

What is Perceptual Mapping?

In its most classic form, Perceptual Mapping shows how the marketplace “groups” or associates benefits and illustrates the relative positioning of brands across these benefits.

- ◆ Current thinking is that Perceptual Mapping works very well when showing which benefits are most closely grouped or bundled together, which benefits are unrelated, and which are viewed as contradictory or polar opposites

The goal of Perceptual Mapping is to display brands and benefits in a low dimensional space to allow for interference.

- ◆ Similar brands and closely aligned benefits are grouped together
- ◆ Perceived performance determines the benefit groupings
- ◆ The association of the brands the benefits determines how they are positioned

How Does Perceptual Mapping Work?

The benefit ratings for brands can be analyzed using this multi-dimensional scaling technique.

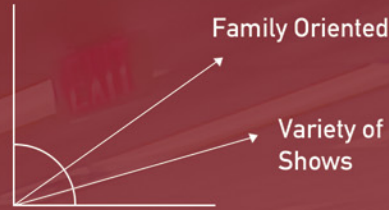
- ◆ The key advantage of Perceptual Mapping is in clearly illustrating how benefits are correlated with one another
- ◆ This insight enables targeted positioning of brands by focusing on a smaller bundle of key benefits, while gaining the association of a much larger grouping of benefits

The output helps to understand which benefits are clustered together based on current perceptions of the marketplace. Similarly, it identifies which benefits have a negative relationship with each other.

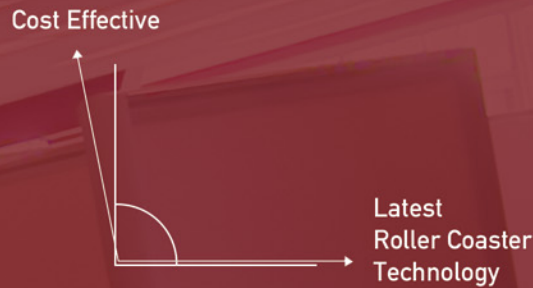
- ◆ For example, mapping may show a television network where “Wholesome Family Entertainment” and “Variety of Shows” are closely associated
 - ◆ From a positioning standpoint, this network could focus on communicating “Wholesome Family Entertainment” while also gaining the perception that it offers a “Variety of Shows”
- ◆ Another example may show that “Safe and Wholesome” has a negative relationship with “Offering Thrill Rides” when related to an amusement park. This would mean consumers think that the more safe and wholesome an amusement park is, the fewer thrill rides available
 - ◆ In this case, positioning the brand as both “Safe and Wholesome” as well as “Offering Thrill Rides” could be viewed as contradictory and non-credible. Knowing this, brand management would have an opportunity to address this disconnect and educate consumers through strong communication



How to Read a Perceptual Map



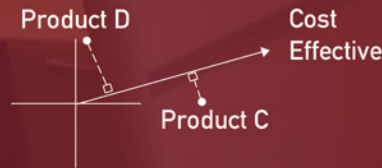
Benefit vectors with less than a 90° angle are perceived to be closely correlated in the respondent's mind.



Benefit vectors with greater than a 90° angle are perceived to be negatively correlated in the respondent's mind.

Perceptions of Product Relationships Relative to Benefits and to Each Other

In order to determine how a product is perceived on any particular benefit, draw a perpendicular line from the product to the benefit vector. The closer to the vector arrowhead the more associated with that benefit. This must be drawn for every benefit vector.



Example: Here Product C is more closely related with cost-effectiveness than Product D, since its perpendicular lies closer to the arrowhead.

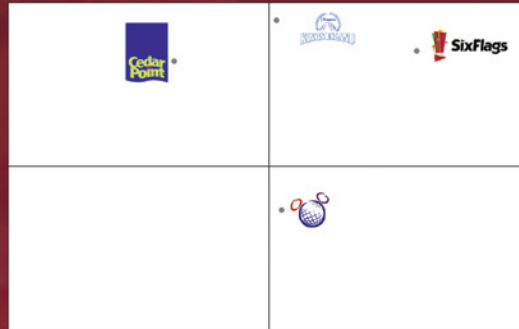
Products which plot on the extension of the vector (if the vector were continued through the origin) are negatively perceived on that benefit.



Example: Here Product D is perceived as having relatively low cost-effectiveness.

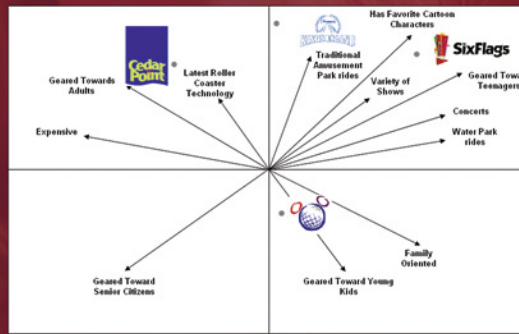


Perceptual Map Building



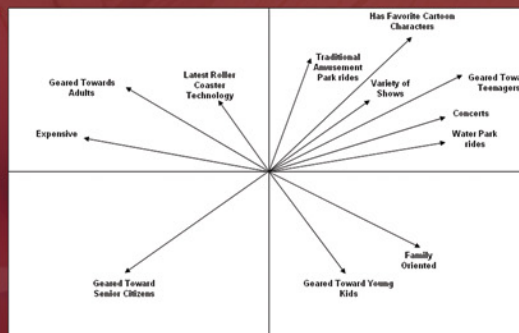
Display Products / Services Only

- ◆ Shows grouping of products or services
- ◆ Map demonstrates the marketplace as defined by these products or services



Display products / services and benefits together

- ◆ Map shows that benefits are grouped together because of their association with the products / services
- ◆ Not intended to analyze one product / service benefit associations – other M&RR analytical techniques are better equipped to address this



Display benefits (Vectors) Only

- ◆ Grouping of similar benefits is based on the performance of the products / services shown earlier
- ◆ Demonstrates what you can get for free
- ◆ Demonstrates what you lose if you don't pay attention to negative correlations