

SAMI Positioning AI - Executive Summary

Brand Perception Audit

- Analyze brand perception via sentiment, NPS comments, and reviews.
- Apply Jungian archetypes (e.g., Hero, Caregiver, Explorer) to define tone.
- Outputs: Brand trait maps, tone audits, perceptual positioning charts.

Differentiation Gap Finder

- Identify attribute overlap with competitors.
- Reveal white space and recommend tone/positioning refinements.

Loyalty Driver Matrix

- Separate behavioral vs. emotional loyalty signals.
- Map loyalty triggers by persona, cohort, or behavior.
- Recommend loyalty-boosting actions.

Net Promoter Breakdown

- Analyze open-ended feedback from Promoters, Passives, and Detractors.
- Identify drivers behind high or low sentiment by group.

Archetype Alignment Profiler

- Classify brand tone using emotional archetypes.
- Guide brand voice, visuals, and message to match audience values.
- Use for relaunches, tone audits, and strategic storytelling.

Supported Data Inputs

- Works with structured (NPS, surveys) and unstructured (reviews, social, transcripts).