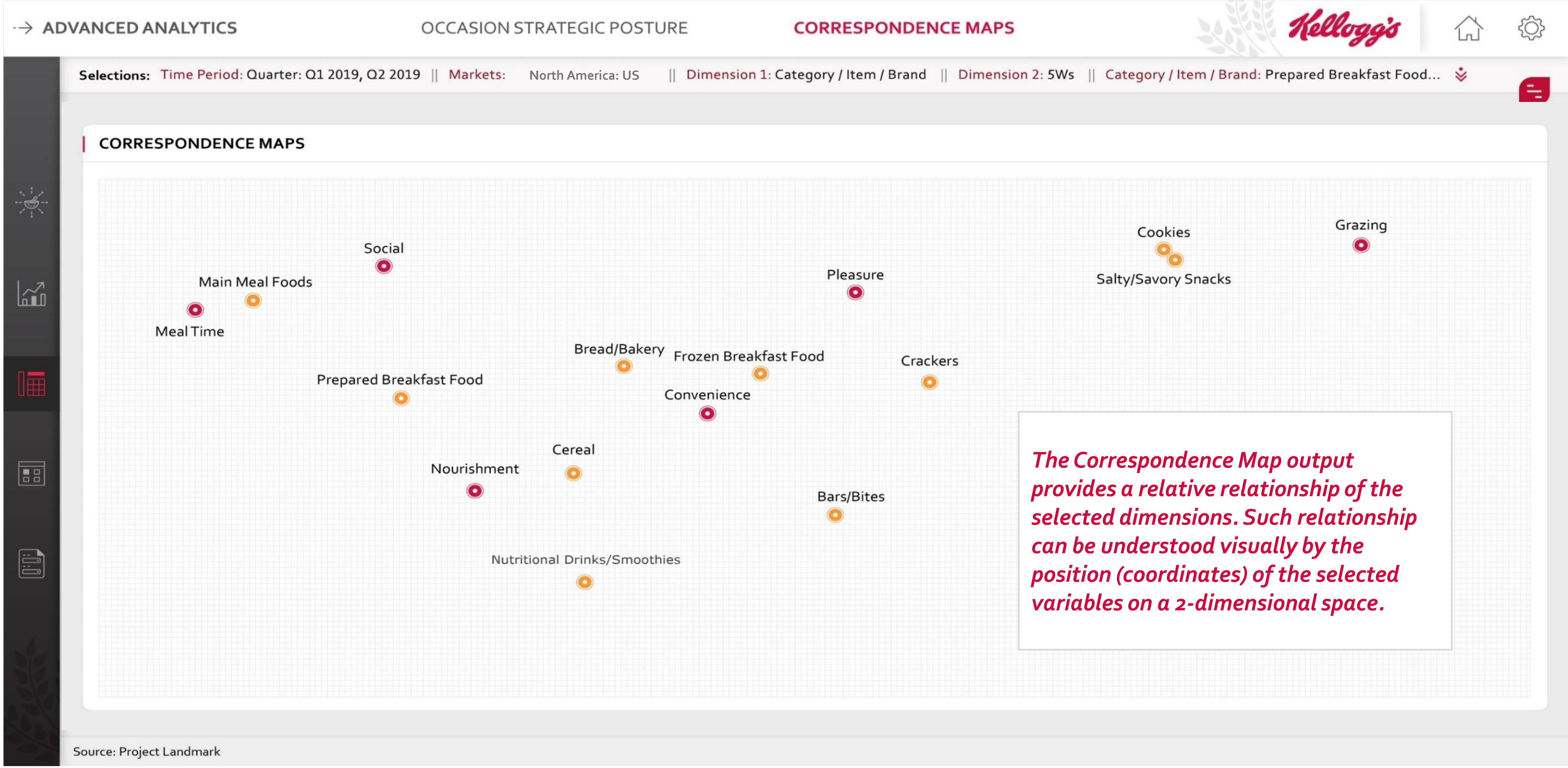
TIME PERIOD : *Multiple*
MARKETS : *US*
DIMENSION 1 : *Category*
DIMENSION 2 : *5Ws*
OCCASION : *None*
CATEGORY/ITEM/BRAND : *Multiple*
CHANNEL/RETAILER : *None*
5Ws : *Multiple*
ADDITIONAL FILTERS : *Male_Mid...*

Occasion
Category/Item/Brand
5Ws
Demographics
Custom Filters
○ AllCategories_Male
● Male_Midwest
SUBMIT
CLEAR ALL

Custom Filters are also available.

Source: Project Landmark

Output Screen



ADVANCED ANALYTICS
OCCASION STRATEGIC POSTURE
CORRESPONDENCE MAPS
Kellogg's

Selections: Time Period: Quarter: Q1 2019, Q2 2019 || Markets: North America: US || Dimension 1: Category / Item / Brand || Dimension 2: 5Ws || Category / Item / Brand: Prepared Breakfast Food...

CORRESPONDENCE MAPS

Social
Main Meal Foods
Meal Time
Pleasure
Cookies
Salty/Savory Snacks
Grazing
Bread/Bakery
Frozen Breakfast Food
Crackers
Prepared Breakfast Food
Convenience
Cereal
Nourishment
Bars/Bites
Nutritional Drinks/Smoothies

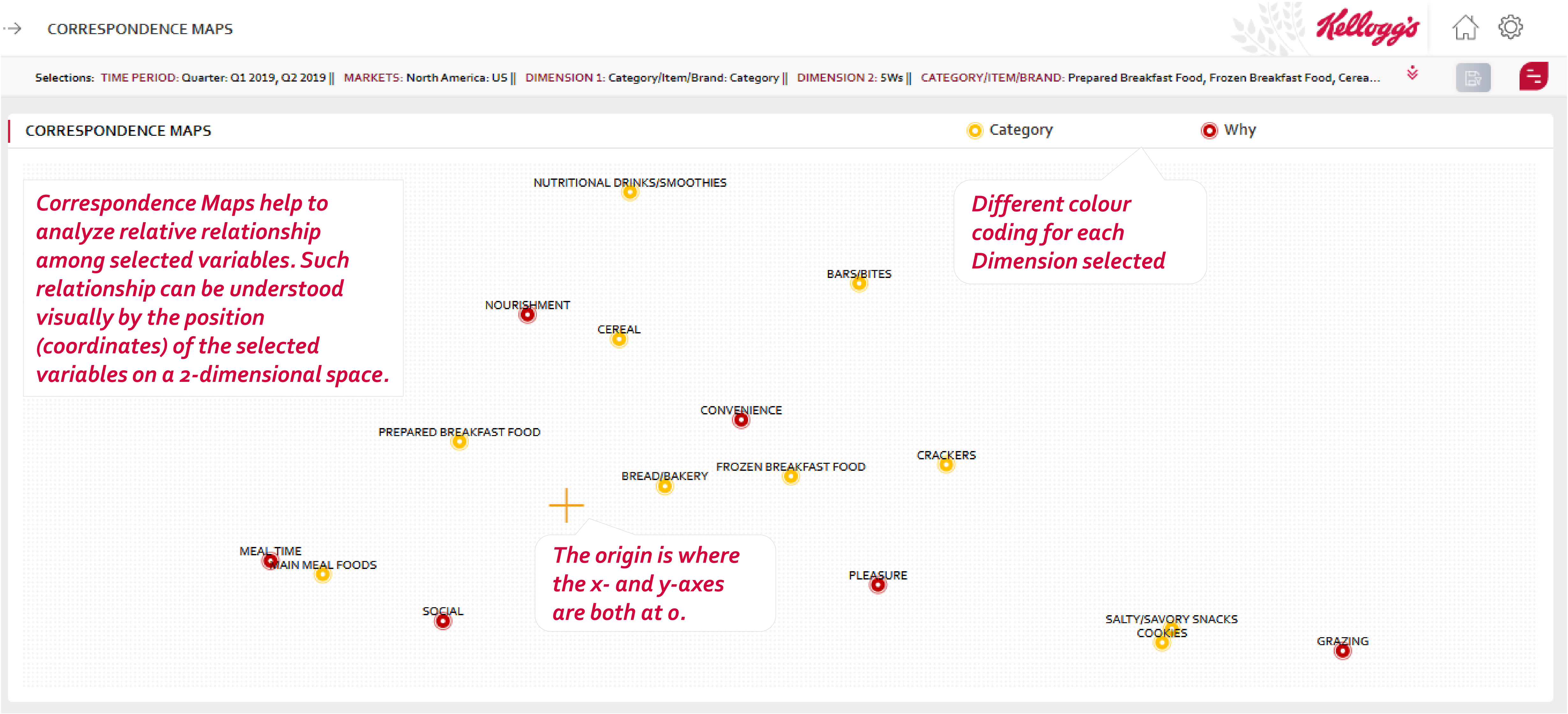
The Correspondence Map output provides a relative relationship of the selected dimensions. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.

Source: Project Landmark

How to Read the Data

- Correspondence Maps help to analyze relative relationship among selected variables. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.
- In the LOV, this analysis is conducted on variables selected from two dimensions. The first step is to validate if these two dimensions are dependent. The output is displayed only if two dimensions are dependent @ 95% Confidence Level.
- Distance from the Origin
  - The origin is where the x- and y-axes are both at 0.
  - Points that are further from the origin are discriminatory in nature, i.e. points which are farther from the origin have a differentiated relationship to other variables than points which are closer to the origin.
- Angles from the Origin
  - To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.
    - If there is a small angle connecting a row and column point to the origin, they are probably associated. Imagine a line connecting the row and column points with the origin, the smaller the angle, the stronger the relationship.
    - If the angle is a right angle, it suggests no relationship. If the angle is more than 90 degrees, it indicates a negative association.
    - If distance from the origin are both far from the center of the map it suggests a relatively strong association.

How to Read the Data



CORRESPONDENCE MAPS

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

CORRESPONDENCE MAPS

Correspondence Maps help to analyze relative relationship among selected variables. Such relationship can be understood visually by the position (coordinates) of the selected variables on a 2-dimensional space.

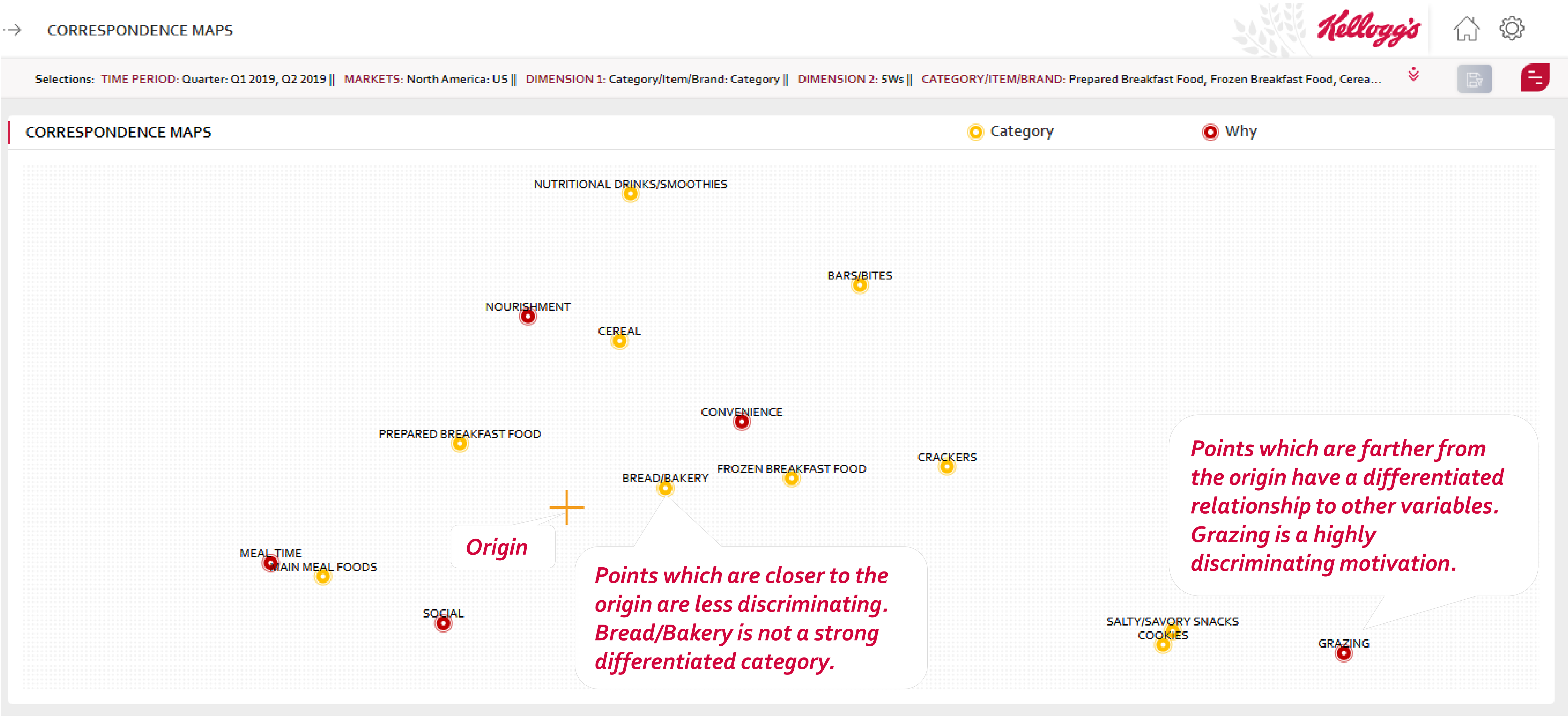
Different colour coding for each Dimension selected

The origin is where the x- and y-axes are both at 0.

Category
Why
NUTRITIONAL DRINKS/SMOOTHIES
BARS/BITES
NOURISHMENT
CEREAL
CONVENIENCE
PREPARED BREAKFAST FOOD
CRACKERS
FROZEN BREAKFAST FOOD
BREAD/BAKERY
MEAL-TIME
MAIN MEAL FOODS
PLEASURE
SOCIAL
SALTY/SAVORY SNACKS
COOKIES
GRAZING

Source: Project Landmark || Output is displayed based on dependence between variables @ 95% CL

How to Read the Data



CORRESPONDENCE MAPS

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

CORRESPONDENCE MAPS

Category
Why
NUTRITIONAL DRINKS/SMOOTHIES
BARS/BITES
NOURISHMENT
CEREAL
CONVENIENCE
PREPARED BREAKFAST FOOD
CRACKERS
FROZEN BREAKFAST FOOD
BREAD/BAKERY
MEAL TIME
MAIN MEAL FOODS
SOCIAL
SALTY/SAVORY SNACKS
COOKIES
GRAZING

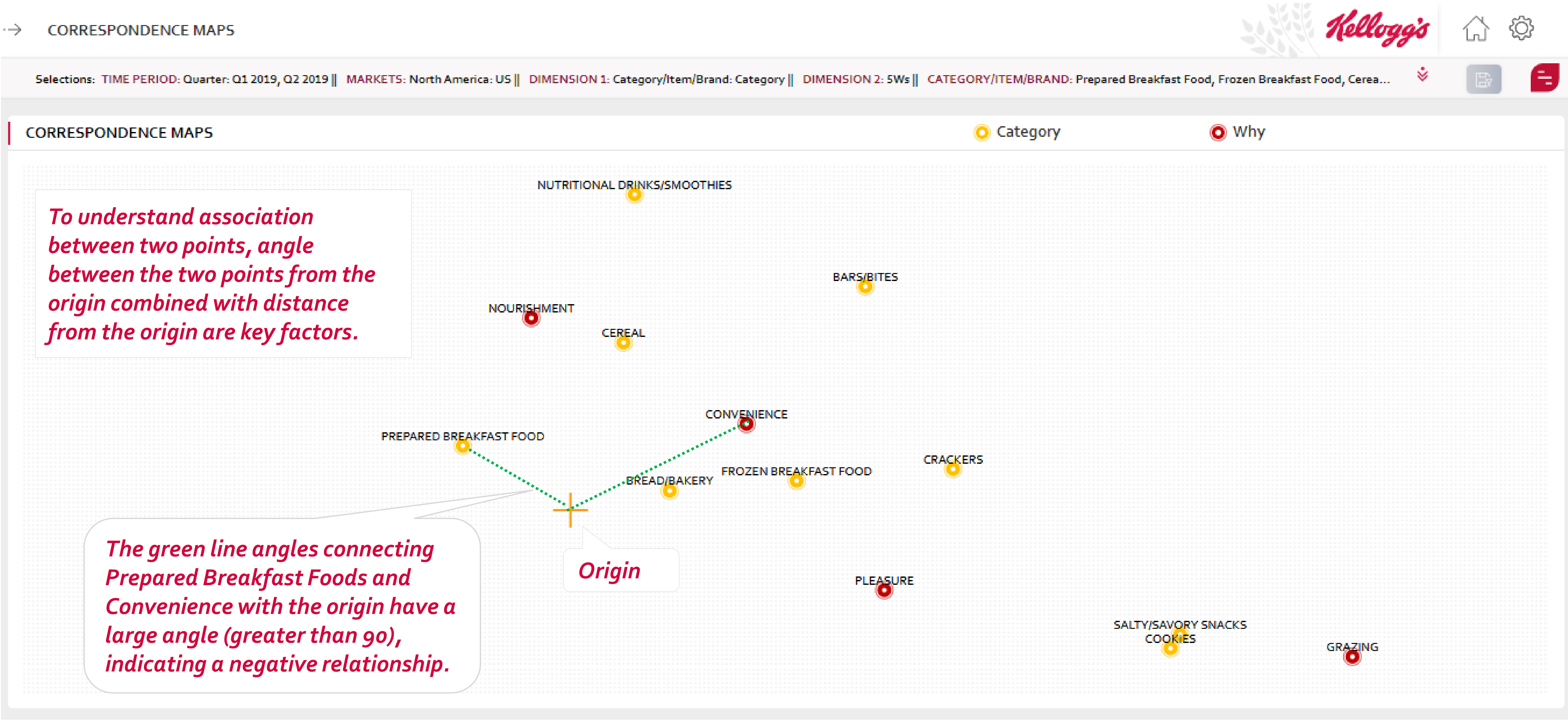
Origin

Points which are closer to the origin are less discriminating. Bread/Bakery is not a strong differentiated category.

Points which are farther from the origin have a differentiated relationship to other variables. Grazing is a highly discriminating motivation.

Source: Project Landmark || Output is displayed based on dependence between variables @ 95% CL

How to Read the Data


CORRESPONDENCE MAPS
Kellogg's
CORRESPONDENCE MAPS
Category
Why
NUTRITIONAL DRINKS/SMOOTHIES
BARS/BITES
NOURISHMENT
CEREAL
CONVENIENCE
PREPARED BREAKFAST FOOD
CRACKERS
FROZEN BREAKFAST FOOD
BREAD/BAKERY
PLEASURE
SALTY/SAVORY SNACKS
COOKIES
GRAZING

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

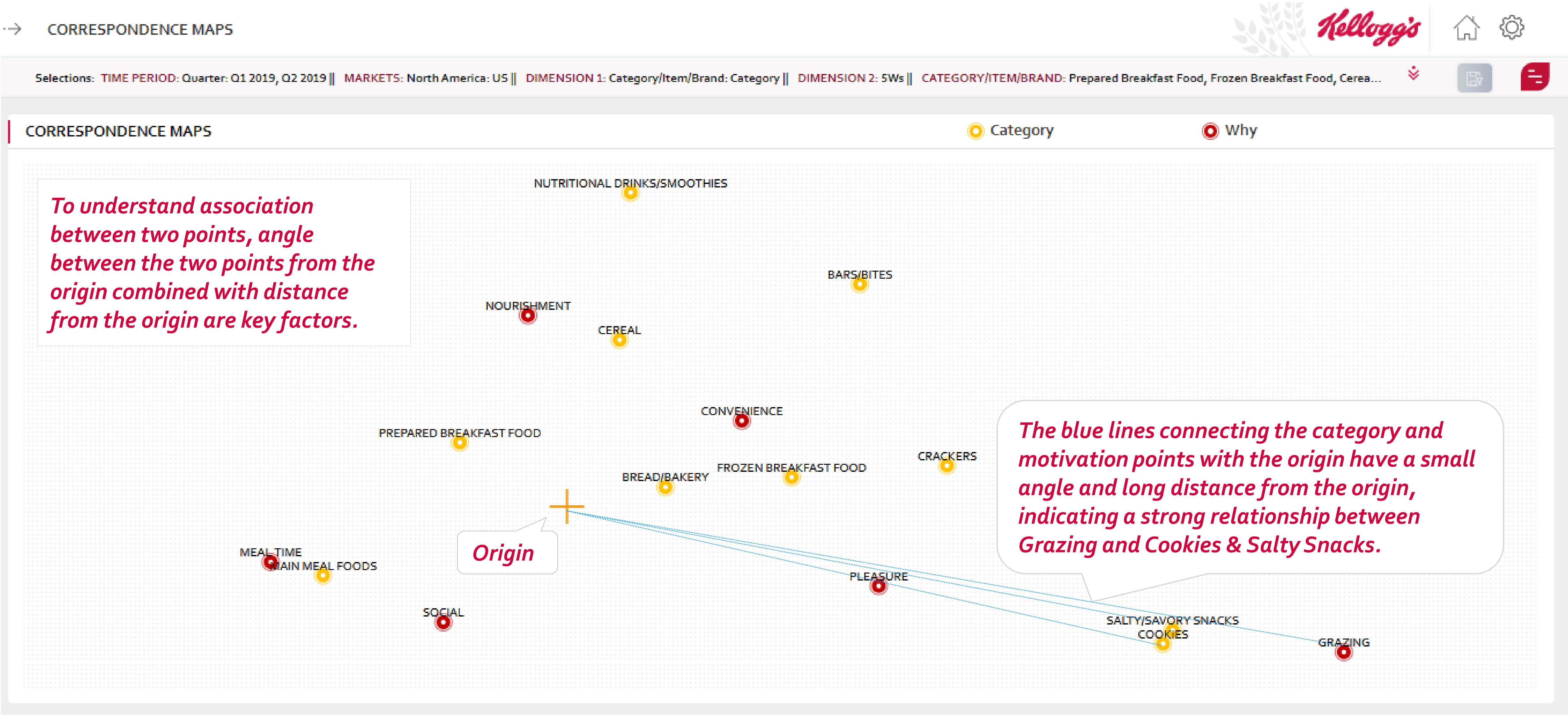
To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.

The green line angles connecting Prepared Breakfast Foods and Convenience with the origin have a large angle (greater than 90), indicating a negative relationship.

Origin

Source: Project Landmark || Output is displayed based on dependence between variables @ 95% CL

How to Read the Data



CORRESPONDENCE MAPS

Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

CORRESPONDENCE MAPS

To understand association between two points, angle between the two points from the origin combined with distance from the origin are key factors.

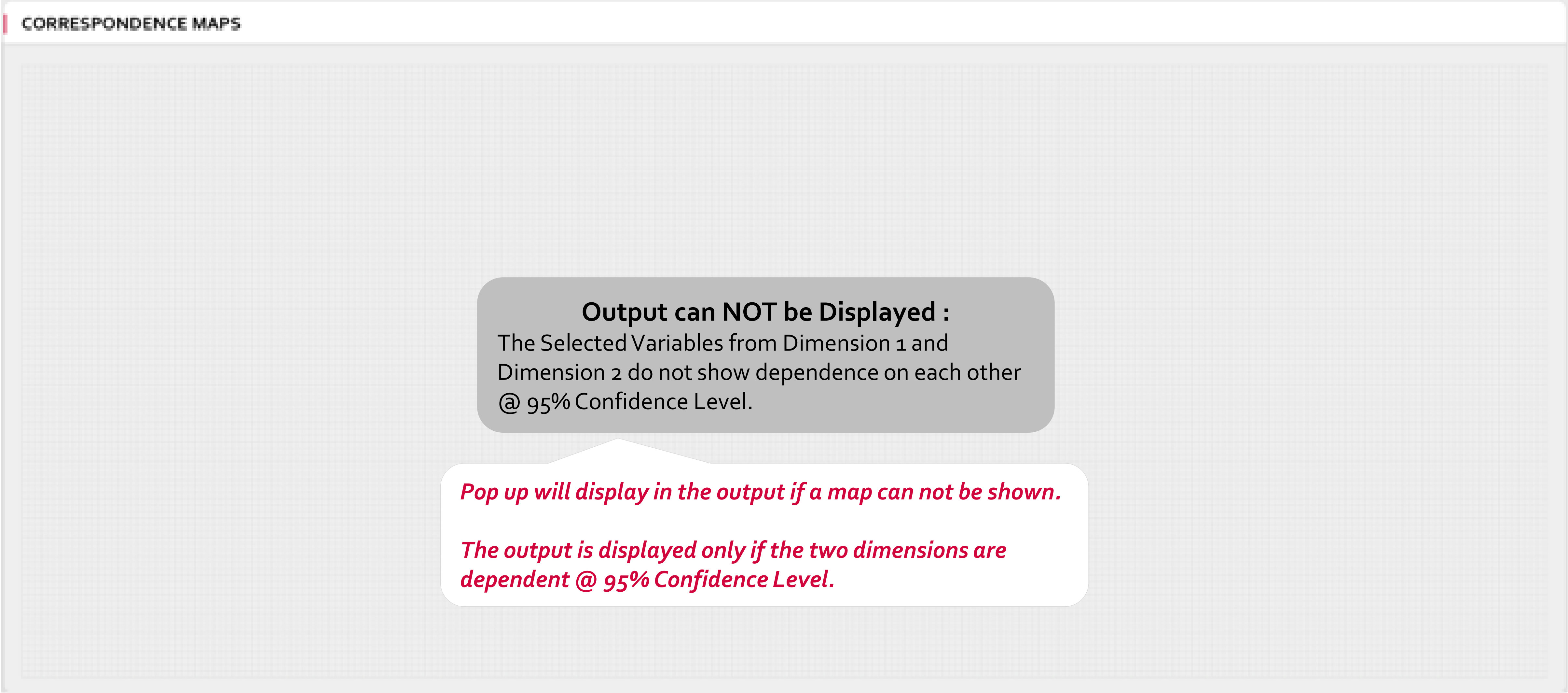
Origin

The blue lines connecting the category and motivation points with the origin have a small angle and long distance from the origin, indicating a strong relationship between Grazing and Cookies & Salty Snacks.

Category
Why
NUTRITIONAL DRINKS/SMOOTHIES
BARS/BITES
NOURISHMENT
CEREAL
CONVENIENCE
PREPARED BREAKFAST FOOD
CRACKERS
FROZEN BREAKFAST FOOD
BREAD/BAKERY
MEAL TIME
MAIN MEAL FOODS
PLEASURE
SOCIAL
SALTY/SAVORY SNACKS
COOKIES
GRAZING

Source: Project Landmark || Output is displayed based on dependence between variables @ 95% CL

How to Read the Data



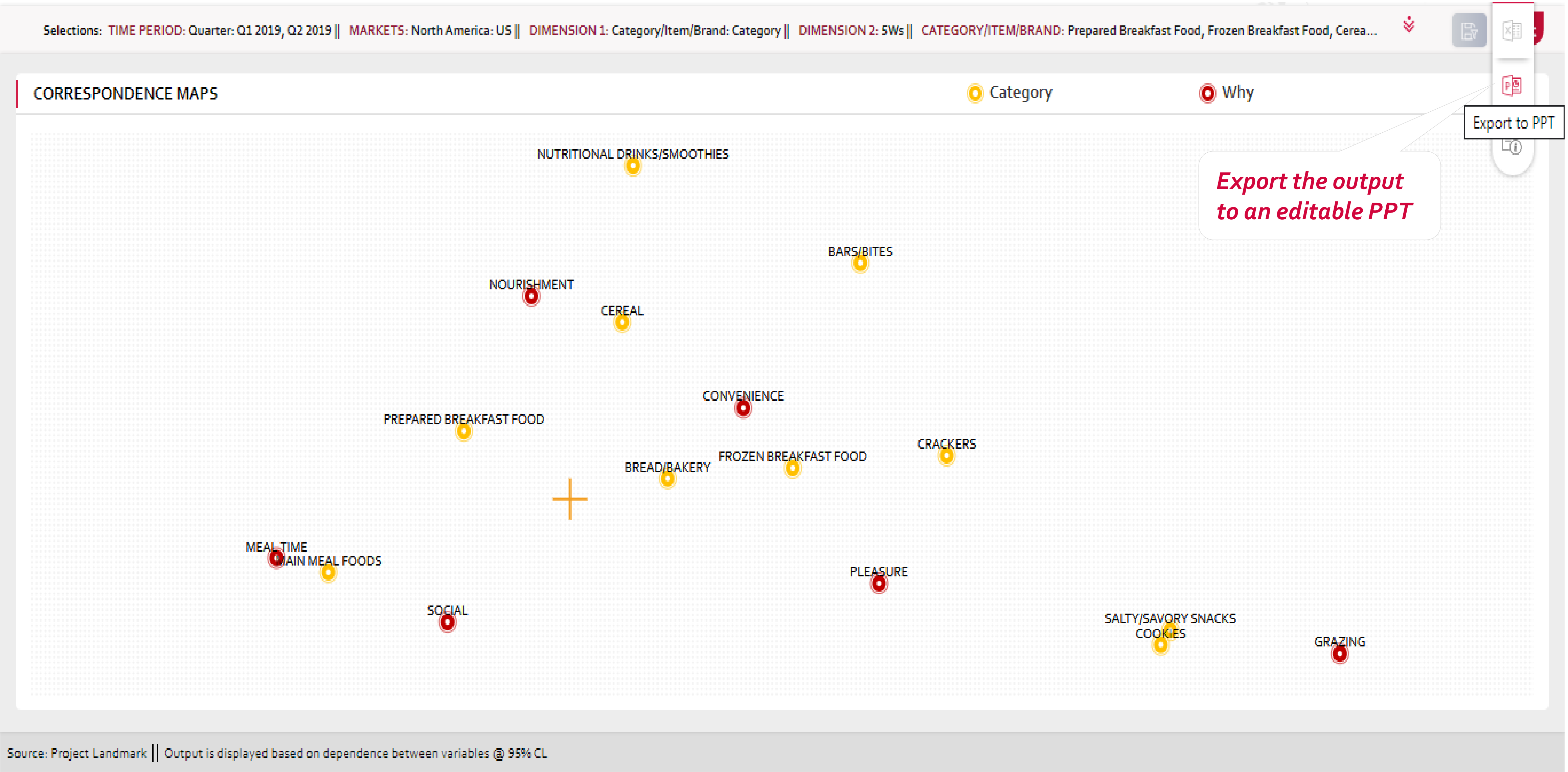
CORRESPONDENCE MAPS

Output can NOT be Displayed :
The Selected Variables from Dimension 1 and Dimension 2 do not show dependence on each other @ 95% Confidence Level.

Pop up will display in the output if a map can not be shown.

The output is displayed only if the two dimensions are dependent @ 95% Confidence Level.

Key Features



Selections: TIME PERIOD: Quarter: Q1 2019, Q2 2019 || MARKETS: North America: US || DIMENSION 1: Category/Item/Brand: Category || DIMENSION 2: 5Ws || CATEGORY/ITEM/BRAND: Prepared Breakfast Food, Frozen Breakfast Food, Cerea...

CORRESPONDENCE MAPS

Category
Why
Export to PPT
NUTRITIONAL DRINKS/SMOOTHIES
BARS/BITES
NOURISHMENT
CEREAL
CONVENIENCE
PREPARED BREAKFAST FOOD
CRACKERS
FROZEN BREAKFAST FOOD
BREAD/BAKERY
MEAL TIME
MAIN MEAL FOODS
PLEASURE
SOCIAL
SALTY/SAVORY SNACKS
COOKIES
GRAZING

Export the output to an editable PPT

Source: Project Landmark || Output is displayed based on dependence between variables @ 95% CL