

Brand Experience



This is based on a broad selection of brand and product representations from the market. Look out for emotion inducing images of well-known products and services (Eg. Chocolates, cars, airlines, movies, appliances) as well as of the competitors. Hang the images on an easily accessible wall or on butcher paper. Give each participant 10–25 red and green dot stickers, instruct them to follow their gut reactions and place the stickers directly onto the images (red for undesirable and green for desirable). The resulting brand image continuum maps the images from undesirable to desirable based on the perceived attributes from participants.

Top10 Brands

01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 108,847 \$m	05  -4% 63,365 \$m
06  +2% 61,098 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m	09  +4% 45,362 \$m	10  +11% 44,352 \$m



Orange - Blue ; Yellow - Purple ; Red - Green

