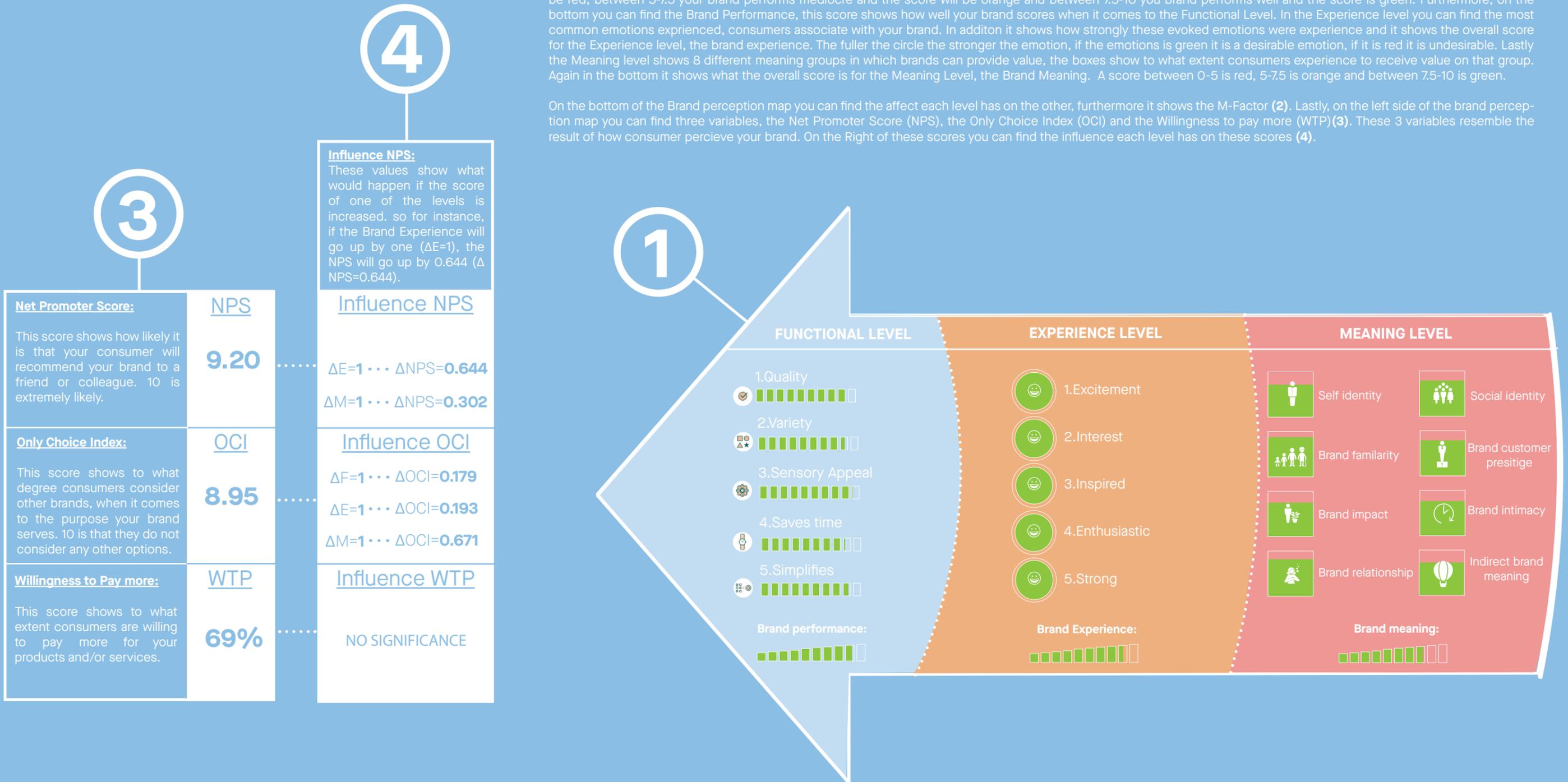


BRAND PERCEPTION BLUEPRINT EXTRAORDINARY BRANDS

The Brand Perception Map gives you a clear understanding of how consumers perceive your brand. In the arrow you can find the three different levels; Functional, Experience and Meaning (1). Within the Functional level you can find the 5 most important functional needs consumers seek to fulfil. Under each need, you can find how well your brand performs on these functional needs. When it comes to the scoring of the functional benefits, if your brand scores between 0-5, your brand is performing bad and the score will be red, between 5-7.5 your brand performs mediocre and the score will be orange and between 7.5-10 your brand performs well and the score is green. Furthermore, on the bottom you can find the Brand Performance, this score shows how well your brand scores when it comes to the Functional Level. In the Experience level you can find the most common emotions experienced, consumers associate with your brand. In addition it shows how strongly these evoked emotions were experienced and it shows the overall score for the Experience level, the brand experience. The fuller the circle the stronger the emotion, if the emotion is green it is a desirable emotion, if it is red it is undesirable. Lastly the Meaning level shows 8 different meaning groups in which brands can provide value, the boxes show to what extent consumers experience to receive value on that group. Again in the bottom it shows what the overall score is for the Meaning Level, the Brand Meaning. A score between 0-5 is red, 5-7.5 is orange and between 7.5-10 is green.

On the bottom of the Brand perception map you can find the affect each level has on the other, furthermore it shows the M-Factor (2). Lastly, on the left side of the brand perception map you can find three variables, the Net Promoter Score (NPS), the Only Choice Index (OCI) and the Willingness to pay more (WTP)(3). These 3 variables resemble the result of how consumer perceive your brand. On the Right of these scores you can find the influence each level has on these scores (4).



3

Net Promoter Score: This score shows how likely it is that your consumer will recommend your brand to a friend or colleague. 10 is extremely likely.	NPS 9.20
Only Choice Index: This score shows to what degree consumers consider other brands, when it comes to the purpose your brand serves. 10 is that they do not consider any other options.	OCI 8.95
Willingness to Pay more: This score shows to what extent consumers are willing to pay more for your products and/or services.	WTP 69%

Influence NPS: These values show what would happen if the score of one of the levels is increased. so for instance, if the Brand Experience will go up by one (ΔE=1), the NPS will go up by 0.644 (ΔNPS=0.644).	Influence NPS ΔE=1 ... ΔNPS=0.644 ΔM=1 ... ΔNPS=0.302
Influence OCI ΔF=1 ... ΔOCI=0.179 ΔE=1 ... ΔOCI=0.193 ΔM=1 ... ΔOCI=0.671	Influence OCI
Influence WTP NO SIGNIFICANCE	Influence WTP

2

Each level positively influences each other. This means that if a certain level is increased, there will be a positive affect on the other layers. for instance, if the Brand performance is increased by 1 (ΔF=1) the brand experience will go up by 0.229 (ΔE=0.229) and the meaning level will go up by 0.218 (ΔM=0.218).

M-factor: Since an increase in each level results in an increase in other levels, there is a multiplying factor. so M-factor= ΔF + ΔE + ΔM

FUNCTIONAL LEVEL (F)	EXPERIENCE LEVEL (E)	MEANING LEVEL (M)
$\Delta F=1$ $\Delta E=0.229$ $\Delta M=0.218$	$\Delta E=1$ $\Delta F=0.392$ $\Delta M=0.685$	$\Delta M=1$ $\Delta F=0.260$ $\Delta E=0.477$
FUNCTIONAL LEVEL M-FACTOR 1.447	EXPERIENCE LEVEL M-FACTOR 2.077	MEANING LEVEL M-FACTOR 1.737