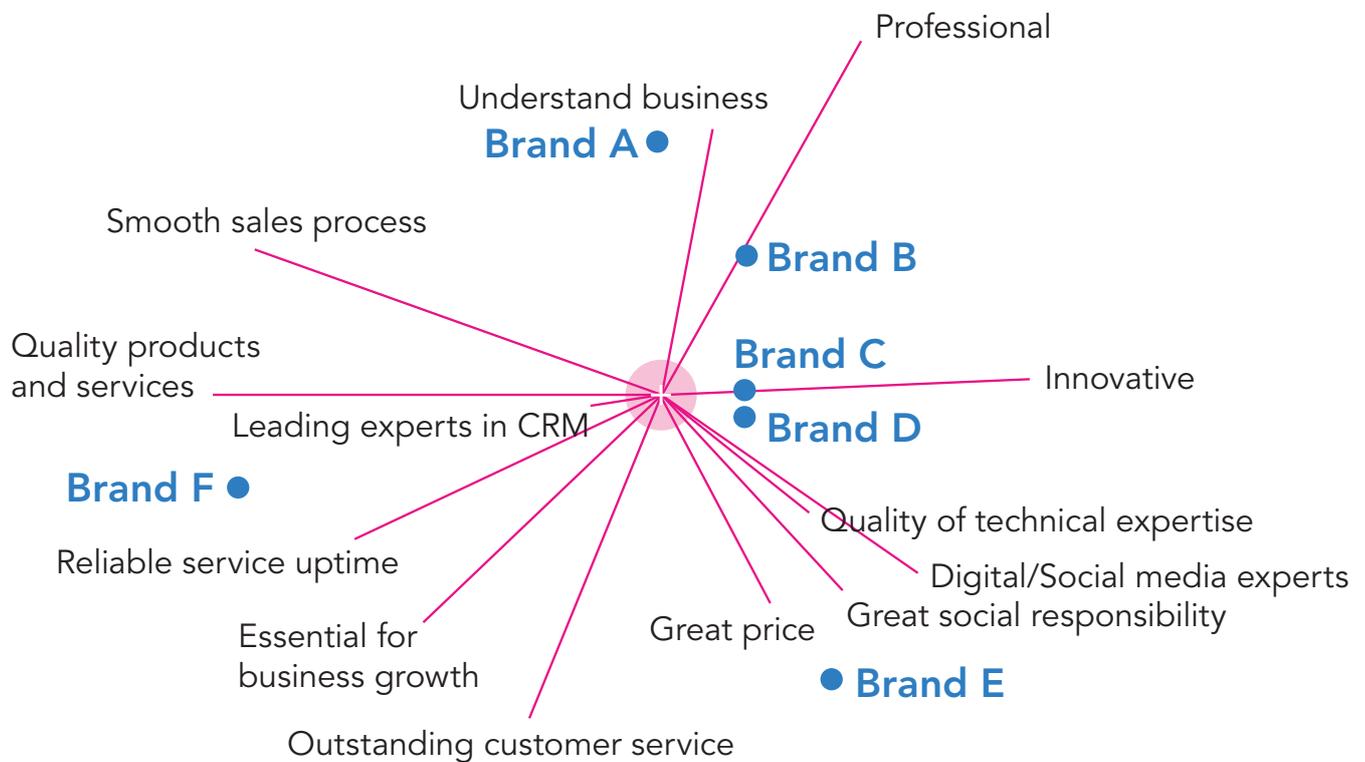# Brand Mapping – *A Light Look*
Visualising A Brand's Competitive Landscape

#01 | Sapio's Brand Maps identify the closest competitors and their differentiating factors by measuring positive and negative brand perceptions and associations. This allows real and valuable insight for the future ahead.

Brand Perception Map or Competitor Landscape

Professional

Understand business

Brand A ●

Smooth sales process

● **Brand B**

Brand C

Quality products and services

Innovative

Leading experts in CRM

● **Brand D**

Brand F ●

Quality of technical expertise

Reliable service uptime

Digital/Social media experts

Great social responsibility

Essential for business growth

Great price

● **Brand E**

Outstanding customer service

Question:

Thinking specifically about Brand X which of the following words/expressions, if any, would you associate with this company?

Base: X

Diagram Key:

Long line = important differentiator

When Brand is close to line = close association

When Brand is further away from centre = is more strongly associated/differentiated by the factors it is near.

Planning and Strategy

> Brand C & D could do with some help in standing out as they have a slight association with being **innovative**, but not much else

> Brand E could enhance its value by moving away from talking **price**

> Brand A could do well not to forget about **customer service.**

There is certainly no better time to stand out for all the right reasons.

When to use Brand Maps:

- Pitching
- Onboarding & planning
- Account review

What the technique shows

Sapio's Brand Maps:

> Plot how your client's brand stacks up against the competition
> Spot problems or opportunities for re-positioning
> Inform messaging strategies
> Track changes made by the brand and their competition.

Benefits

Sapio's Brand Maps give you a wealth of information on one concise slide. Knowing how a brand is perceived can help:

> Challenge established thinking
> Spark fresh ideas and actions
> Prove ROI on a change in messaging strategy
> Future proof a brand.

How it's done

The Brand Perception Maps are in effect 3D data points displayed in a 2D format. This is how we usually do them:

> First, the brands to be included are agreed upon. The ideal number is between 5 and 8
> The list of relevant brand attributes needs to be decided, which should include both negative, positive and neutral attributes. There should be more attributes than brands, so between 8 and 10
> The questions are constructed, asking which attributes respondents most associate with each brand
> Put the questions into field - 300 responses are a minimum, but ideally 1,000 responses should be collected
> Once fieldwork is finished, the data is cleaned and prepared for analysis
> Finally, correspondence analysis is done which produces our Brand Maps!

Outcome/examples of technique use

Examples of Sapio's Brand Map use:

> A white goods manufacturer's PR company uses it to realign its brand messaging periodically
> A consumer drink brand uses it as part of its due diligence prior to new brand acquisitions
> Annually a construction company uses it to ensure they are occupying 'white space' and are unique in the market.

With a small addition to your survey, you'll deliver strategic insights that brands will love to get their hands on.

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Contact the SAPIO Research Insight Team today to find out more **team@sapioresearch.com** or call **+44 (0) 207 2361 604**